

BOARD MEETING

26 April 2018

Chief Executive's Report Nicola Lees, Chief Executive



Bradford District Care
NHS Foundation Trust

Purpose of this Report:

To update Board members on national, regional and local issues, announcements relating to mental health, learning disability and community health services, and Chief Executive level discussions within the local health economy.

Recommendations

That the Board:

- **Notes** the content of the Chief Executive's report

Previous meetings/committees where the report has been considered: Executive Management Team

Risk issues identified for discussion: Board members will want to identify any risks emerging from the content of the paper, and how new issues and challenges across the NHS might affect BDCFT. Any emerging issues may be taken forward through individual discussions with Directors outside Board meetings or suggesting a future paper to the Board or its Committees.

Links to Strategic Drivers

This report underpins all four of the strategic drivers.

Publication under Freedom of Information Act:

This paper has been made available under the FOI Act.

Links to principal risks

There are no specific risk issues identified.

CQC outcomes

This paper provides assurance in relation to the well-led framework.

Trust News

Celebration Event for Staff

Course participants were celebrating after completing the Trust's Leadership Development Programme. Read more [here](#)

Three Year Anniversary of First Response

The month of March marked three years since BDCT launched the First Response service. Further information [here](#)

The Trust announces results of Governor elections

Read [here](#) for the details of successful candidates to the Council of Governors.

Trust Food Services chef curry dish finds favour at the National Association of Caterers (NACC) regional care chef heats in Bolton.

Read what tasty delights Paul Drabble created. [here](#)

Fourth Consecutive RoSPA 'Gold' Health & Safety Award

The Trust was notified in April that our commitment to raising standards in health and safety management are to be recognised with a Gold RoSPA award. The award relates to the period January to December 2017 and will be the fourth year that we have received this accolade.

Local News

Airedale NHS Foundation Trust

Airedale staff and volunteers were treated to a preview of the new £7m Acute Assessment Unit. Further details [here](#)

Bradford Teaching Hospitals

The Born in Bradford bus moves to Eccleshill for the next few months. Families will have the opportunity to be weighed, measured and have a bone density and body composition test. Read more [here](#)

Bradford Metropolitan District Council

• **Backing Bradford District Issue 9 March 2018:** Kersten England, CEO of Bradford Metropolitan District Council shares news, views and agendas. Read [here](#) and further news from Bradford Council.

Bradford Council has accepted the Government's invitation to become an integration area. Read the briefing note on the Government's Integration Strategy Green Paper and its implications for Bradford [here](#)

National News

NHS Employers

NHS Staff Council met on 21 March and formally signed off a framework agreement to reform the NHS pay structure and Terms and Conditions for all Agenda for Change staff. More information [here](#)

NHS National Institute for Health Research (NIHR)

"Forward Thinking" provides an overview of recently published research funded by NIHR on support for people living with severe mental illness. Read more [here](#)

CQC Briefing - Mental Health inpatient rehabilitation services

This briefing looks at mental health inpatient rehabilitation services, including ward types, bed numbers. Read more [here](#)

NHS England

Improved asthma and dementia care is being provided by community pharmacists under a new quality scheme. Read more [here](#)

The flagship NHS Type 2 Diabetes Prevention Programme exceeds expectations as patients shed weight. Read the update [here](#)

NHS England to transform Mental Health care across the country for military veterans. Further details [here](#)

Read the latest publication from the Workforce Race Equality Standard (WRES) Programme outlining the experience of black and minority ethnic (BME) staff working for the health service [here](#)

External Media Report - March 2018

This month we're reporting on March and year end. Social media engagement is high this month, generated from posts thanking staff for their commitment during the adverse weather conditions, the shortlisted nominations for You're a Star Awards and a jobs fair hosted at the Trust. The Trust also achieved two BCB radio interviews, one with Grainne Eloi for three years since the launch of First Response and one with Ruth Shaw about the Engaging Leaders graduation. Targets for the year have all been exceeded including a 21% increase on our target for monthly media coverage (51 average against target of 42); a 113% increase on our national coverage target (17 pieces against target of 8 including Nursing Times, Asian Sunday, Nursing Standard, Mental Health Today, LD Today, Health Business, Primary Health Care, HSJ and Digital Health); +42% on our Twitter engagement target (907 average per month against target of 600); +33% on our Facebook engagement target (907 against target of 680) and evidence of influencing behaviour throughout campaigns including 90% of all attendees to winter events saying they would do something differently to keep themselves well this winter. Although not a target for 2017/18 we have achieved a 30% increase in Twitter followers this year (1 Apr 17 – 2173, 1 Apr 18 – 2834), an increase of 65% of Facebook likes (1 Apr 17 - 1182, 1 Apr 18 - 1950), unique visitors to the website have stayed around the same (16/17 - 90,573, 17/18 – 90,211). We have however achieved a small reduction of 2% in bounce rate on the website from to 2017/18 62%, this demonstrates more people are engaging with the content across a number of web pages before leaving the site.

Objective	Monthly target	Annual target	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Final Average	Final Cumulative
Local media		42	0	54	46	35	56	45	44	46	64	42	60	58	56	51
Regional features		0	5	0	0	1	1	0	1	1	0	0	0	0	1	5
National coverage		0	8	0	0	0	3	2	0	2	3	1	4	2	0	17
Web bounce rate		62	0	59	61	62	62	62	63	62	63	67	64	63	61	62
Twitter engagement	600 (680 with campaign in month)		0	576	755	503	985	554	725	1077	1452	647	1097	882	954	851
Facebook engagement	680		0	1052	597	590	1222	687	533	871	937	532	1193	1064	1609	907
						YASA feature	YASA feature, Nursing Times, Asian Sunday, Nursing Standard	Mental Health Today, Nursing Standard	School nursing feature	Campaigns: Recruitment and winter. Mental Health Today blog and Asian Sunday	LD Today, Health Business, Nursing Times	Primary Health Care	Campaigns: Time To Talk (Twitter further detail analysis 2083 engagements inc clicks on photos, links etc). Asian Sunday, Mental Health Today, HSJ	Asian Sunday, Digital Health	Health trainer feature	

March coverage:

- **Governor elections (x2)** - Keighley News, Wharfedale Observer, Ilkley Gazette, Craven Herald, Telegraph and Argus.
- **Engaging leaders programme graduation** - Telegraph and Argus, Keighley News, Wharfedale Observer, Ilkley Gazette, Craven Herald and BCB radio.
- **Triangle of care accreditation** - Ilkley Gazette, Wharfedale Observer, Craven Herald, Keighley News and Telegraph and Argus.
- **Three years since launch of First Response service** - Keighley News, Wharfedale Observer, Ilkley Gazette, Craven Herald, Telegraph and Argus and BCB radio.
- **Health trainer feature** - Keighley News, Wharfedale Observer, Ilkley Gazette, Craven Herald, Telegraph and Argus.

External communications focus

Q1 (April 2018 - June 2018)

- YASA (Jan - July)
- Year end comms to members (Apr TBC)
- Nursing celebration event (4 May)
- Development of MyWellbeing College guided self help (end June TBC)
- Board meetings (on-going)

Local News

National News

DHSC/NHS England

Read the update [here](#)

NHS England

NHS action on sugar pays dividends as hospitals slash unhealthy food and drink sales. Read the update [here](#)

Care home pharmacists to help cut overmedication and unnecessary hospital stays for frail older patients. Read more [here](#)

Nurse receives MBE for seven decades of service to the NHS. Read more [here](#)

New “one stop shops” for cancer to speed up diagnosis and save lives at 10 centres across the country. Read more [here](#)

Kings Fund

The Kings Fund has analysed the latest data from the British Social Attitudes (BSA) survey on public attitudes to NHS funding. Read more [here](#)