

## Media Strategy

### Introduction

This strategy outlined below sets out the approach to the media that the Board has adopted.

Healthwatch Derbyshire is part of a broader network which is fairly regularly in the media spotlight highlighting stories and issues about health and social care services.

Media exposure can provide an excellent platform for Healthwatch Derbyshire to convey the right messages to a range of actual and potential stakeholders. It can demonstrate our expertise and knowledge and help build and maintain our reputation and brand.

### Priorities

In building a profile with the media Healthwatch Derbyshire aims to address a number of priorities.

1. To raise the profile of the organisation amongst its target audiences.
2. To build our reputation as a credible consumer watchdog.
3. To build the brand of Healthwatch Derbyshire and enable local communities to readily identify with it, in order to contribute their views on matters relating to Health and Social Care Services.
4. To use the media platform to inform the public about health and social care issues in Derbyshire, gather information and provide feedback.
5. To raise awareness about specific issues which have been drawn to our attention that need further investigation or to increase public understanding.

### Our Approach

The overall objective of media relations is for Healthwatch Derbyshire to be the first point of contact for the local, regional and national media regarding health and social care issues affecting the lives of people living in Derbyshire.

### Target Media

- Derby and Derbyshire newspapers
- Local radio
- Regional television
- County and Regional consumer interest publications
- Health and geographical contacts on national media (printed, online, radio and television)
- National Health media

Healthwatch Derbyshire PR consultant works proactively to identify PR opportunities. Press releases and features will be written and approved and then placed with the most appropriate media.

Careful consideration will be given to each request we receive from the media. At the crux of the matter is the remit of Healthwatch Derbyshire and our role as a consumer champion. When we respond to a request we will ensure that we are speaking with the

voice of the public of Derbyshire, and not from our own standpoint or opinion. Before accepting any requests we will ensure we have a sound evidence base drawn from our public engagement strategy.

In order to undertake the role effectively we will build positive working relationships with journalists from broadcast, print and online media.

Amongst a range of other functions, if undertaken effectively, communicating with the media will enable us to persuade, inform, educate, raise awareness and provide calls to action where appropriate.

The Board has nominated 3 spokespeople to act on behalf of Healthwatch Derbyshire with the media, who have received full media training. These are the Chief Executive, the Chair and the Intelligence and Insight Manager.

Healthwatch Derbyshire adopts a collaborative approach when engaging with local health and social care services. However, if Healthwatch Derbyshire is to fulfil its independent role as a credible consumer watchdog, this is likely to mean regularly raising issues or concerns which might be considered damaging to the reputation of a respondent organisation. In such circumstances the trust and the relationship that exists between services and Healthwatch Derbyshire are subject to possible tensions. Consequently, Healthwatch Derbyshire will adopt an approach of not saying things publicly that we have not first rehearsed privately with an organisation to which we may wish to refer.

A media pack has been prepared outlining the role of Healthwatch Derbyshire, the organisations aims and remit and the spokespeople available for comment.

It identifies the areas that Healthwatch Derbyshire could comment upon and flags up opportunities for involvement e.g.: radio phone in's and television debates.

This has been distributed as a hard copy, by email and will be available on a designated media area of the website.

## **Brand**

Healthwatch has a clear and strong brand which has been designed to ensure that the different local Healthwatch are recognised as part of the same family but can also be customised to reflect the local situation that pertains.

Associated with the brand imagery that has been produced for Healthwatch are comprehensive guidelines published by Healthwatch England which are intended to support the delivery of the Healthwatch visual identity and ensure consistency.

Following these guidelines will ensure that there is a consistently clear message about who we are, what we do and what people can expect from us.

Healthwatch Derbyshire is committed to raising the profile of the brand, which will help increase traffic to our website and the number of calls received to the office.

It is important to establish a particular and unique 'brand' for the organisation. For Healthwatch Derbyshire this is our independence. This should be restated repeatedly in our portrayal of our brand. The media has an important role to play in increasing the awareness and recognition of Healthwatch as a brand.

### **Target Setting**

Targets will be set to assess what, if any, impact has been derived from this media strategy.

Counting Press cuttings - this method will be used to demonstrate that we are developing an increased profile as a result of our media activity. Cuttings will be assessed to consider the qualitative elements of the coverage.

Calculate Advertising Value Equivalency (AVE) - this method will be used to calculate the column inches in publications or time covered on radio/TV and calculate what this would have cost to buy as advertising.

How people heard about us - we will continue to monitor this and we will be able to see if the media features within this data.