

Communications Plan

NHS Wales e-Library Outreach Campaign - Summer 2022



GIG
CYMRU
NHS
WALES

Iechyd a Gofal
Digidol Cymru
Digital Health
and Care Wales

This campaign will seek to raise greater awareness and interest in the NHS Wales e-library - its tools, events, sign-in functions and activities.

It will use new video and multimedia tools, social media posts, webpage enhancement and promotional material directed at audiences who should, but routinely do not engage with the e-library's material.

Campaign Objectives

- Increased traffic to e-library sites
- Increased use of e-library features
- Improved awareness of the NHS Wales e-library as well as library and information services across NHS Wales
- Improved awareness of how to access the e-library by professionals within NHS Wales and beyond
- Improved communication between e-library and all who use its resources

A core collection of people regularly use the e-library and understand its importance.

However, there's a wider circle who don't engage, don't know how to access, or don't comprehend how the e-library can be a first port-of-call in their search for evidence.






It is this wider circle of people we aim to target.

All the professionals within this circle have limited time and resources to dedicate on finding evidence.

This campaign will show that they can more easily find evidence at point of need simply by turning to e-library resources.

Audience Insight

Campaign's Target Audience

-  Nurses, nurses on placement, trainers and mentors
-  Doctors, junior doctors, students on placement, mentors and trainers, trainees
-  AHPs and other health professionals commissioned to provide care in the community and primary care settings
-  Health professionals who do not have access to formal NHS Wales Library Services (eg Shared Services, PHW, opticians, pharmacists, WAST)
-  Professionals in non-clinical positions (eg WG, administrators, DHCW staff)

Currently, the e-library uses its website, emails and social media to spread the word about functions, news, and updates.

While the messaging is good, we seek to make it more vibrant, so as to attract more toward its resources.

- An updated website to include a promotional video and targeted messages
- A digital “leaflet” that can be easily printed and placed within health libraries or at events
- More intense social media campaigning – directed at specific occupations
- Improved communication between e-library and Comms teams in Welsh health boards and beyond

Implementation



Dr Ellie Prinze

Speech Language Pathologist

Cwm Taf University Health Board

“Because I have a diverse group of patients with a diverse range of issues, I use evidence summaries regularly to learn more about their conditions. I head straight to the e-library for these. If I need more information, I’m able to find what I’m looking for just by logging on and doing a quick search.”

Listen to more about how Dr Prinze uses the NHS Wales e-library for [her day-to-day patient care here](#).

An example



A series of “cards” (a minimum of five) will be initially produced for the website that will include quotes from sources who use the e-library explaining why they use it, and its benefits.

The cards will show how users from many fields – AHPs, students, administrators, Welsh Government staff – can benefit from e-library’s resources. This will encourage more interest and resource use from these professions, as they can understand how others in their field can harness the e-library.

Along with a quote, the cards will link to a small audio or video clip of the subject explaining more why they access the e-library.

Each of these “cards” might be used in social media messaging directed toward a specific profession.



We aim to launch implementation of these new tools by the end of the Second Quarter.

A marketing campaign using social media and health board sharepoint sites, DHCW external newsletters and other outlets will be used to promote the new material encouraging audience to use e-library as a vital “Port-of-Call” for all their evidence searching.

This messaging can be both general or directed at specific targets – for example, AHPs. A social media message can direct therapists specifically by linking to one of the "Cards" - highlighting how practical the e-library is to use to find evidence.

Strategy

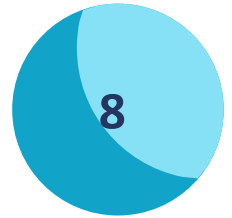
- Comms Team will coordinate with e-library to guarantee correct messaging
- E-library will supply adequate tools, resources and subjects for Comms Team to produce material
- Final approval of all items will lie with e-library team and members of e-library Champions Group.
- Comms team will facilitate further work with e-library to reach internal DHCW audience to promote use of e-library's resources

Specific Audience Awareness



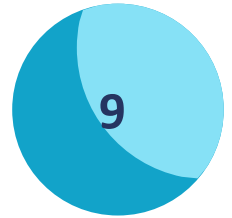
Audience	Tools from e-library	How campaign will help
Social care workers	Sign-in instructions Signposts to evidence	Users recognise access and availability of evidence, how to use it, and where to access help when required
Primary Care cluster groups	Sign in instructions Signpost to evidence Supplier webinars Internal hosted webinars	Users recognise access and availability of evidence, how to use it, and where to access help when required
Welsh Government (users who are authorised)	Sign in instructions Signpost to evidence Supplier webinars Internal hosted webinars	Users recognise access and availability of evidence, how to use it, and where to access help when required
Individually-contracted professionals providing NHS Wales care	Sign in instructions Signpost to evidence Supplier webinars Internal hosted webinars	Users recognise access and availability of evidence, how to use it, and where to access help when required
Nurses	Sign in instructions Signpost to evidence Supplier webinars Internal hosted webinars	Users recognise access and availability of evidence, how to use it, and where to access help when required

Timeline of Activity



Timing	General activity in Yellow ; key milestones in Blue
May	<ul style="list-style-type: none"> • Creation and approval of an interactive 'leaflet' draft - to be posted on e-library site and potentially printable. • Approval of actions contained in Comms Plan,
June	<ul style="list-style-type: none"> • Creation of script and storyboard for general video • Leaflet approved and sent to graphics team. Leaflet completed. • Video and "card" subjects decided. General video production resources decided.
July	<ul style="list-style-type: none"> • Recording begins for all video and audio tools.
August	<ul style="list-style-type: none"> • General Video shot, edited and uploaded • If necessary, graphics team given text and images for "cards"
September	<ul style="list-style-type: none"> • Website updated and enhanced with new material • Social media and health board sharepoint messages prepared • News stories prepared for publication to reflect

Evaluation



Resource	Goal	Measured by
E-library website	Increased traffic	Evidence in KPI
Social media	Increased messages	Evidence in KPI
OpenAthens accounts	Increase in accounts	Evidence in KPI (Population numbers, increased feedback and queries)
Feedback surveys	Increase in responses	Evidence in survey responses