

**Corporate Communications**  
**Report to Northern Health & Social Care Trust Board**  
**May 2016**

**Proactive press coverage:**

<b>Press Release</b>	<b>Outlets</b>
<b>Mental health service user forum meeting</b>	Mid Ulster Mail, Mid Ulster Mail South Derry
<b>Take care in the sun</b>	Interview with Lorraine McPeake, Q Radio
<b>Help shape the future for mental health services</b>	Mid Ulster Observer, Ballymoney & Moyle Times, Coleraine Times, Ballycastle Chronicle
<b>Dying Matters</b>	Co Antrim Post, Ballymena & Antrim Times, Larne & Carrick Times, Mid Ulster Observer
<b>Rowan sees 2,000 people</b>	Interview with Karen Douglas – Q Radio Newtownabbey Times, Antrim Guardian, Mid Ulster Mail, Larne Times, Newtownabbey Times, Carrick Times, Co Antrim Post, Ballymena Times
<b>Cancer Nurse of the Year</b>	Larne Times, Newtownabbey Times, Carrick Times
<b>Awards won by Trust Staff</b>	Antrim Guardian, Co Antrim Post, Ballymena & Antrim Times, Ballymena Guardian, Co Derry Post, Ballymoney Chronicle, Mid Ulster Mail, Mid Ulster Mail South Derry, Co Derry Post, Belfast Telegraph
<b>Calls for Foster Carers</b>	Carrick Times, Newtownabbey Times

**Reactive press coverage:**

<b>Issue</b>
<b>BBC</b> – Elderly patient in Emergency Department waiting for bed in AAH
<b>Mid Ulster Mail</b> – Increase in figures for self-harm episodes presenting at ED, under the age of 18
<b>Coleraine Chronicle</b> – Reporter wanted to interview client/patient who had used The Rowan
<b>BBC</b> – Respite services for children with severe behavioural difficulties
<b>UTV</b> - Request to film physio appointment for a Spirit of NI Award recipient
<b>BBC Radio Foyle</b> – relocation of Presbyterian Church Residential Homes
<b>Newsletter</b> - Homecare workers to be cut ( <i>inaccurate, did not run</i> )
<b>Ballymena Guardian</b> – Family contacted paper about raising issues re ‘Changing Places’ at AAH
<b>Sunday Life</b> – planning to run GPS for dementia patients story
<b>Irish News</b> - preliminary inquest ( <i>did not run</i> )

<b>Public Affairs activity</b>	<b>Social Media:</b>
<ul style="list-style-type: none"> <li>Briefing paper sent to new MLAs</li> <li>Meeting with Mid &amp; East Antrim Borough Council (19 May)</li> </ul>	<ul style="list-style-type: none"> <li>Facebook Followers – 6155 (+ 654 since May)</li> <li>Twitter Followers – 2,713 (+ 172 since May)</li> </ul>
<b>Freedom of Information requests: 6</b>	
<ul style="list-style-type: none"> <li><b>BBC Spotlight</b> – Trafficked and separated children (3<sup>rd</sup> FOI received)</li> <li><b>Downtown Radio</b> – Staff car parking charges</li> <li><b>BBC</b> – Number of disciplinary actions taken against staff</li> </ul>	

**Press releases issued:**

- Dying Matters
- The Rowan 4 year anniversary
- Northern Trust Awards Success
- Tailored award press releases for Ballymena & Antrim, East Antrim and Mid Ulster
- Ballymoney Chronicle interview with Pat McClelland – RCN winner
- Q radio interview with dietitian
- Event for male carers
- Foster care fortnight
- Mid Ulster Mail interview with Hilary Clarke – QNI award winner
- Volunteers Celebration

**Assembly Questions and Departmental queries:**

Owner	Party	Description
<b>Northern Trust MLAs - None</b>		
<b>Other MLAs</b>		
Eric Harrison	DHSSPNI	Physiotherapy appointment wait following surgery (direct query from patient via the Department)

**Direct Queries:**

<b>Northern Trust - None</b>		
<b>Other</b>		
Oliver McMullan	Sinn Fein	Request for information re Autism Services
Billy Ashe	CIlr Mid & East Antrim	Wait for OT adaptations
David Hilditch	DUP	Wait for results
David Hilditch	DUP	Trust policy on mixed wards

**Events Schedule – June 2016**

Event	Date	Venue
3 year celebration and visit by Children's Commissioner at The Rowan	Friday 6 May	The Rowan
Chief Executive briefings	Wednesday 18 May Friday 20 May Friday 27 May	Magherafelt Adult Centre Whiteabbey Hospital Holywell Hospital
Chief Executive briefings	Wednesday 1 June Friday 3 June	Ballymena Health & Care Centre Fern House, Antrim Area Hospital
QCF ceremony	Thursday 2 June	Greenmount Agricultural College
CAMHS conference – 'A Journey of Change & Building Behaviours'	Wednesday 8 June	Dunsilly Hotel, Antrim
Trust Innovation & Quality Improvement event	Wednesday 15 June	Mossley Mill, Newtownabbey
Senior Leaders Briefing	Tuesday 28 June	All Saints Parish Centre, Ballymena
Chief Executive briefings	Wednesday 6 July	Causeway Hospital