Leeds patient training

Social media (theory): The Future of Engagement

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April 2017
Housekeeping

- Introductions
- Timing of session
- Breaks
- Toilets
- Fire alarm
Groundrules

• Stick to the agenda
• Be honest
• Be open to new ideas
• Listen to others
• Respect confidentiality
• Don’t judge
• Enjoy

If people respect you, respect them back; if they disrespect you, respect them back. They represent their ideology, you represent yours.

~sinistersal.deivart.com©
Aims and objectives of the session

Aim

‘To introduce social media and explore how it can be used as an engagement tool’

Objectives

• To introduce the patient champion’s role
• To explore people’s confidence in using social media
• To introduce some popular social media ‘platforms’
• To outline social media’s role in health and social care
• To explore the pitfalls and opportunities
• To explore how we can use social media to engage with a wider audience
• To explore how patient leaders can use social media in their role
Outcomes

By the end of the session participants will:

- Understand the patient champion’s role
- Feel more comfortable around social media
- Understand social media (particularly Twitter and Facebook)
- Recognise some popular social media platforms and explain how they work
- Understand how and why the NHS/public sector use social media
- Recognise good practice in social media
- Be able to explain how social media can be used to support patient engagement
- Knowing more about some of the current popular social media platforms
- I can explain how I could use social media as a patient champion
Agenda

1. An introduction to patient champions
2. An introduction to social media
3. Social media in health and social care
4. Social media – opportunities and pitfalls
   Comfort break (10 minutes)
4. Best practice
5. Using social media as a patient champion
6. Interactive quiz
7. Questions and answers
1. An introduction to patient champions
The value of engagement

‘Internationally, PPE is increasingly seen to enhance all healthcare, by being a marker of services that are oriented, planned and delivered towards patient interests. The involvement of patients provides a different perspective from that of clinicians.’

Patient and Public Engagement (PPE)
PPE in Clinical Audit 2009
Healthcare Quality Improvement Partnership

1. An introduction to patient champions
Involvement in Leeds

Places to get involved in healthcare
# 1. An introduction to patient champions
## Involvement in Leeds

### Ways to get involved in healthcare in Leeds

<table>
<thead>
<tr>
<th>As an individual</th>
<th>As a ‘patient champion’</th>
</tr>
</thead>
<tbody>
<tr>
<td>(sharing your personal opinion)</td>
<td>(championing the needs of the wider community)</td>
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<tr>
<td>• Friends and family test</td>
<td>• Patient Participation Groups (PPG)?</td>
</tr>
<tr>
<td>• Filling in surveys about service change</td>
<td>• Patient Assurance Groups (PAG)</td>
</tr>
<tr>
<td>• Filling in surveys about your GP practice</td>
<td>• ‘Patient champion’ on a steering group</td>
</tr>
<tr>
<td>• Patient Opinion/NHS Choices (Complaints or compliments)</td>
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<tr>
<td>• Attending focus groups</td>
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<tr>
<td>• Patient Participation Groups (PPG)?</td>
<td></td>
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</tbody>
</table>

Both are valid engagement roles
1. An introduction to patient champions
Why patient champions?

- Lots of evidence about the value of involving patients
- It’s a statutory duty to involve patients
- We need to involve patients at every stage of the commissioning cycle
1. An introduction to patient champions

What is a patient champion?

‘Patient leaders are patients, service users and carers who work with, and for others to influence decision-making at a strategic level’

Centre for Patient Leadership

1. An introduction to patient champions
What is their role?

Patients, carers and the public

Commissioners and providers
1. An introduction to patient champions
What is their role?

It isn’t to:
• Promote a personal campaign
• Criticise existing services/processes

It is to:
• Contribute to improving services
• Ensure that we consider feedback from patients
• Be open-minded
• Understand the health needs of the wider public
• Champion the needs of the wider public
• Ensure that we act on the feedback of patients/public
• Share the responsibility for difficult decisions
• Focus on improving patient experience
• Support the engagement
1. An introduction to patient champions
How do we support them?

By providing access to:
- engagement reports
- patient experience data
- patient reader group
- training
- peer support
- the comms and engagement team
- ‘Engaging Voices’
- social media
1. An introduction to patient champions
Who are patient champions?

- Patients, carers and members of the public
- People interested in improving services
- People from our patient network
- People involved in our engagements
- People from the VCF sector
- People from Healthwatch
- People from all the CCGs
- People from PRGs

- Different people
- Objective people
2. An introduction to social media

Group work - tell us in your own words:

- What do you think counts as social media?
- Do you use social media/how?
- Does anything scare you about using it personally or professionally?
- Have you got any scare stories or examples?
- Have you ever come across positive use of social media?
2. An introduction to social media

Social Media is any online communications tool where individuals can gather and share information, photos, videos, opinions and other forms of media with each other.
2. An introduction to social media

Social media revolution
“Everyone has an opinion and, thanks to social media, everyone has a way of expressing it”
2. An introduction to social media

Twitter has become so widely used for customer complaints that companies like BT and Halifax have Twitter accounts specifically to deal with customer feedback, separate from their general public-facing accounts.
Example…
2. An introduction to social media
2. An introduction to social media

THE CONVERSATION PRISM
Brought to you by
Brian Solis & JESS3

For more information check out conversationprism.com
Quiz time

On sheet one you have the different types of social media platforms and sheet two gives you a description for each of the platforms listed on sheet one.

What you need to do....

Can you please match each social media platform to the description listed on sheet two, you have five minutes for this
2. An introduction to social media

Which social media platforms do the CCGs use?

- Facebook
- Twitter
- YouTube
- Blogs
- Instagram
2. An introduction to social media

Why do people use it?

• Breaking news
• Networking
• Keeping in touch
• Convenient
• Free
• Informal
• The norm
• Learn
• Share
• Entertainment
• Express themselves
• Boredom
• Efficient use of time
2. An introduction to social media

Facebook statistics

• There are 1.71 billion monthly active users (as of July 2016)
• 823M of those are mobile-only users
• There are 1.083 billion daily active users
• 47% of Facebook users only access the platform through mobile
• 83% of parents on Facebook are friends with their children
• Facebook adds 500,000 new users every day; 6 new profiles every second

3. Social media in health and social care

Why should we use social media?

• Provide health information
• Provide generic answers to medical questions
• Facilitating dialogue
• Collect data
• Health intervention, health promotion or education
• Reduce stigma
• Reduce social isolation/exclusion
• Engage with ‘seldom’ heard groups
• Efficient healthcare
3. Social media in health and social care

What are the benefits?

• Increases interactions with others
• More available, shared and tailored information
• Increase accessibility and widening access
• Peer/social/emotional support
• Public health surveillance
• Potential to influence health policy
• Efficiency savings
3. Social media in health and social care

What are the drawbacks?

- Accessibility
- Reliability – connecting to the web
- Confidentiality, privacy and disclosure
- Inaccurate advice
- Information overload
- Personalising health information
- Effectiveness of social media type
- A deterrent to visit health professional
- Skills and confidence
4. Social media – opportunities

Missing type – NHS Blood and Transplant

#MissingType was NHS Blood and Transplant’s most successful recruitment campaign to date, the campaign succeeded in its aim to recruit more young donors. Source: www.enginegroup.com/blogs/2015-6-19

- 60 influencers showed their support on Twitter
- 1,000 brands showed support on Twitter
- 26,121 uses of #NationalBloodWeek and #MissingType across Twitter
- 66% increase in Instagram profile
- 5,170 image likes on the Instagram profile
- 478,480 people engaged with the campaign on Facebook
4. Social media – opportunities

@NHS

A newly launched Twitter account, where every week a new person becomes the curator of the @NHS Twitter account and through their tweets will offer a glimpse into their life and share their NHS story. For further information visit https://www.england.nhs.uk/atnhs/
4. Social media – opportunities

Specsavers response to the Best Picture mix-up at the Oscars.
Source: Metro
http://metro.co.uk/2017/02/28/specsavers-had-the-perfect-response-to-that-best-picture-mix-up-at-the-oscars-6478546/
4. Social media - pitfalls

When you criticise feedback…
Transport for London give useful advice to a commuter complaining about late running services…

“Leave early and you will not be late next time”
4. Social media - pitfalls

When you think you’re talking in a closed group but you’re talking to the world….

Doctor's Tweets Attack 'Neurotic' A&E Patients
A senior hospital doctor used his Twitter account to blast "neurotic" patients he accused of "crippling the NHS", a tribunal has heard.
A consultant in emergency medicine, wrote dozens of tirades on his social media page. He claimed 90% of A&E admissions involved "ambulatory neurotics with a few aches and pains".
The 37-year-old also posted: "Ambulance for a broken nail, an earache, period pain, not being able to sleep are all REAL. What's going on with the people of the UK…“
5. Best practice – Some top tips

- Be ‘human’
- Be light-hearted sometimes
- Keep it simple
- Know what you like
- Know when to pull out of a ‘conversation’
- Be open and honest
- Respond quickly
- Network
- Look for opportunities
- Think about your audience

But remember – it’s not the only way to engage!
5. Best practice – The golden rule

If you are not prepared to say it in a room full of people do **not** say it on a social networking site.
Quiz time

What do the following Twitter icons mean?

Moments

Moments helps you find the best of Twitter as easily as tapping an icon – regardless of who you follow. Just visit the tab called Moments, where you will discover stories unfolding on Twitter.
When sending out a tweet you can include photos, videos, links and up to 140 characters of text.
Reply - a response to another user's tweet that begins with the @username of the person / organisation you're replying to is known as a reply. This could be because they mentioned you in their tweet or you may want to respond to a tweet that they have posted. Please note this is not a private reply so others can see your message.
Bear in mind….

‘Across the UK, 5.9 million people have either never used the internet or used it over three months ago. This includes 621,000 Yorkshire residents, nearly one in eight of the region's population. 79,000 of them are in Leeds.’

Source: Greg Mulholland MP, August 2015
Session review

- Patient champions are the voice of the wider community
- Social media is any online communications tool
- The number of people using social media is staggering
- There are opportunities and drawback to using social media
- Social media is one of many tools we have to engage with patients, carers and the public
- Social media is a useful way to engage with seldom heard groups
- The social media golden rule is ‘If you are not prepared to say it in a room full of people do not say it on a social networking site’
## Useful contacts

<table>
<thead>
<tr>
<th>Category</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Find out about our patient training</td>
<td><a href="http://www.leedswestccg.nhs.uk/content/uploads/2015/07/Patient-champion-Calendar-2016-NEW.pdf">http://www.leedswestccg.nhs.uk/content/uploads/2015/07/Patient-champion-Calendar-2016-NEW.pdf</a></td>
</tr>
<tr>
<td>NHS Leeds West CCG Engagement Team</td>
<td>0113 8435473 or <a href="mailto:chris.bridle@nhs.net">chris.bridle@nhs.net</a></td>
</tr>
<tr>
<td>Read the Five Year Forward View</td>
<td><a href="https://www.england.nhs.uk/ourwork/futurenhs/">https://www.england.nhs.uk/ourwork/futurenhs/</a></td>
</tr>
<tr>
<td>The patients Association</td>
<td><a href="http://www.patients-association.org.uk/">http://www.patients-association.org.uk/</a></td>
</tr>
<tr>
<td>The National GP survey results</td>
<td><a href="https://gp-patient.co.uk/">https://gp-patient.co.uk/</a></td>
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</tbody>
</table>
Questions
Evaluation and close

Please take five minutes to fill in our online evaluation of the session. You can find the survey here:

Please be honest so that we can improve the session.