

## **15: Best Newspaper**

### **Health News**

#### **The Aim of the Publication**

The NHS across the UK has embarked upon the modern day equivalent of the “industrial revolution” as it radically transforms services and the way they are delivered.

The NHS may be unique in that every single person has a stake in its services and this changing landscape of healthcare provision.

We have created a specialised newspaper aimed at the entire stakeholder population to explain in clear language and with captivating use of photographs and images how this changing landscape affects them.

#### **How Work Meets Needs of Target Audiences**

##### **(i) Themed editions**

Each edition is themed on a specific healthcare or health improvement subject enabling stakeholders to interrogate and develop a deeper understanding of complex issues. We apply a policy of sign-posting readers to further materials on our website and from partner stakeholder organisations as appropriate. Our strategy was influenced by listening to our stakeholder focus groups. They indicated they had an appetite for meatier and more in-depth serious journalism in the NHSGGC *Health News*.

We have produced themed editions on a wide range of subjects including cancer (service development, research and prevention); mental health (de-stigmatising and analysing conditions and opportunities to understand and support sufferers); and elderly care (the changing face of caring for older people from acute hospital settings to better supported community care); tackling inequalities (as part of a year-long campaign); and a child health edition, designed and edited with direct input of ideas from young people who helped give the product “attitude” ... it carried a subtitle of “wrinkle free edition”.

##### **(ii) Reaching a wide target audience**

To achieve as wide a demographic audience as possible we have organised a five strand approach to circulation:

- All patients, visitors and staff have access to pick up copies from our custom built and designed distribution boxes. We scoped out the areas of highest footfall in all our hospitals and health centres to maximise reach. Part of printing and publishing contract includes professional distribution and fulfilment service to ensure the distribution boxes

remain well stocked. Around 200,000 copies of every edition are picked up.

- We have created a sophisticated database of patients, public, community leaders and politicians that reflects ethnic and generational diversity and particular patient interest groups (cancer networks, mental health etc). This numbers 6000 and all are sent by direct mail to their home a copy of each edition of *Health News*.
- We have entered into a print and insertion contract with Glasgow based Newsquest (Scotland) that ensures a deep and penetrating circulation of 190,000 copies of *Health News* across all spectrums of society. The Evening Times newspaper's heartland circulation area is Glasgow's housing schemes. The Herald newspaper is recognised as Scotland's leading daily broadsheet with more ABC1 readers than any other daily quality newspaper across Scotland. The Sunday Herald reflects both the regional and national dimension of many of the services provided by NHS Greater Glasgow and Clyde such as the National Spinal Injuries Unit, Heart Transplant and national Children's Services. *Health News* is inserted into every copy of each of the three titles on the same week as it is posted to our database members and distributed throughout our hospitals and health centres. The "shelf life" of the distribution networks ensures copies are available for two months per edition.
- Our newspaper is also created in a bespoke user friendly interactive web-version which is accessed from the home page of our website ([www.nhsggc.org.uk](http://www.nhsggc.org.uk)).
- This version has also been specially adapted with a system known as "JAWS" to enable the visually impaired to listen to the content through their own PCs.

### **Design and Creativity**

*Health News* is published four times a year. Each edition is completely conceived, researched and written in-house by a small team of NHS communications staff.

We pride ourselves on coming up with highly original approaches to front covers reflecting the unique content of each themed edition. The striking and powerful covers have ensured a high level pick up rate from our distribution networks. The authoritative, informative and educational copy inside *Health News* has attained a reputation for quality content that has attracted and retained a loyal readership.

Our unique themed approach reaches out to all sections of society and provides us with a dedicated platform publication with the space to delve into health matters that can be significant and highly complex.

We organise our own photo-shoots and commission professional quality photography for cover and main feature shots.

### **Evaluation and Measurement**

Positive feedback from these special editions has been widespread from schools, journalists, charities, support groups, organisations who are aligned to the subject matter and individual patients.

Our circulation reports show consistently high pick-up rates throughout our distribution networks.

Our online edition regularly attracts thousands of unique visitors.

Our articles are often followed up by news and feature journalists.

Enclosed:

Copies of Health News: Inequalities Edition, Queen Mum's edition, Go for Goals edition (with attached a simple note to say masthead altered on Go for Goals edition to give red top sports paper feel)

Web link of web versions

Letters of feedback from educators

Download stats

Newspaper clips of Mikey Hughes praising Jaws edition

Audit Report from PWC