



CATEGORY OF PAPER					
Specific action required:		Provides Assurance:	✓	For Information:	

Board of Directors' Meeting – 25/10/2018						
Report title:	Staff Engagement and Communications Update					
Purpose of report:	This report provides an overview and update of ongoing activity in staff engagement and communications and is intended to provide assurance to the Board and highlight any issues of concern when considering the quarterly return to NHS Improvement.					
Key issues: <i>(key points of the paper, how this supports the achievement of the Trust's corporate objectives, overview of risk implications, main risk details on page 2)</i>	The paper provides feedback on key areas of activity such as the quality Walkround, staff FFT scores and media team activity.					
Issue previously considered by:	Executive Team					
Recommended actions:	<ul style="list-style-type: none"> To note the results of the Q2 staff FFT survey for 2018-19 and comments made To continue to support the Quality Walkround programme and other activities of Board visibility. 					
Sponsor / approving director:	Chief Executive					
Report author:	Assistant Director of Communications & Engagement					
Governance and assurance						
Link to Trust Priorities: <i>(please tick)</i>	Organisational Sustainability	Improving Quality & Safety	Workforce & Investors in People	Clinical Care & Transport	NHS 111 & Clinical Assessment Service	Comms & Engagement
			X			X
Link to CQC / KLOE: <i>(please tick)</i>	Caring		Responsive	Effective	Well Led	Safe
Link to Trust values: <i>(please tick)</i> <i>(Please explain how this paper supports the application of the Trust's values in practice)</i>	Pride	Strive for excellence	Respect	Compassion	Take responsibility & be accountable	Make a difference – day in & day out
		X	X		X	
Any relevant legal / statutory issues? <i>(Such as relevant acts, regulations, national guidelines or constitutional issues to consider)</i>	NHS England quarterly returns on staff FFT scores					

Equality analysis completed If this is not relevant please explain why:	Yes	No	Not Relevant	
			✓	
	An equality analysis is a review of a policy, function or significant service change which establishes whether there is a positive or negative impact on particular social groups			
Key considerations	Details			
Confirm whether any risks that have been identified have been recognized on a risk register and provide the reference number:	A reduction in the sample size of respondents in the staff Friends and Family Test, indicating either a reduction in the opportunity of staff to participate in the survey during or after training sessions or an increase in survey fatigue among employees.			
Please specify any Financial Implications Please explain whether there are any associated efficiency savings or increased productivity opportunities?	None identified			
Are any additional resources required e.g. staff capacity?	None identified			
Is there any current or expected impact on patient outcomes/experience/quality?	No direct impact on patient experience, although this report reflects the views of patients who have experienced delays in an ambulance response.			
Are there any aspects of this paper which need to be communicated to our stakeholders (internal or external)? <i>(Please tick – if 'yes' then please complete all boxes. Please briefly specify the key points for communication and ensure the Comms team are informed via mailto:publicrelations@neas.nhs.uk)</i>	Yes	No	Positive	Negative
	X		X	
	Proactive	Reactive	Internal	External
	X		X	

Trust Board meeting Staff Engagement and Communications Update 25 October 2018

1. Quality Walkround

- 1.1. Board directors have been conducting Walkrounds at hospitals, training schools and Trust sites during Q2.
- 1.2. A common and reoccurring theme continues to be a high morale and motivation among all employees. This is also reflected in the last quarter staff FFT survey. During observations undertaken by non-executive directors, observed issues include:
- 1.3. Unscheduled care staff appear positive about the job and about the organisation too. Morale is good although there is a growing concern over the care of patients with mental health issues and drugs, which appears to be getting worse
- 1.4. Directors have also observed a lack of consistency in the process for handing over patients at different hospitals across the region
- 1.5. Concerns among scheduled care staff about their future with the tendering of services by other trusts and also some disquiet from those on protected pay due to move to Agenda for Change Band 2
- 1.6. Some grumbles about planning and vehicles from areas passing each other to go adjacent to the other areas
- 1.7. Lots of praise from our patients for the service.

2. Friends and Family Test

- 2.1. The staff FFT survey between July and September 2018 captured 98 responses, one of our lowest since the FFT survey begun.
- 2.2. There are 79% of employees who would recommend NEAS as a place to work in the staff FFT responses.
- 2.3. Most (44%) of the respondents were from unscheduled care (n=43) and the remainder were from scheduled care (n=35) or did not declare their service line.
- 2.4. Employees were also asked how likely they are to recommend the care and treatment provided by NEAS. A total of 88% of staff said they would; and only 1% said they felt strongly enough not to recommend the care and treatment.
- 2.5. All staff who favourably rated NEAS as an employer said they enjoyed their job and that it offered a good career. Comments from unscheduled care included:
 - *Good service to work for*
 - *On road staff professional, caring, compassionate and at the top of their profession. My colleagues are a credit to the service providing high class treatment and care with limited support.*
 - *Good company which is evolving*
 - *NEAS has invested in people and their training*

Comments from scheduled care included:

- *Operational staff make it a good place to work.*
- *Decent job, decent organization.*

2.6. Critical comments from unscheduled care who would not recommend NEAS as a place to work said:

- *It's very stressful working and poor pay.*
- *My job is challenging both mentally and physically and although management and leadership has improved in some areas, it still requires massive improvement - work load has increased every year and the job has many dangers - retirement age still 67 - I love being a paramedic but wouldn't want my kids to do it.*

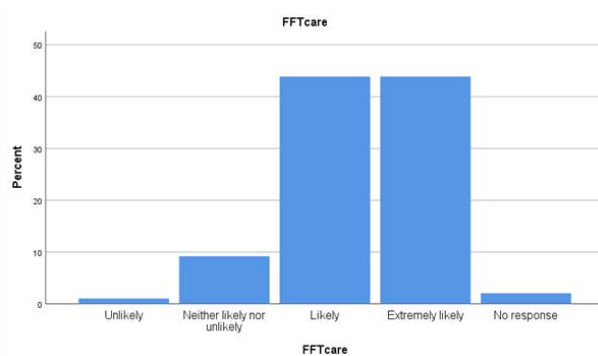
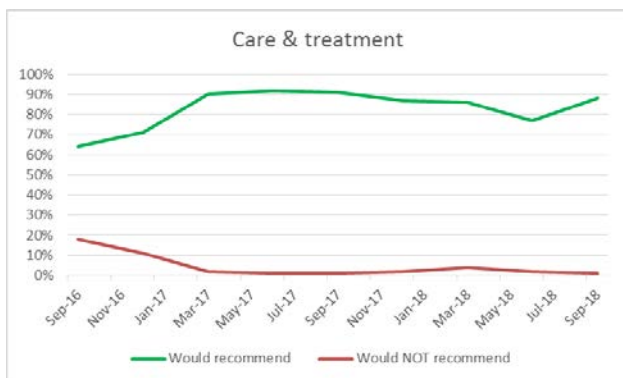
Comments from scheduled care added:

- *Poor opportunity to progress, although the organization is responsive to some personal problems not helpful with educational courses unless your (sic) administration or a paramedic*
- *Staff treat unfairly*
- *Poor management*

3. Staff FFT results

3.1. The FFT staff survey reports 88% of employees would recommend NEAS for care and treatment and 79% would recommend NEAS as a place to work.

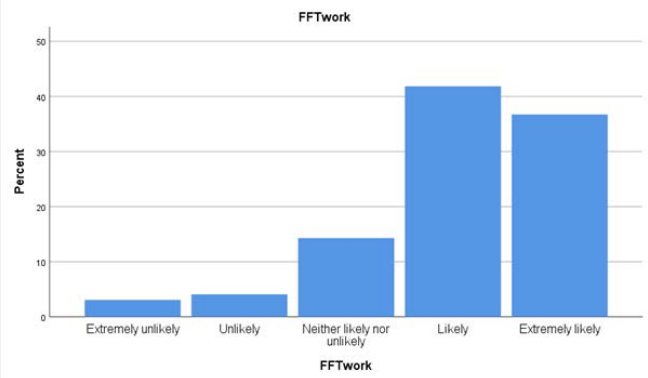
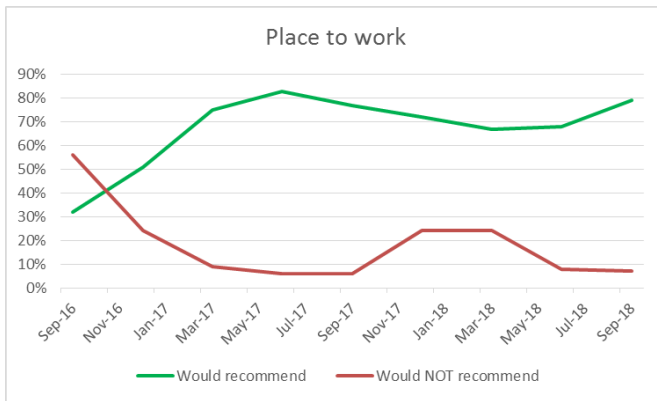
- ***How likely are you to recommend the North East Ambulance Service to friends and family if they needed care or treatment?***



Care and treatment

	Would recommend	Would NOT recommend
Sep-16	64%	18%
Dec-16	71%	11%
Mar-17	90%	2%
Jun-17	92%	1%
Sep-17	91%	1%
Dec-17	87%	2%
Mar-18	86%	4%
Jun-18	77%	2%
Sep-18	88%	1%

- **How likely are you to recommend North East Ambulance Service to friends and family as a place to work?**



Place to work

	Would recommend	Would NOT recommend
Sep-16	32%	56%
Dec-16	51%	24%
Mar-17	75%	9%
Jun-17	83%	6%
Sep-17	77%	6%
Dec-17	72%	24%
Mar-18	67%	24%
Jun-18	68%	8%
Sep-18	79%	7%

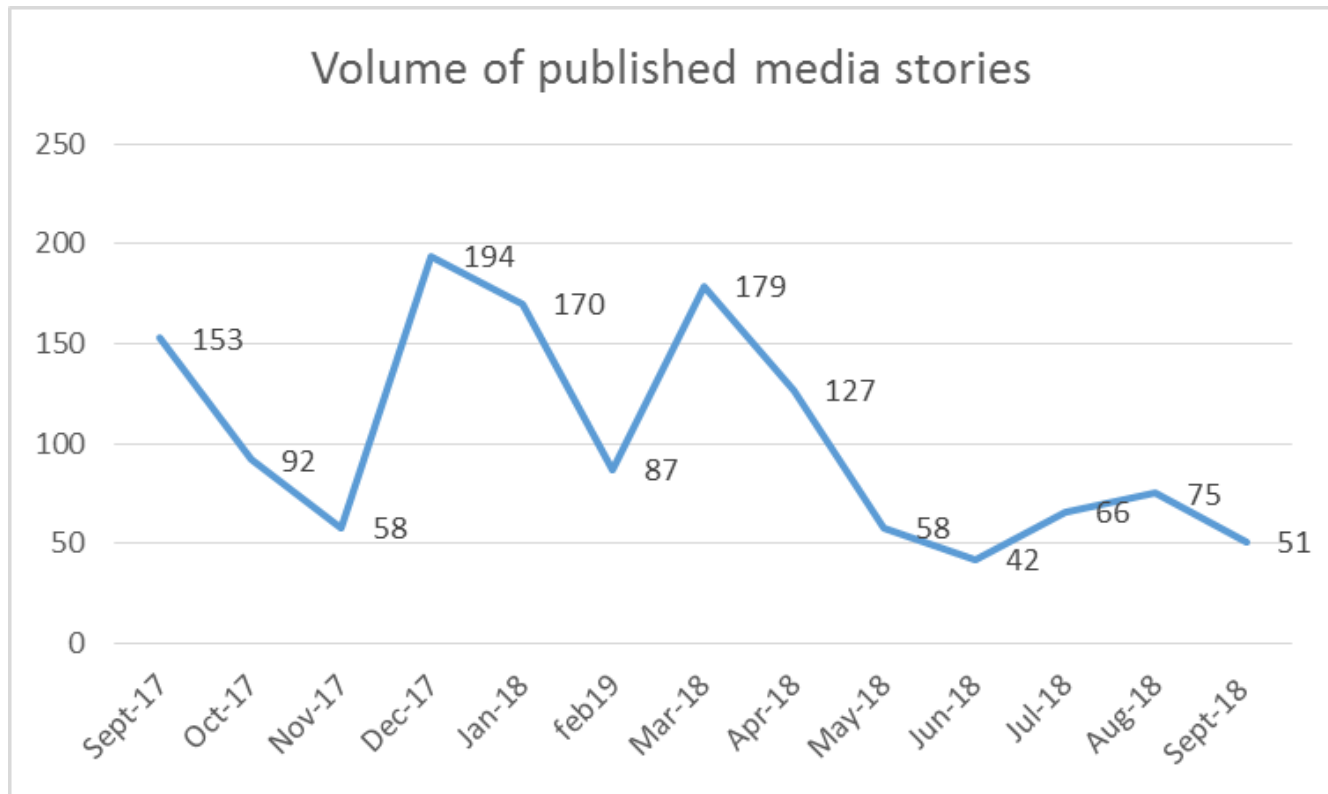
3.2. The survey results are broken down by service line in the table below; showing that 74% of unscheduled care staff would recommend NEAS as a place to work and 83% of scheduled care staff would recommend NEAS as a place to work.

Service	Care recommended	Care NOT recommended	Work recommended	Work NOT recommended	Sample size
Unscheduled care	83.8%	0%	74.4%	7%	43
Scheduled care	94.3%	3%	82.8%	3%	35
Operations Centre	-	-	-	-	2
Not declared	-	-	-	-	18

4. Communications

4.1. Media activity and coverage has remained relatively steady and constant over the last five months.

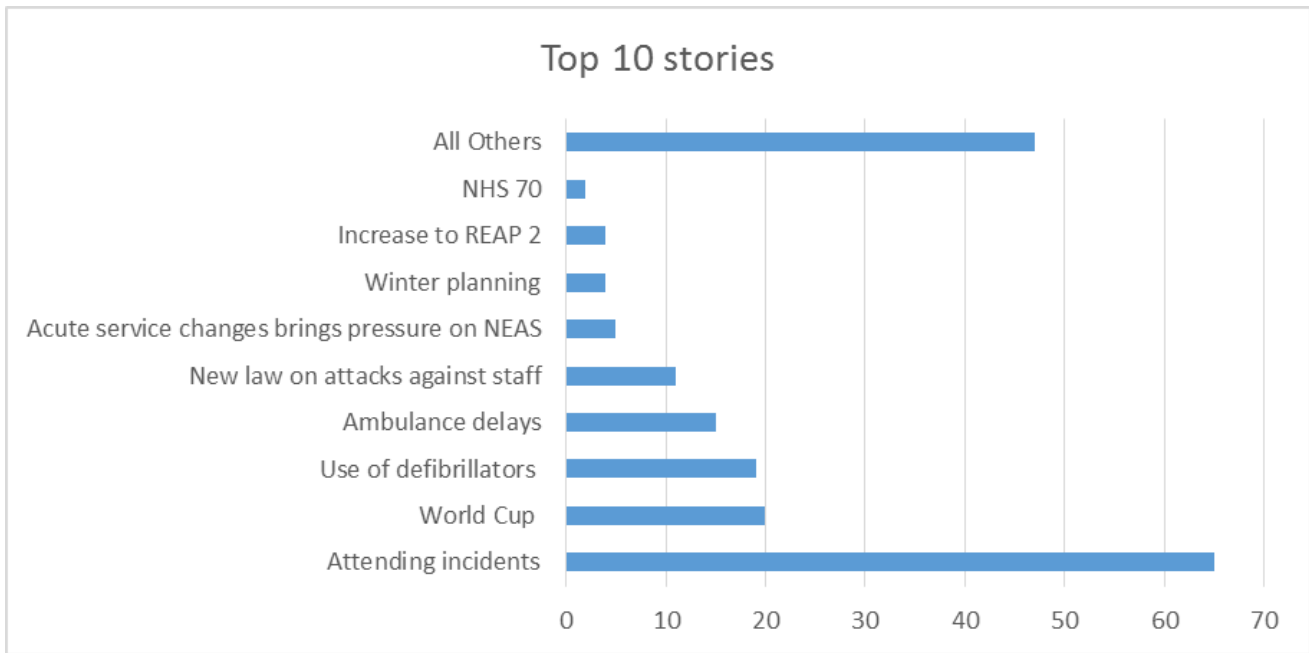
4.2. Q2 2018-19 saw the Press Office output of 192 articles from 21 different news organisations, creating 536,110 opportunities to reach people our audiences and interested people.



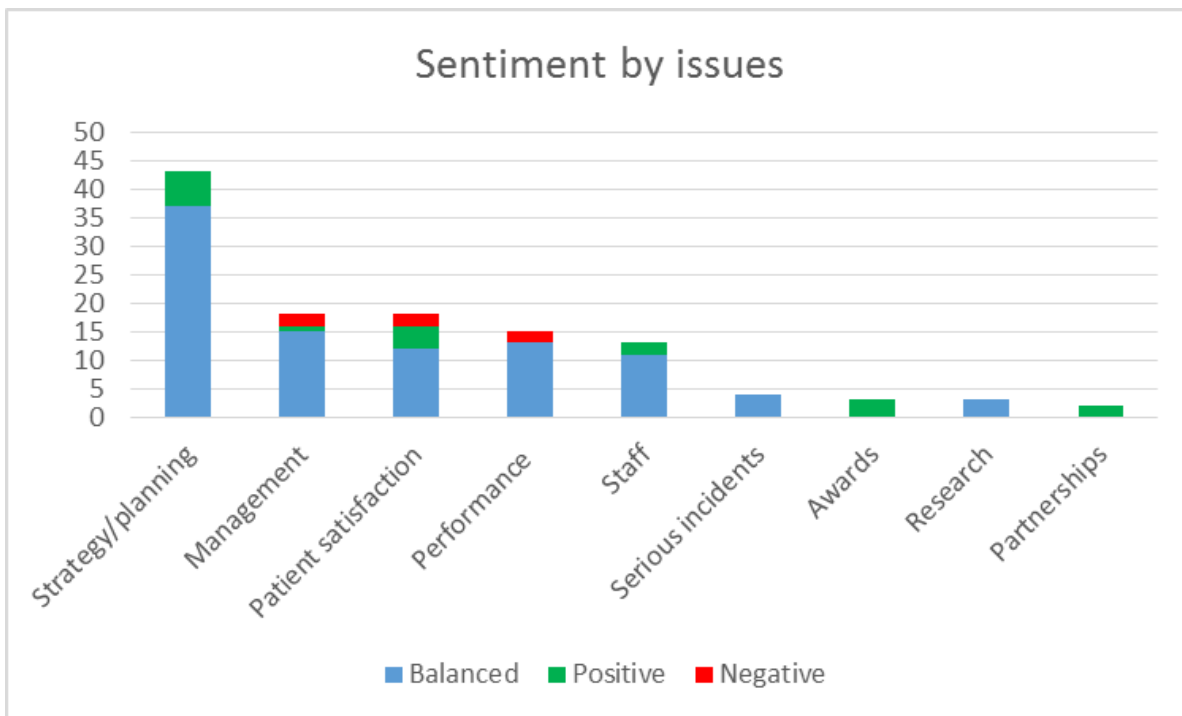
4.3. Unusually, the number of responses to incidents attended generated the most number of stories over the last three months. Excluding these, those stories which generated the most coverage in national and regional press and broadcast included:

- World Cup activity and using the event to communicate key messages
- Use of defibrillators – including a joint survey with BHF highlighting public reluctance to use defibrillators because of misconceptions over how they work
- Ambulance delays – including a national BBC FOI on longest delays
- Assaults against staff – specifically around a new law that doubles the prison sentence for those who are guilty of assaulting emergency workers.

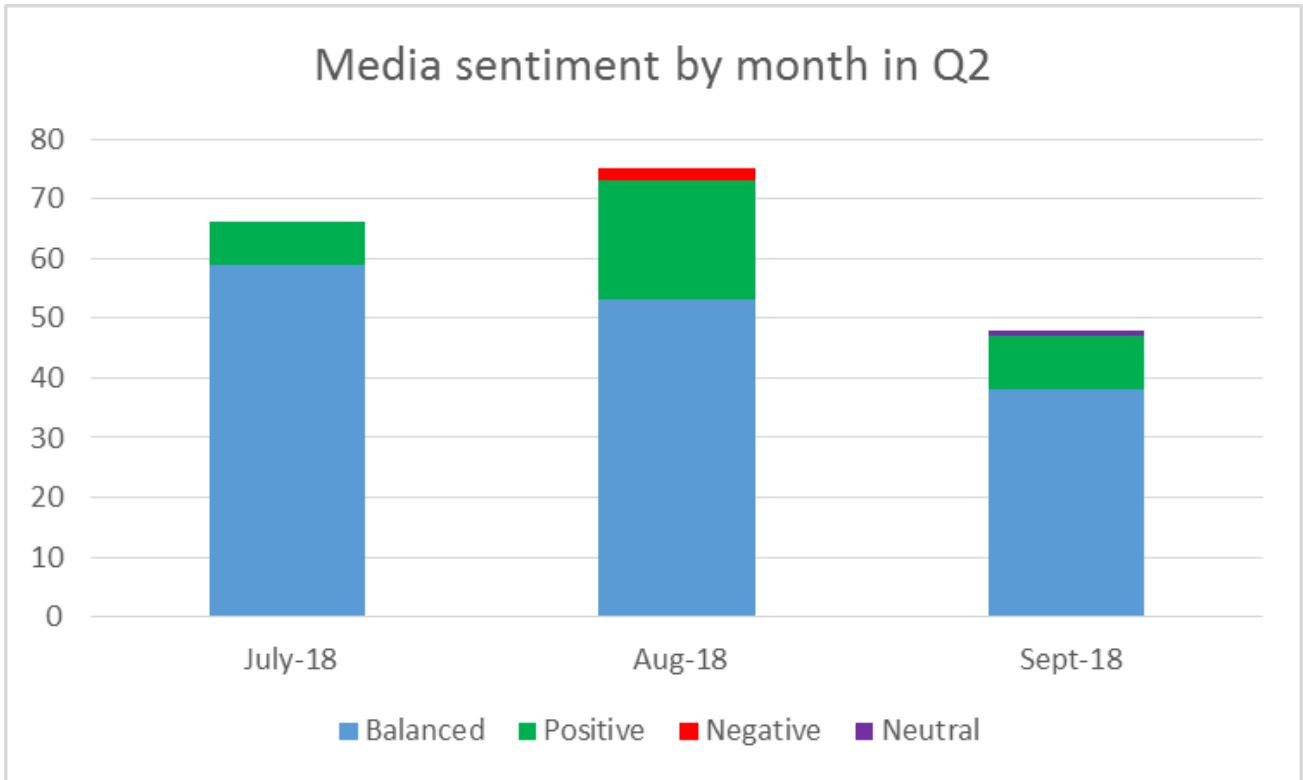
It is typical to see about two-thirds of coverage of NEAS in the media being generated or influenced by the NEAS press office team; but as media demand has reduced, the level of influence from the press office has increased to 84%



4.4. With such a high level of press office influence, the last quarter (July - September) has seen 79% of all media coverage balanced; with just 1% recorded as being negative; as rated by our independent media monitoring firm, Kantar Media.



4.5. The negative coverage related to a 24-hour wait for a patient in hospital being discharged home and requiring a NEAS risk assessment and specialist equipment to facilitate this move. However, this context was not reported by the BBC, who presented the story as a delayed 999 response to emergency calls in the community. This issue was raised with the corporation.



5. This final chart shows the sentiment of media coverage, when viewed by month, and indicates the single negative coverage by the BBC in August.