

BIRMINGHAM AND SOLIHULL MENTAL HEALTH NHS FOUNDATION TRUST**BOARD OF DIRECTORS TO BE HELD ON WEDNESDAY 27 APRIL 2011****COMMUNICATIONS REPORT****ACTION:**

This report is intended as an update on communications and marketing activity taking place in and around the trust from March 24 2011 – April 20 2011.

News from around the TrustEstates and facilities award win top catering award

On April 14, 2011, our trust won the healthcare award at the national Cost Sector Catering Awards. The national event for the entire catering industry recognises good practice in a number of settings. Neil Hathaway, head of estates and facilities, was awarded the healthcare award in recognition for the impact he and his team have had in innovation and excellence they have shown in improving patient meal provision at the trust.

Tony's epic walk for mental health – supported by our trust

Tony Russell stopped by in Birmingham on April 3 and 4 as part of his epic national walk, visiting mental health organisations all over England to raise money for Breakthrough Art, a user-led arts in mental health organisation, and Combat Stress which supports ex-service personnel with conditions like post-traumatic stress disorder.

Sue Turner and other members of the trust joined Tony for part of his Birmingham leg of the walk from Earlswood Lakes through to Moseley on Sunday (April 3). On April 4, Tony also gave a special member seminar at the Uffculme Centre, to explain why he is going the distance to raise awareness, as well as funds, about mental health. The seminar was well attended by staff, service users and members.

Visit by national mental health Tsar

On April 15, 2011, Dr Hugh Griffiths, the Government's mental health Tsar, visited our trust's Rapid Assessment, Interface and Discharge (RAID) Service, which provides a round-the-clock service at City Hospital in Winson Green, via its A&E department and inpatient wards.

Dr Griffiths was taken on the patients' journey from arriving in A&E to being assessed and treated by the RAID team, before being discharged. During the tour Dr Griffiths saw how our clinicians work in partnership with colleagues at City Hospital, which is run by Sandwell and West Birmingham Hospitals NHS Trust.

Dr Griffiths commented how impressed he was with RAID's pioneering approach to mental health care, and how it is improving patient experience whilst at the same time making significant savings.

Media Coverage

Kingsley Burrell death

There has been some media interest in events that occurred at two of our sites last week involving a 29 year old man, Kingsley Burrell, who died at the Queen Elizabeth Hospital in Edgbaston, on March 31.

Officers from West Midlands Police were called to help staff deal with a disturbance at Mary Seacole unit involving Mr Burrell on Wednesday (March 30). During this incident Mr Burrell suffered a cut above his eye and was taken to the Queen Elizabeth Hospital for treatment. He was subsequently discharged to the Oleaster Centre. Police officers were involved throughout and remained at the centre for a period of time.

Mr Burrell suffered a serious medical condition while at Oleaster and was transferred back to the Queen Elizabeth Hospital, where he died the following evening (Thursday, March 31).

The trust was approached by The Voice newspaper last Friday (April 1), for a statement about this incident, which is now being investigated by the Independent Police Complaints Commission (IPCC).

Below are the details of media coverage. The list below is by no means exhaustive; this incident has also had substantial coverage in blogs, forums and opinion pieces and also via Facebook and Twitter. These sources are also being continually monitored.

Web coverage

Police to be investigated over death of man in Winson Green – Birmingham Mail - April 3, 2011
www.birminghammail.net/news/top-stories/2011/04/03/police-to-be-investigated-over-death-of-man-in-winson-green-97319-28450330/

Police watchdog investigates death of man in Birmingham – BBC News – April 3, 2011
www.bbc.co.uk/news/uk-england-birmingham-12950536

Police watchdog investigates death of man in Birmingham – BBC News – April 7, 2011 (updated)
www.bbc.co.uk/news/uk-england-birmingham-13006957

The Voice website (Friday, April 1)
<http://www.voice-online.co.uk/content.php?show=19274>

The Voice website (Thursday, April 7)
<http://www.voice-online.co.uk/content.php?show=19309#>

Other media coverage

Backlash over custody death – Birmingham Mail – April 9, 2011
Inquest opens into death of Dad – Birmingham Mail – April 13, 2011
BBC Radio WM phone-in with Dr Joe Aldred, 10pm – April 13, 2011

Forensic CAMHS – Patient Safety Awards

Media coverage on the success of our Forensic CAMHS team at the Patient Safety Awards

Violence cut at teenage unit – Black Country Mail – 29 March 2011

RAID

The article detailed how last minute funding had been found to allow the ground-breaking RAID service, provided by the trust, to continue at City Hospital.

Mental health scheme saved – Birmingham Mail – April 2, 2011

Copies are available if required of any of the above media coverage. Please call 0121 301 1296 or e-mail comms.team@bsmhft.nhs.uk and we will send the relevant cutting out to you.

Communications work

Information governance awareness campaign

A long-term sustained communications campaign is currently being developed in conjunction with the ICT team to raise staff awareness of their information governance responsibilities and how their actions may impact on the trust via the Information Commissioner. A series of posters and literature have been designed in-house, along with articles in the standard staff internal communications channels such as the intranet and Bite Size.

List of up and coming trust events

April 12, 2011 – International Nurses Day to be celebrated with an event at the Uffculme Centre

June 1, 2011 – Juniper Centre official launch event hosted by Nicholas Parsons

Next edition of Trust Talk – due to be distributed early June 2011.

Sarah Smith

Acting Head of Communications, Marketing and Membership

BOARD DIRECTOR SPONSOR: Sue Turner, CEO

APPENDIX:

None