

**BIRMINGHAM AND SOLIHULL MENTAL HEALTH NHS FOUNDATION TRUST**

**BOARD OF DIRECTORS TO BE HELD ON WEDNESDAY 25 MAY 2011**

**COMMUNICATIONS REPORT**

**ACTION:**

This report is intended as an update on communications and marketing activity taking place in and around the trust from April 21 – May 18 2011.

**News from around the Trust**

International Nurses Day Celebrations

The trust hosted a celebration event to mark International Nurses Day on May 12, 2011 at the Uffculme Centre. The event showcased the hard work and commitment of nurses within the trust. Dee Roach opened the event with a presentation on the trust nursing strategy, nurses were then invited to make comments, have their photos taken and have a chance to look around a number of presentation boards on the various roles nurses play in the trust. The photos and quotes gathered from nurses on the day will feature in the final version of the trust's nursing strategy, to illustrate the input and buy-in nurses have had from across the trust in formulating the future of nursing in BSMHFT. The day was a great success with just under 100 members of staff attending, with all areas of the trust represented.

Signing of Partnership Agreement with Birmingham REP

On May 6, our trust signed an agreement with Birmingham Repertory Theatre and The Hearth Centre to use drama to promote mental wellbeing. The three partners all signed an agreement which will see us work together to share skills, expertise and resources to encourage service users to engage in arts-based activities and to help reduce the public stigma around mental health.

The pledges contained within this innovative partnership included:

- Improving access to drama and theatre for service users, carers and staff – including training opportunities and attending performances;
- Showcasing work created by service users and staging performances within some of the trust's sites;
- Working with theatre students at Birmingham School of Acting to increase their awareness of mental health issues and services; and
- Involving members of The REP's creative and learning teams in projects with service users.

Frank Bruno visit – Ardenleigh

Frank Bruno attended the Ardenleigh centre on May 18, 2011 to meet young people in the site's education department. Invited by Johnson House ward manager Kevin Jones; Frank got a briefing from staff about the unit, followed by a meet and greet with a group of young people from Ardenleigh. After a buffet lunch Frank also unveiled a plaque to commemorate the newly refurbished courtyard.

After his own experiences with depression, Frank has been a great supporter of our trust, signing up to be a member in 2008 and is committed to reducing mental health stigma.

## **Media Coverage**

### ECT – Birmingham Mail

A patient diagnosed with bipolar at Highcroft Hospital, Erdington over 40 years ago who received ECT has approached the Birmingham Mail with his story and his negative opinion of ECT therapy. Having received current statistics from the trust regarding ECT through a Freedom of Information request, the story appeared on May 5, 2011.

<http://www.birminghammail.net/news/birmingham-news/2011/05/05/electric-shock-therapy-blanked-out-parts-of-my-life-says-erdington-man-97319-28638091/>

### Bi-polar disorder – Sunday Mercury

On April 25 an article appeared in the Sunday Mercury about a service user of our trust who was diagnosed with bi-polar, telling her story. Though the trust was asked for a statement and information regarding bi-polar, this was not used and our trust was not named.

<http://www.sundaymercury.net/news/midlands-news/2011/04/25/how-birmingham-woman-battled-bipolar-disorder-that-catherine-zeta-jones-has-suffered-with-66331-28572516/>

## **Communications work**

### GP engagement

GP engagement work is continuing within the communications team, working closely with a number of other departments. A GP engagement event was held on 18 May 2011, which was hosted by the medical director and chief executive. The purpose of the event was to share with GPs information and updates about our trust as well as hear from GPs their thoughts on the future of mental health provision in Birmingham and Solihull. Senior clinicians from the trust were also in attendance to make the most of the networking opportunity.

### Refresh of PALS service information and literature

With our PALS team now working within the hours of 8am – 8pm, we have worked with the service to produce new literature to reflect these changes. This change in service has also been used as an opportunity to update the design and information within the marketing materials. Patient information leaflets have also been refreshed with a new design and updated information, and new pop-up banners have been purchased to use around the trust. All electronic materials have also been changed to reflect the change in service.

## **List of up and coming trust events**

May 31, 2011, European Health Managers Association visit to trust.

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

June 4, 2011 – Volunteers Week celebration event, Centenary Square, 10am-4pm.

## **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