



INSIGHT 2021

**Sharing your awesomeness! Maximising
the impact of your work**

Monday 11th October, 14:00-15:00



**Health
Economics
Unit**



**The
Strategy
Unit**



**Midlands
Decision Support
Network**

Today's speakers are:

- [Matthew Grek](#), Communications lead, the Health Economics Unit
- [Tom Parnell](#), Communications expert and former journalist



Health
Economics
Unit

Making the most of our time together

- Please keep your microphone muted during the session
- Please introduce yourselves in the chatbox
- Use the chatbox function to ask questions/raise technical issues
- Sessions are recorded and put on our website
- Tweet about sessions using **#Insight2021**
- Tweet us **@MidlandsDSN** and **@Strategy_unit** and **@economics_unit**

What we'll cover

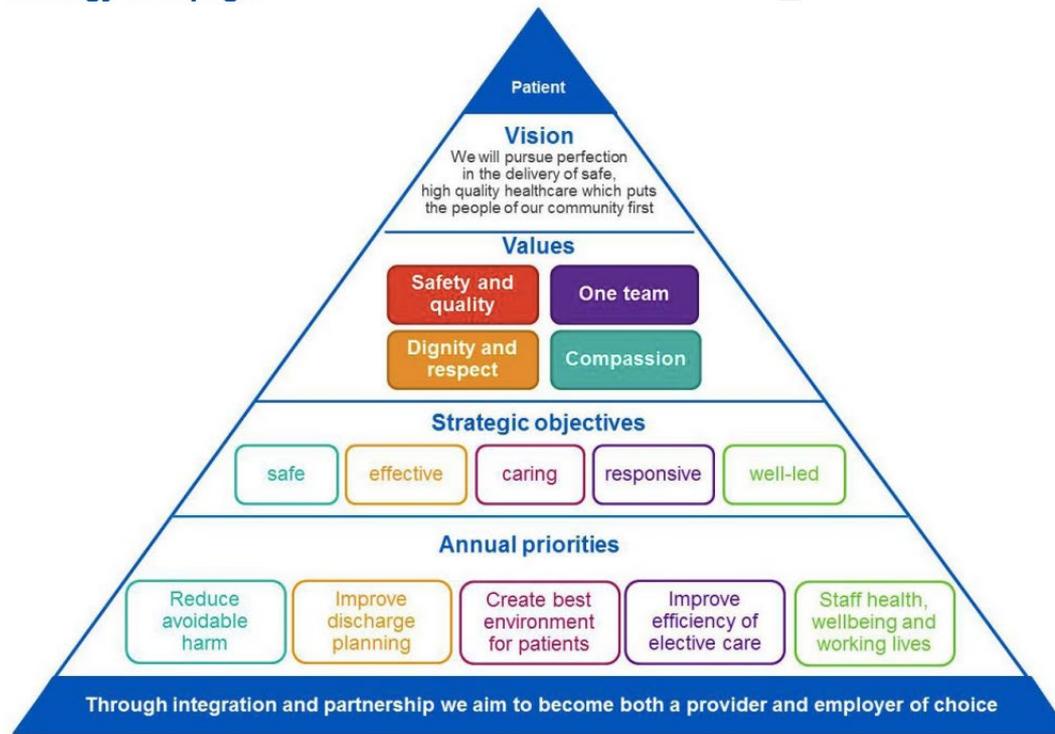
- Introduction
- Scene setting
- Knowing your audience
- Spreading your awesomeness
- Standing out and different approaches to take



Handwritten signature or mark.

Pity the communications function

Strategy on a page



An example NHS communications strategy

Your experience?



Know your audience

An example audience breakdown

Our key stakeholder audiences are:

5.1 Internal

- Staff
- Volunteers
- Staff governors
- Non-executive directors
- Trade union and staff-side representatives
- Friends of East Surrey Hospital
- Radio Redhill volunteers



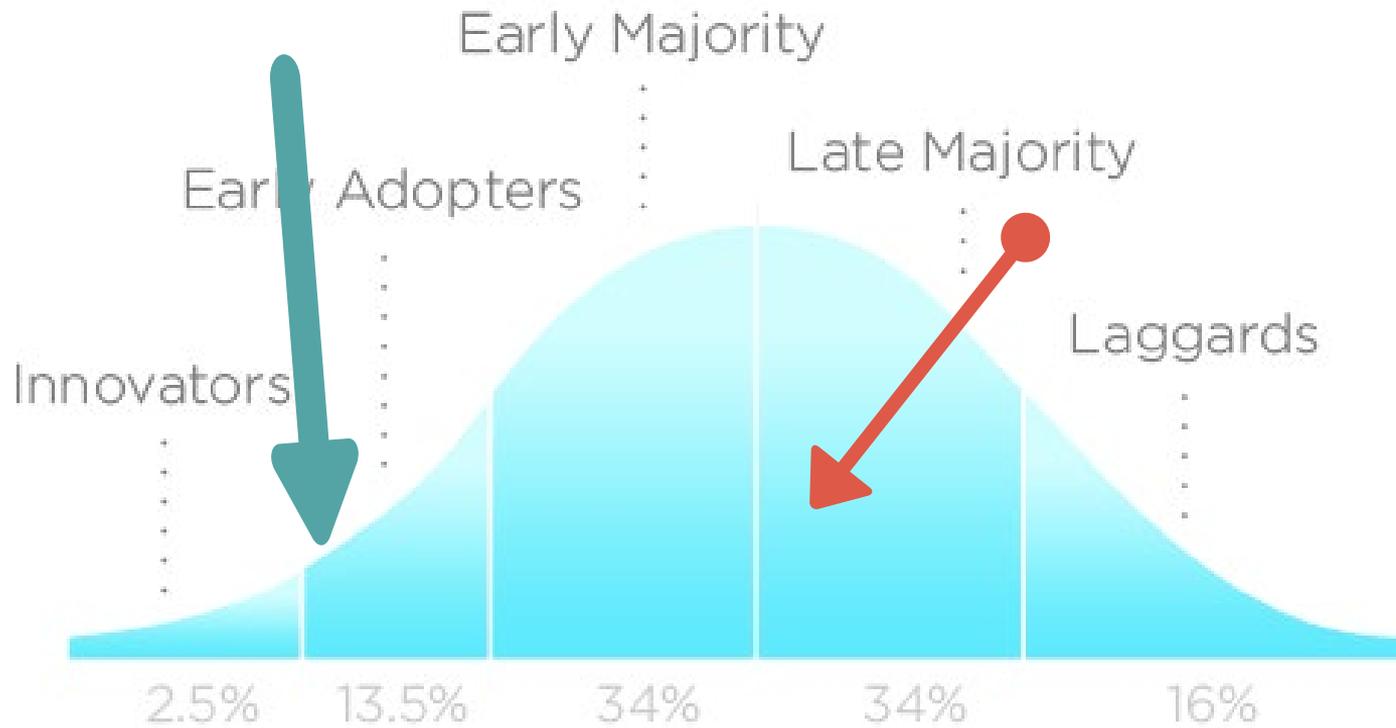
5.2 External

- Patients and their relatives/carers
- Governors
- Members
- Local people
- Health partners (local and national):
 - GPs
 - CCG colleagues
 - Acute, community, ambulance NHS Trusts/organisations
 - NHS England
 - NHS Improvement
- Social care partners
- Sustainability and Transformation Partnership
- Care Quality Commission
- Political partners:
 - MPs
 - Local councillors
 - Health and Social Care Overview and Scrutiny Committees
 - Health and Wellbeing Boards
- Third sector; voluntary and community partners
- Healthwatch
- Media:
 - Print
 - Broadcast
 - Online
 - Social
- SASH Charity supporters/donors



**"The Internet was supposed to
homogenize everyone by
connecting us all. Instead what it's
allowed is silos of interest."**

Seth Godin



INNOVATION ADOPTION LIFECYCLE

**That's all very well,
but how do I share my
awesomeness?**

Recognising what's interesting

Twitch reportedly suffers massive data leak

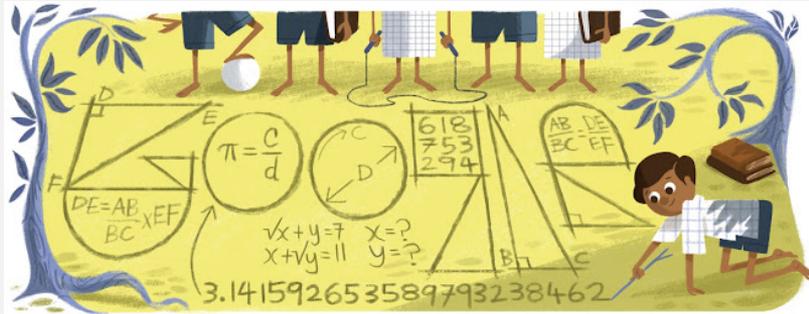
AphA working with NHSX on first national analytical competency framework

Doctor Who fans can buy show's advent calendar

Over a third of COVID-19 patients diagnosed with at least one long COVID symptom

I'm awesome, I know that, why should I tell anyone else?

- Compiled nearly 3,900 results
- Developed the Ramanujan prime, the Ramanujan theta function
- first Indian to be elected a Fellow of Trinity College
- Still studied to this day



Your insights could be someone else's action

“If I have seen further it is by standing on the shoulders of giants”

Isaac Newton



Talking about your awesomeness

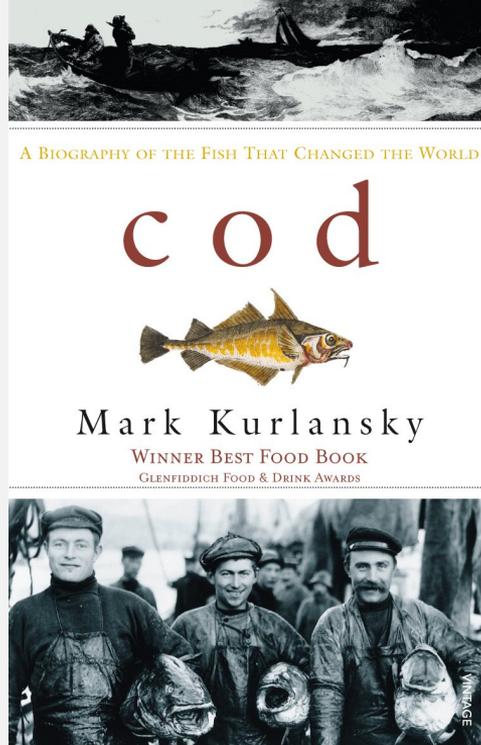
- 1. Understand your audience
- 2. Identify a platform
- 3. Identify the topic
- 4. Come up with a nice working title
- 5. Write a remarkable intro
- 6. Create an outline
- 7. Write it- make it interesting, fun, engaging,
- 8. Proof/ edit/ get feedback
- 9. Find an image
- 10. Insert CTA
- 11. SEO
- 12. Title heading

Talking about
your awesomeness
Be passionate!

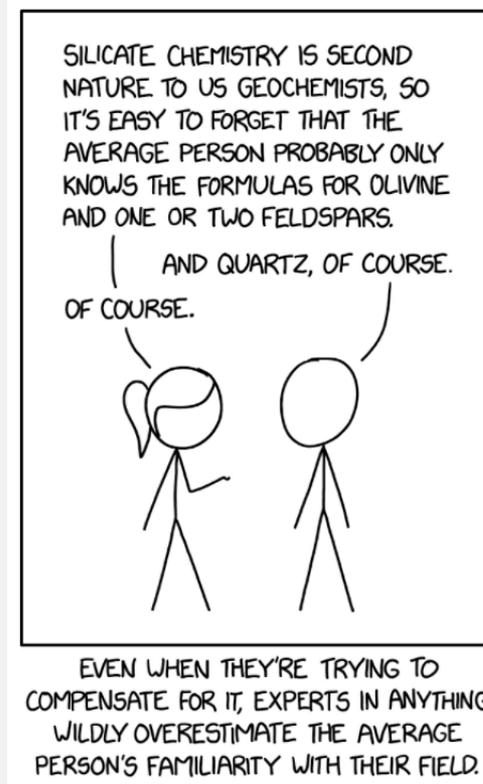
“Find a subject you care about and which you in your heart feel others care about. It is genuine caring, and not your games with language, which will be the most compelling and seductive element in your style.”

Kurt Vonnegut

Passion shines through



Relevant XKCD



Who can help?



Health
Economics
Unit



FutureNHS
Collaboration Platform



Questions

INSIGHT 2021 – PROGRAMME – WEEK 2

Thursday 14th
October (10:00-
11:15)

**Misinformation
and how do we
tackle it?**
(Register)

“We're not just fighting a pandemic; we're fighting an infodemic”. WHO . How do myths and misinformation spread and how do we tackle misinformation? Hear our speakers including cognitive scientist, **Prof Steven Lewandowsky**; **Dr Ruth Carlyle** and **Trish Lacey** share experiences and reflections on the challenges of addressing misinformation and building health literacy.

Friday 15th
October (10:00-
11:00)

**INSIGHT
2021 Insight to
Action - Hear
from the
directors of the
UK's leading
health think
tanks**
(Register)

To round up INSIGHT 2021, our final event offers this first time, opportunity to hear from the Chief Executives of the UK's leading health think tanks, The King's Fund, The Nuffield Trust and the Health Foundation, together with the Directors of the Strategy Unit and the newly formed IMPACT Centre – what will undoubtedly be a fascinating session, join us to hear from: **Richard Murray**; **Jennifer Dixon**; **Nigel Edwards**; **Jon Glasby** and **Peter Spilsbury**.

Thank you to everyone for coming and thank you to our guest speakers.



Contact us

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