

# How to Communicate Effectively with Health Care Workers



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# Introductions



**KCMHR**  
KING'S CENTRE FOR MILITARY HEALTH RESEARCH

**NHS CHECK**

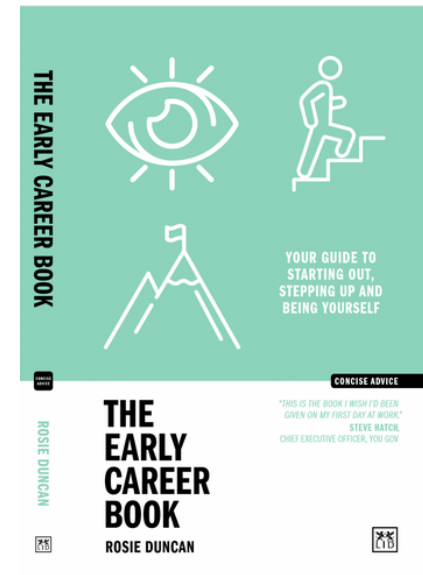
Centre for Society and Mental Health

Advance Choice

London Centre for Work and Health

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**HELP** for  
**HEROES**



Expert Advice  
Sleeping Lion

Certified  
**B**  
Corporation

**CREATE. EDUCATE. DONATE.**



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# Today's workshop

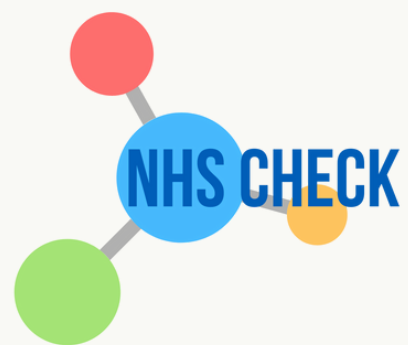


- Intros & asks
- What does 'Communications' mean to you?
- 5 step process
- How this applies to Health Care Workers

Feel free to ask questions as we go

**BEFORE WE START...**

**What does 'communications' mean to you?**



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# 'Communications' covers...

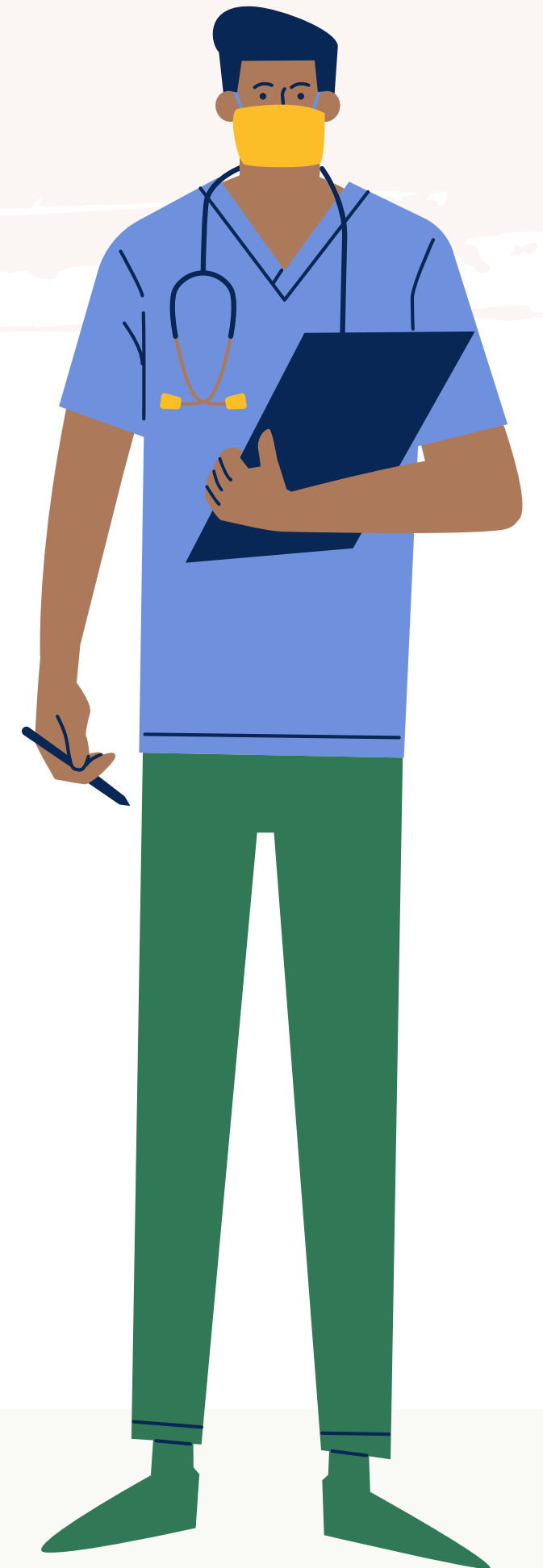
**WHAT** we want to say to our audience - ie messaging

**WHY** we say what we say

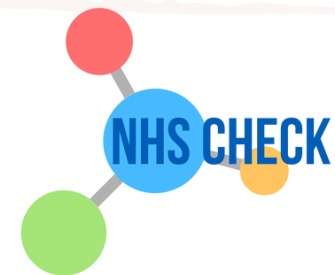
- **INTERNALLY:** explaining the objectives and purpose of the organisation
- **EXTERNALLY:** giving reasons for our audience to engage with us over others

**HOW** we say it - what tone, what visuals?

**WHERE** we say it. Where will our audience be so we can find them? Ad placements, events, etc.



# So the Comms tasks look like this...



**MESSAGING &  
BRANDING**



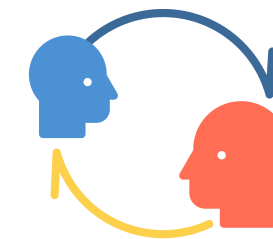
**CREATING OWNED  
CHANNELS LIKE  
WEBSITES & SOCIALS**



**MAXIMUM  
SURVEY  
PARTICIPATION**



**DISSEMINATE  
FINDINGS, PAPERS &  
ARTICLES**



**PUBLIC AND  
PARTICIPANT  
ENGAGEMENT**



# THE PROCESS

## Best practice communication steps



**1.**



**PROBLEMS**

**WHAT ARE THE  
BARRIERS?**

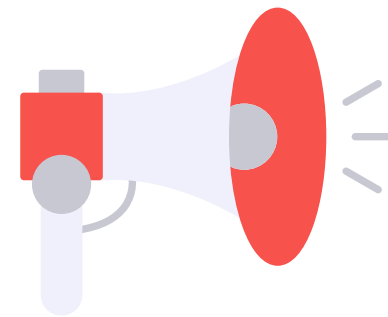
**2.**



**SOLUTIONS**

**WHAT ISSUES CAN  
WE SOLVE?**

**3.**



**AWARENESS**

**HOW DO WE MAKE  
OUR AUDIENCE  
AWARE?**

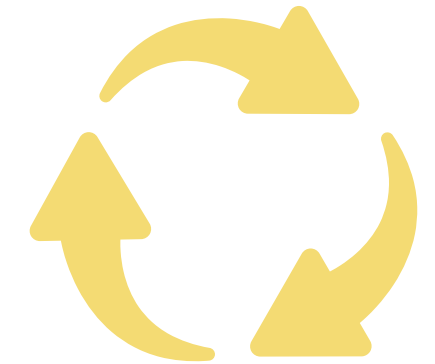
**4.**



**MOTIVATION**

**HOW CAN WE  
ENCOURAGE THEM  
TO ENGAGE?**

**5.**



**MAINTENANCE**

**HOW DO WE KEEP  
THEM INTERESTED  
NOW THEY'RE  
INVOLVED?**





So...

how do we communicate with  
**health care workers?**

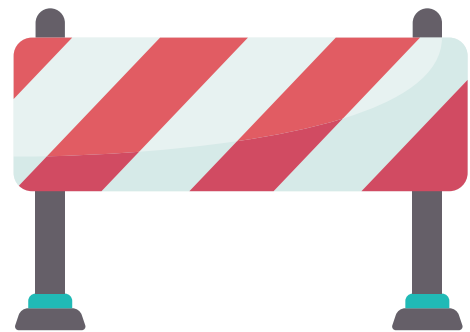


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# 1. PROBLEMS

What are the barriers and how are we solving them?



# Problems

no time

worried it will get  
back to their  
employer

doesn't seem  
important

not often at a  
computer

survey fatigue

language  
barriers

their answers won't  
change anything

not on a permanent  
NHS staff contract  
(ie BANK/agency)



# 2.SOLUTIONS

## What issues can we solve?



# Solutions

no time	identify time it takes make it easy to do	worried it will get back to their employer	ensure confidentiality
doesn't seem important	herding: 'x others have done this too'	not often at a computer	mobile friendly
survey fatigue	why this one is the one to take	language barriers	simple language
their answers won't change anything	show impact it's having	not on a permanent NHS staff contract (ie BANK/agency)	include BANK & agency

# = messaging & tone

## MESSAGING

'it'll only take 10 minutes'

'x others have done this too'

The UK's largest survey of...

we've having impact

ensure confidentiality

## tone

include BANK & agency staff

mobile friendly

simple language

easy to take

# 3. AWARENESS

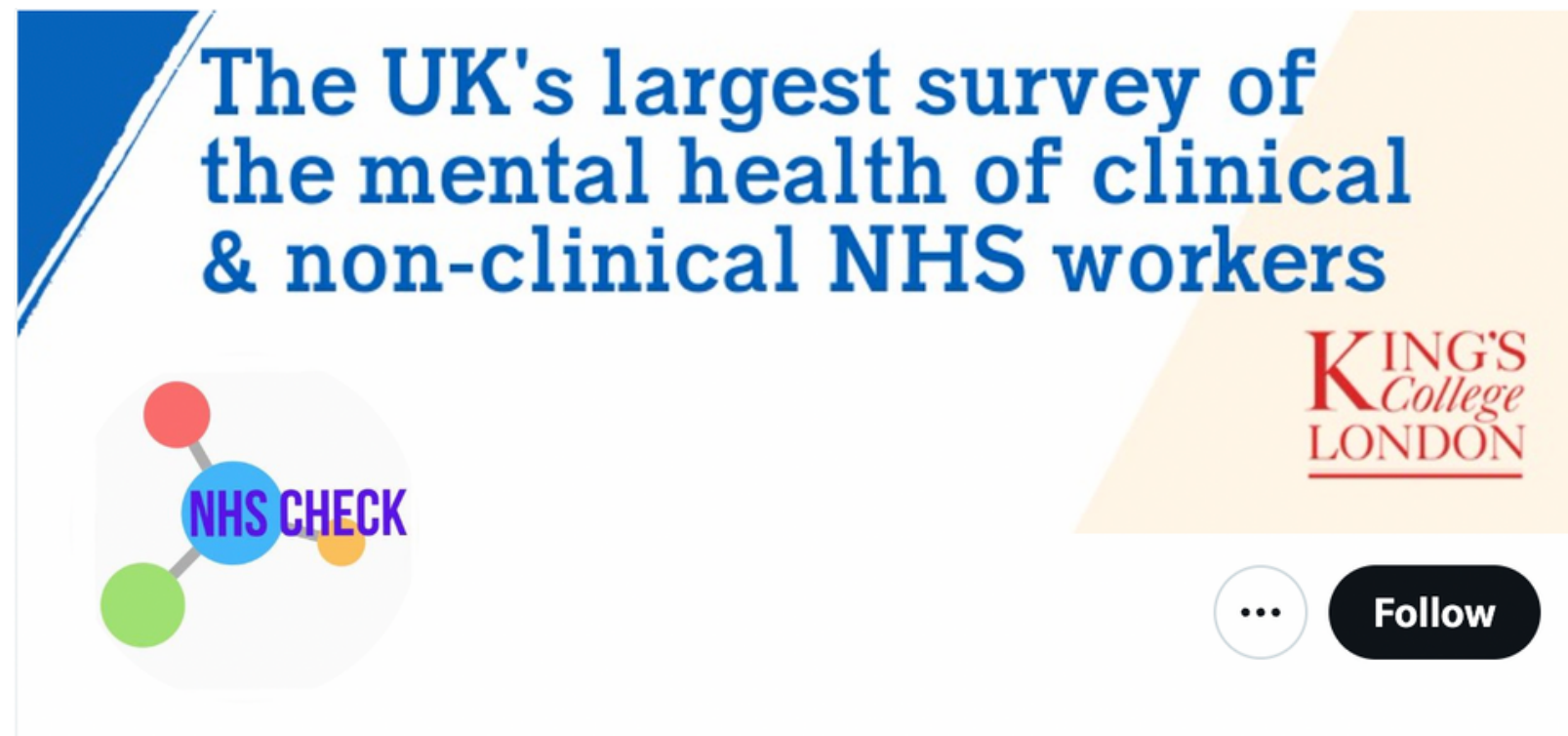
How do we make our audience aware?





# How to be visible

we are similar, but not the same

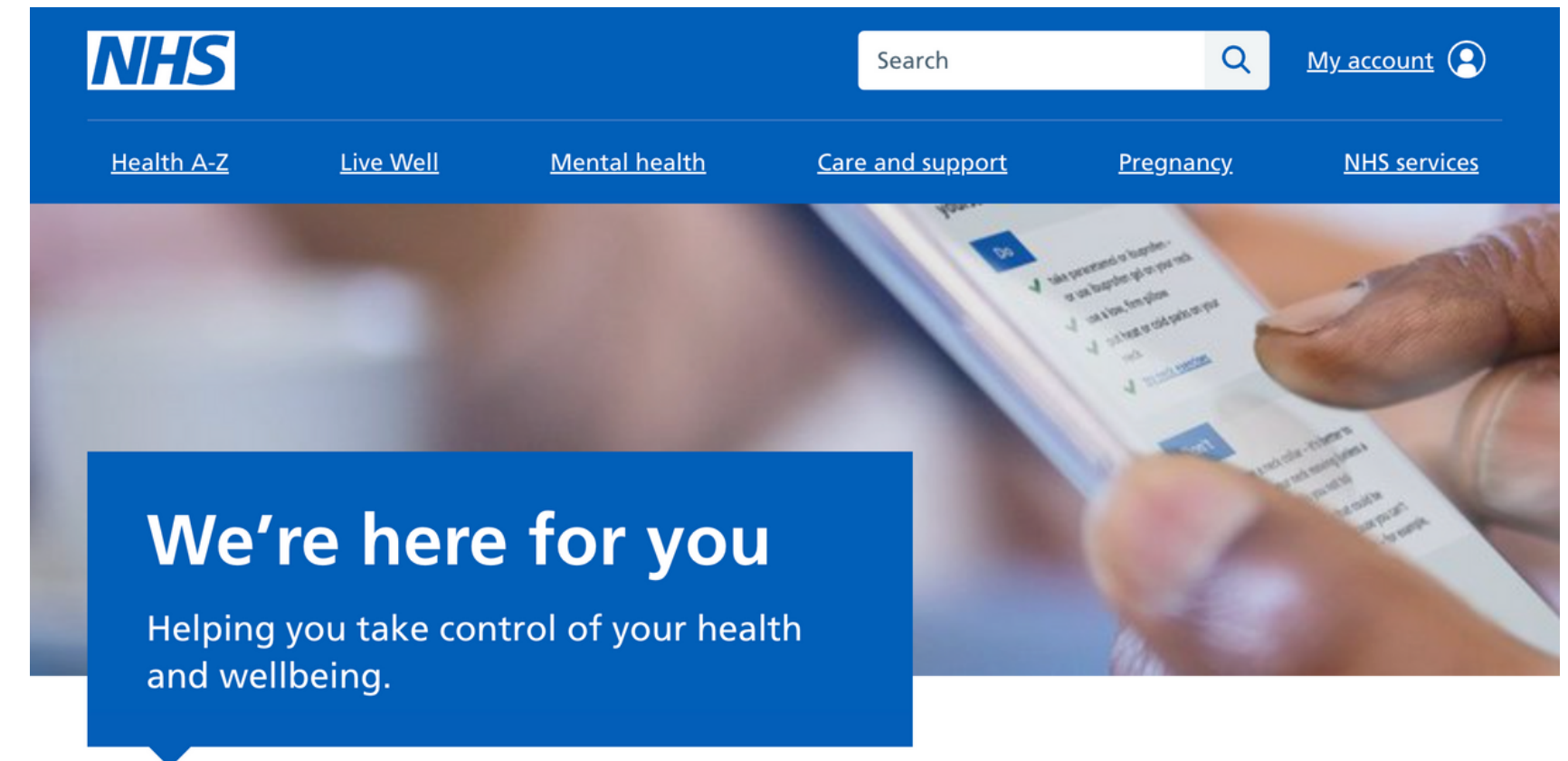


The UK's largest survey of the mental health of clinical & non-clinical NHS workers

**NHS CHECK**

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... **Follow**



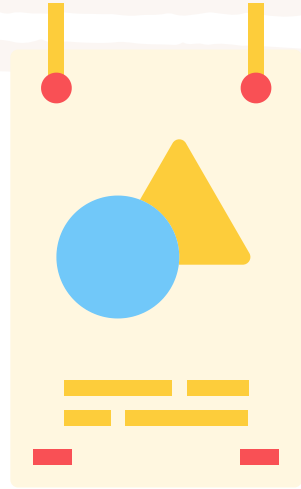
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**We're here for you**  
Helping you take control of your health and wellbeing.



# Where to be visible - placements



**POSTERS IN TRUSTS**



**MERCHANDISE**



**BOOTS ON THE GROUND**



**SCREENSAVERS**



**SOCIAL MEDIA – OURS  
& PARTNERS/NHS**



**EMAIL INBOX**

# Where to be visible - partners



## NHS TRUSTS

had partnership with 18 NHS Trusts which meant we had access to everyone's email addresses, giving us a valuable head start and means to chase & remind



## FUNDERS & STAKEHOLDERS

using stakeholder, partner and funder channels via newsletters and social media posts, including the NHS individual trusts



## TEAM MEMBERS

using the platforms of the many notable team members to spread the word

# 4. MOTIVATION

How can we encourage them to engage?



## **INCENTIVES**

**Prize Draws**

**Your voice will be heard**

**Help your colleagues**

## **EASE**

**User Journey**

**Simple language**

**Keep things concise**

## **IMPACT**

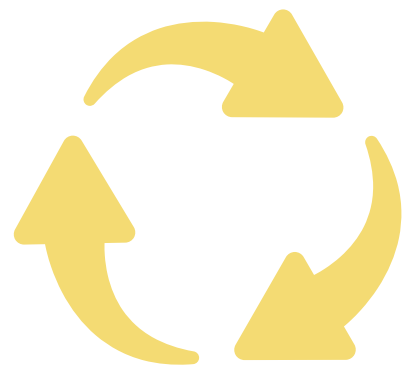
**You will make a  
difference**

**X others are taking part  
This is the largest survey  
of its kind**



# 5. MAINTENANCE

How do we keep them interested and involved?





## PUBLISHED

published in  
publications



## PR

mainstream media  
spokesperson for news outlets



## EVENTS

Speaking at and hosting  
conferences



## WEBSITE

added to NHS CHECK  
website



## SOCIAL MEDIA

key findings posted on  
social feeds



## NEWSLETTER TO NHS

updates sent to the NHS to  
make them aware of the  
findings



Thank you  
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