

Delivering your message

Award-winning NHS Publications



The challenges ahead

Your printed materials are a key communication tool for your hospital trust. For nearly 10 years ACW has produced cutting edge, professional quality patient prospectuses outlining key policy areas, new developments, health and wellbeing information and updates on finance and performance.

Our team of writers and designers are among the most experienced in the country at developing patient-facing publications for the NHS, including Nexus award-winning Annual Reports.

Research or assumption?

To enable your marketing materials to be truly effective requires a complete understanding of your community, its demographics and health inequalities. Every time a member of the public comes into contact with your service, health professional or marketing materials they make assumptions about you which affect their health and choice of healthcare provider.

We ensure that through a process of market research and analysis and social marketing techniques, strategies can be formulated to enable the most effective communication processes are employed.

Health-related Social Marketing

In a recent report commissioned by the DH it was found that using Social Marketing can significantly enhance and improve the effectiveness of health promotion.

To produce truly effective marketing materials we need to understand the processes behind peoples reactions and assumptions. Only then can we understand why people act as they do and how best to tailor your message to suit.

At ACW our specialist social marketing team can devise research and analysis to drive strategy that will maximise understanding and trust within your community regardless of demographic.

“ Social Marketing is a key tool for changing the way people use the NHS and the reasons why they do so. ”

Dr Fiona Adshead - Deputy Chief Medical Officer - DH

Brand development

A strong brand will give your patients confidence and reassurance in your ability to deliver on your promises. Part of the branding process is to create a distinctive look and feel for your trust, something that people can instantly identify with and make their own. Formulating these needs is part of our extensive experience within the public sector and we can advise on a range of ways to strengthen your brand.

Communicate better

The fundamental task of all communications is to do just that, clearly. What you say and how you say it is important in delivering the correct message in the right tone and will reflect in the readers perception of your individual and corporate integrity and professionalism. Part of our expertise is written communication and we can advise on content, tone of voice or write copy to create the most positive message.

Design solutions that deliver

On the following pages you will find a selection of materials that have helped promote positive messages about the NHS. We hope you find them exciting and relevant and would love to hear from you to discuss possibilities. If you would like to read about our services in-depth or just see more of what we have to offer please visit our new website at www.acw.uk.com or for more information contact Russell Holley on 020 8392 4331.

Barnet NHS Primary Care Trust

Barnet PCT needed to improve their document retention rates, to effectively reach their incredibly diverse population with more distinctive communication materials.

Social marketing was the order of the day, firstly to identify user needs and requirements and secondly to understand how to structure all materials to be as receptive as possible.

Guide to Services 2008/09

Barnet NHS Primary Care Trust

The materials Barnet were producing lacked consistency. To rectify this we started with a flexible secondary branding style to serve as a foundation for their varied communication materials.

As a result local residents can better recognise and relate to the materials they receive.

The Guide to Services is the most widely distributed document Barnet produce and has to be accessible to all. With inviting design and clear, summarised information it has given Barnet's community something of value, and something worth keeping with higher retention rates every year:



Annual Report 2007/08

Barnet NHS Primary Care Trust

Clarity and sense of purpose was the required tone for this important yearly document. A much simpler looking document overall; but one that still required its own identity while communicating the same branding and values.

The layout was kept clean and simple with main text copywritten to be as equally clear to public, staff and stakeholders alike.



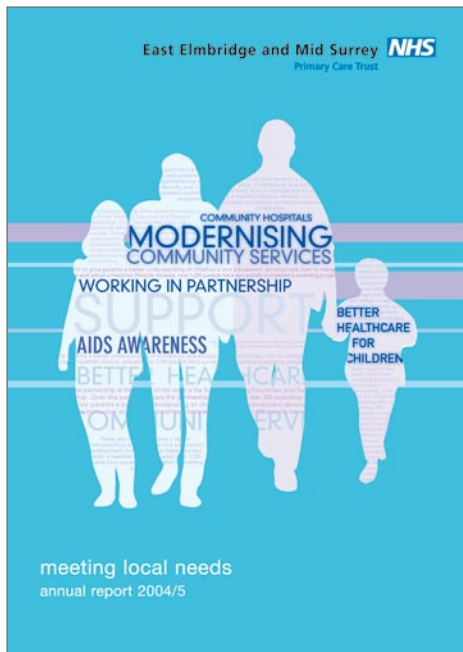
Annual Report 2004/05

Sutton and Merton NHS Primary Care Trust

One of the largest PCT's in England, serving a population of nearly 400,000, their overarching aim is to provide a wide range of quality services that provide value for money.

We worked on a strategy that would reflect these aims and came up with an attractive colourful look with a fun illustrative style. By highlighting specific events in the Trusts previous 12 months and featuring staff and patients in actual life-changing situations, the report was personalised and brought much closer to its audience.

The aims of the trust were achieved with a look and feel that was carried across to their website, which we also designed and built. An important feature of the site is Easy Content - an ACW created content management system, which enables any member of staff to create and manage web content quickly and easily.



Annual Report 2004/05

East Elridge and Mid Surrey NHS Primary Care Trust

EEMS asked us to produce an Annual Report to beat our previous years offering which had been a Nexus Award winner; we knew we had a challenge on our hands.

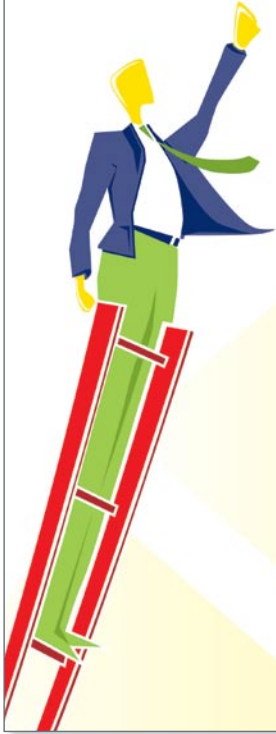
We developed a theme that simplified the highly informational text, with strong imagery and clean layout.

The finished brochure fulfilled the brief but above all was simple, had clarity of message and was inexpensive to design and produce.





Excellence across the board



Annual Report 2006/07 Royal Berkshire NHS Trust

The Royal Berkshire NHS Foundation Trust is one of the largest general hospital trusts in the country and one of the most successful. Their brief asked us to produce a document that portrayed this in a highly distinctive way.

Telling their story through aspirational copy and innovative full-page illustrations gave the document and the trust real identity.

The result was a highly unusual brochure that was a resounding success with public and trust alike - and one that exceeded all expectations.

Becoming Your hospital of choice

With a surplus of £6.5 million, excellent results in our annual health check, and achievement as a Foundation Trust, it's been the Trust's best year ever.

As a Foundation Trust, we provide a model of best practice to other trusts in the area. We must develop strategies and initiatives that help drive our performance onwards. With an exceptional team of clinical and support staff, we're more than equipped to take on this role. But at the heart of every day, it's not our fellow providers that are our first priority - it's the patients. And every member of our team is devoted to ensuring we remain every patient's hospital of choice.

Taking care closer to home is just one way we're doing this, but we've also been working on setting up new services in the community, establishing outreach centres, and building our network of community nurses. In every area, our services are becoming better, closer, faster.

We're also boosting our already high standards of care here through in-safety care, infection control, and primary and dignity demonstrated our strengths.

Colin Madson CEO
Chairman

Celebrating our daily achievements

This year the Trust has accumulated a number of achievements and awards. We've met the national target for A&E waiting times, less than four hours in its annual health check, the healthcare Commission placed us in the top 10% of trusts, and we have top 10% of trusts, and we have achieved Working Well Practice Plus, an accolade for employees. But it's easy to see off a list of achievements. The real success stories happen behind the scenes. Despite the Trust's staff making small but remarkable achievements, initiatives brought about by individuals, focus groups, or dedicated teams, with just one goal - improving the patient experience.

The infection control group and dual-unit champions have been working hard to bring down rates of infections like MRSA. This is a nationwide problem, and we're making great steps in preventing it. We've been awarded an additional £200,000 from the Department of Health, which will be spent on improving facilities to help reduce infection. Further, we want to ensure that our healthcare services are clean and safe and have the confidence to come into hospital without worrying about infection issues.

The new sexual health department has brought together the services for genitourinary medicine and family planning. They are now housed in a comfortable, modern, 1000-sq-ft facility on Clarendon Road. The breast screening unit, so the terms can provide on-site, so the terms can provide on-site, so the terms can provide on-site, so the terms can provide on-site.

In this year's patient survey, 97% of patients said that they were treated with respect and dignity, and 84% said that they would recommend the Trust to friends and family. In fact, it's our staff we must thank for service and individual care. Thank you.

Professor Ann Sheen CBE
Chief Executive

Our strategic objectives

- More services:** Providing more services, in more places, closer to home, for more people.
- Investing in success:** Putting our services in the top 10% nationally.
- Promoting awareness:** Making sure that people know what we do and why we are the best.
- Better service:** Exceeding customer and patient expectations.
- How will we achieve this?**
 - Recruit and retain staff we're looking for.
 - Invest in staff development.
 - Improve our facilities.



Annual Report & Accounts

2005-2006

In partnership with the
Ministry of Defence



“Our vision is to play a key part in
delivering better health to an
increasing population”

Report & Accounts 2005/06

Frimley Park Hospital Foundation Trust

The communications team asked us to produce something dynamic for their first Report & Accounts as a foundation trust.

We pulled out all the stops and helped them formulate the strategy for the Reports section, wrote copy and drew the accompanying quirky illustrations, to produce something of real distinction and value.

Frimley were delighted, they even chose the unusual format instead of the usual A-sized document.



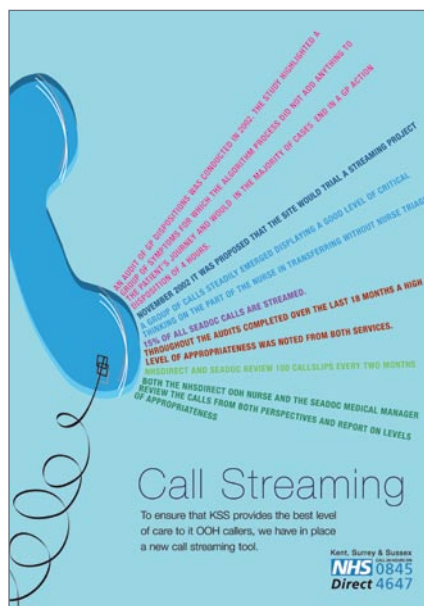
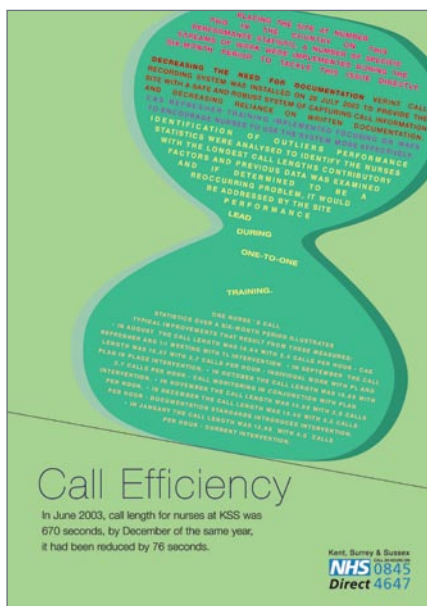
Graduate Recruitment Pack 2008

Basingstoke and North Hampshire Foundation Trust

As part of their ethos that an organisation is only as good as its people; Basingstoke were forward-thinking enough to realise that they had a need to attract high quality graduate trainees, to maintain their levels of patient care. And they had to do it now, in time for an exhibition!

Following on from our previous branding we devised a folder with separate inserts for key hospital departments. A strategy was devised and aspirational copy written to attract exactly the type of candidate required.

We met the deadline with an extremely professional range of recruitment materials that are effective now and into the future. Thanks to a little forward-thinking from recruitment and a timely response from us!



Staff Motivation Posters
NHS Direct - Kent, Surrey & Sussex

A 24 hours a day, 365 days a year telephone helpline offering medical help and advice needs the best levels of service possible.

We were asked to produce a poster campaign to motivate, instruct and inspire their staff. Copy was provided and we realised we were going to have to be really creative to design something that displayed the message attractively.

The result was a set of great-looking posters you actually wanted to read, which is just as well!