

A large, multi-level hospital atrium with a modern design. It features glass railings, white columns, and a central dining area with tables and chairs. A person in a blue uniform is blurred in the foreground on the left. A large, stylized sculpture of a human figure is mounted on the wall. The overall atmosphere is bright and clean.

Welcome to Gateshead

A guide to communications and marketing at our Trust

Welcome to QE Gateshead

Good communications are now a vital part of the NHS and as a new employee of the Trust you can help play a key role in supporting the way our organisation engages with patients and the public.



How we interact with patients and their families is a vital part of our service to the public and those on the frontline across the hospital will often be doing this face to face. For them to be effective it's crucial that they have all the right information and are confident everything that patients may see, hear or read reinforces those core values enshrined in the NHS constitution.

However, it's not just for doctors and nurses because increased awareness of health issues, greater competition, deep structural changes to the NHS, the growth of the internet, austerity measures and many other factors have all combined to make communications a vital part of modern healthcare.

As employees you are all our ambassadors and at QE Gateshead we want to provide excellent communications so that everybody has access to clear, helpful information.

As an NHS Foundation Trust we have a legal duty to communicate effectively but we also actively promote an open and honest culture as a key part of our promise to the community.

Our communications and marketing team work hard to protect and promote the Trust's reputation so that patients, local people, staff and our health partners have complete confidence in our services. We aim to use good communications to improve the satisfaction of everyone connected to the hospital so they understand and actively choose to use our services.

Put simply, we want people to get the right information, at the right time in the way that suits them best.

This leaflet is designed as an introduction to corporate communications at the Trust and how we use all our various channels to engage with people. More detailed advice can be found online, but if you're interested in finding out more or have a story idea that we can help with please get in touch using the details on the back page.

How we communicate – our key channels



MEDIA

We liaise with journalists and pitch stories to help keep QE Gateshead in the news. We also manage all media enquiries on your behalf.



PUBLIC WEBSITE

The website is now the first port of call for most people interested in the QE and many patients will do some online research before visiting. See here: www.qegateshead.nhs.uk



SOCIAL MEDIA

We now operate on six of the major social networks and encourage all staff to join the conversation by liking or following our corporate pages. Visit the social media section of the website for more information: www.qegateshead.nhs.uk/socialmedia



EMAIL NEWSLETTERS

We now have several e-newsletters that are sent out to specific audiences including GPs, and the general public. You can find out more here: www.qegateshead.nhs.uk/communications



INTERNAL COMMUNICATIONS

This is probably the area where you will see us the most. As a member of staff you will be sent our newsletter, called QE Weekly, every Monday to help you keep right up to date with all the latest news, views and important information across the Trust. We also manage the poster sites and the screensavers you will see on all the computers. In an emergency we can also send out an email to all staff (although there is a strict policy covering this)



STAFFZONE INTRANET

The intranet is home to all the information, guidance and Trust forms that you will need while working here. There's also a useful telephone directory so you can find the right extension number.



QE NEWS MAGAZINE

Our very own magazine is sent out to all members of the Foundation Trust and can also be read online.



MARKETING & BRANDING

We have a distinctive look and feel, as well as key strategies to ensure that where there is choice the public choose us. We also monitor and coordinate all responses to the public on the official NHS Choices website.

How to get in touch

You can contact the communications team by email: comms@ghnt.nhs.uk or by calling our office on **x3561**

We're always interested in story ideas and can provide practical advice on communicating with your key audiences.

You can also find a wide range of communications support on the **StaffZone** intranet including brand guidelines, downloadable templates and back copies of all our newsletters and media releases.

Join the conversation

You can join the growing online conversation about healthcare in Gateshead by following one of our social media profiles. For more information about how we use these networks and how you can join the conversation see

www.qegateshead.nhs.uk/socialmedia

Find us on:



www.facebook.com/qegateshead



www.twitter.com/QEGateshead



www.pinterest.com/qegateshead/



www.youtube.com/user/qegateshead

LinkedIn www.linkedin.com/company/gateshead-health-nhs-foundation-trust

For all the latest news and information about the Trust visit our website:
www.qegateshead.nhs.uk



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