



## **HYWEL DDA HEALTH BOARD**

### **PRE-CONSULTATION ENGAGEMENT PROGRAMME**

### **EVALUATION & ACTIVITY REPORT**

**HYWEL DDA HEALTH BOARD**

**Evaluation of the methods used during the Listening and Engagement process (December 2011 – April 2012)**

Method	Chosen for	Challenges to overcome	Reach
<p><b>Distribution of a discussion Document</b></p>	<p>Raising awareness of the need for change and stimulate discussion and feedback amongst all key stakeholders, staff and the public</p>	<p>Difficult to write a document that satisfies the needs of a broad range of service users and stakeholders.</p> <p>May disadvantage those who have difficulty reading or who do not understand the language used.</p> <p>Important to allow sufficient lead in time to incorporate design, translation and external printing of documentation</p> <p>The Health Board was criticised for the lack of detail in the document despite all efforts to explain that the purpose of the document was to set out the case for change and to allow people to express their views and concerns. The detail being sought by stakeholders was not available to give but will be in full consultation.</p>	<p>1000+ hard copies to key stakeholders</p> <p>400 direct e-mails to key stakeholders (onward distribution to multiple contacts eg through the HSCW networks)</p> <p>Intranet : 7710 hits, 132 hits on DVD Internet: 5467 hits, 829 hits on DVD 1,284 downloads of the Discussion Document</p> <p>2000 + hard copies distributed</p>

Method	Chosen for	Challenges to overcome	Reach
<p><b>Case for Change Pamphlet (with DVD) – Household distribution</b></p> <p>The discussion document presented an opportunity to outline the case for change and to inform the public of the current challenges faced by the Health Board. The intention was that members of the public would be able to give their views from a more informed position</p>	<p>Raising awareness of the case for change within every household across the three counties and providing an opportunity to feedback.</p> <p>This method presented an opportunity to provide information to people across a large geographical area.</p>	<p>May disadvantage those who have difficulty reading or who do not understand the language used.</p> <p>Postal drop was challenging to coordinate as it involved 6 different agencies; slippage on deadlines had impact throughout the chain</p> <p>The Health Board received some negative feedback in relation to the cost of the distribution which was also widely misreported.</p> <p>The solus delivery company went in to administration so approx 60,000+ households did not receive the document and the DVD</p> <p>Royal Mail fed back that surveys show that recall of mass media varies from an average of 15% to as much as 85% of households not remembering if they had received the item.</p>	<p>The leaflet and DVD was received by 120,000+ households.</p> <p>(The target to reach 180,000 households was not achievable due to circumstances beyond the Health Board's control)</p>

Method	Chosen for	Challenges to overcome	Reach
<p><b>DVD outlining the case for change by clinicians</b></p>	<p>Allowing people to understand the challenges from clinicians without attending meetings. To ensure easy access for people who are not confident in their reading skills so that they can understand the challenges facing the NHS. The National Survey of Adult Basic Skills in 2004 identified 25% of the working population in Wales lack basic literacy skills. In addition the narrated DVD was suitable for those members of the public with a visual impairment.</p> <p>Appeal to younger age group who may not usually engage with Health Board</p> <p>Para 23 of the All Wales Guidance on Engagement and Consultation requires Health Boards to 'produce a full range of easily</p>	<p>Requires the recipient to have access to a DVD player</p> <p>Some people reported difficulties with playing the DVD. The Health Board had not indicated that it was a DVD and not a CD.</p> <p>Packaging of the DVD securely for postal distribution is challenging (within a restricted financial limit)</p> <p>The Health Board received some negative feedback in relation to the cost of the DVD which was also widely misreported.</p>	<p>The leaflet and DVD was received by approx. 100,000 households.</p> <p>(The target to reach 180,000 households was not achievable due to circumstances beyond the Health Board's control)</p> <p>Intranet : 132 hits on DVD Internet: 829 hits on DVD</p>

Method	Chosen for	Challenges to overcome	Reach
	<p>accessible information on services and possible future developments, in a range of formats, taking into account the opportunities offered by new media and also utilising engagement avenues provided by other agencies'.</p> <p>The Office for National Statistics in 2009 indicated that 9/10 homes owned a DVD player. Over the last three years, with limited new technology released in this area, this figure is expected to have increased</p>		

Method	Chosen for	Challenges to overcome	Reach
<p><b>Questionnaire (paper and online)</b></p>	<p>Larger numbers, so able to obtain a representative view.</p> <p>Because specific and quantifiable, able in principle to compare over time and with results elsewhere.</p> <p>Useful where questions and issues understood (e.g. about people's personal experience) but need to be tested quantifiably</p> <p>Can be completed by individuals when convenient for them</p>	<p>Does not allow for two way dialogue; no chance for discussion or deliberation so not useful in areas where respondents are likely to be not well informed. . Health events carried out to overcome this.</p> <p>May not get an accurate picture of groups making up a small proportion of the community (e.g. ethnic minorities in some areas, or users of services which affect small numbers). Focus groups carried out to overcome this</p> <p>Questions have to be meaningful, understandable and useful. Need to allow time to 'test' the questionnaire</p> <p>Self-completion questionnaires may be unrepresentative depending who decides to complete them. e.g. single interest groups</p> <p>Can be difficult to prevent multiple responses from same individuals.</p> <p>Evaluation is time consuming and it is not possible to truly anticipate what the response may be.</p>	<p>818 questionnaires were received in total by ORS.</p> <p>The geographical distribution of returns demonstrated 'reach' across the three counties</p>

Method	Chosen for	Challenges to overcome	Reach
		<p>May disadvantage those who have difficulty reading or who do not understand the language used.</p> <p>The Health Board received some negative feedback in relation to the wording of some questions which were felt to be 'leading'.</p>	

Method	Chosen for	Challenges to overcome	Reach
<p><b>Meet the Health Board roadshows</b></p> <p>Where the opportunity is taken to listen as well as to give information out. Information can be collected through self-completion questionnaires, , questions asked by during 1-2-1 conversations between members or staff and service users, through informal discussions (with main points noted),</p> <p>Information can be given through display boards, written material, video,</p> <p>,</p>	<p>Getting out to local areas to meet people.</p> <p>Information can be given in a range of ways (words, pictures/graphs/diagrams, DVDs, etc. and can provide for first hand experience).</p> <p>Provided attendees with an opportunity for in-depth one to one discussions with senior managers.</p> <p>Drop-in facility means it can be convenient for more people</p> <p>Two-way communication, both giving and receiving information.</p> <p>Provides an opportunity to visit community facilities and to access more remote locations</p>	<p>Need to have something people will want to see.</p> <p>Cannot be guaranteed to be representative – there is self-selection in who attends and who completes questionnaires (collecting demographic information will help determine how representative the views are).</p> <p>Needs to be well advertised.</p> <p>Venue selection is important to maximise attendance</p> <p>Can be difficult to capture the full discussions on what people think</p> <p>Two events attracted large numbers of attendees. Problems at the first event in terms of managing a hostile crowd, the PA system were rectified in the second event which was more positive.</p> <p>Some events attracted low numbers of people despite widespread advertising.</p>	<p>12 events across the three counties and across 7 localities</p> <p>1186 +</p>



Method	Chosen for	Challenges to overcome	Reach
<p><b>Invitations for general written responses, from the public at large or from service users.</b></p>	<p>Giving anyone the chance to have their say. Inclusive. Lets people know the Health Board is listening.</p> <p>Responses should take into account information given in the discussion document , so should be more informed.</p>	<p>May not be representative. Organisations frequently get low response rates, unless it is of importance to people.</p> <p>It may be hard to analyse responses if there is a large and varied response. 270 submissions were sent directly to the Health Board –each had to be acknowledged and catalogued.</p>	<p>500 submissions from individuals and organisations</p> <p>8 main petitions</p>
<p><b>1-2-1 Meetings with key stakeholders</b> One to one interviews between Board members and key stakeholders e.g local AMs, MPs, CHC. usually lasting between ½ and 2 hours. Allows discussion and follow up of issues in more depth</p>	<p>Allows you to probe issues in depth, and gives the individual the chance to give their full views without influence from the rest of a group.</p> <p>Useful for the right kind of issue (e.g. significant and difficult, where individual's views can be enlightening, and for sensitive issues).</p>	<p>Unlikely to be representative necessarily.</p> <p>Availability of staff to provide 1-2-1 meetings.</p>	<p>50+ meetings (excludes staff events, Meet the Health Board events, focus groups) with over 900+ attendees</p>

Method	Chosen for	Challenges to overcome	Reach
<p><b>Presentations to existing stakeholder groups and other interest groups</b></p> <p>Engagement with existing bodies including, other public sector bodies, Town and Community Councils, private sector organisations, specialist groups, professional bodies, interest groups, ethnic minority groups, voluntary and advice giving bodies, civic societies, sports and leisure societies and reading circles, and other stakeholders.</p>	<p>Relatively cheap and simple to arrange, because these bodies already exist.</p> <p>Should have an in depth knowledge of their particular community, perhaps including groups the Council finds it hard to reach. Often have specialist expertise in their area of concern.</p> <p>Perhaps best used as a starting point, to raise questions, rather than believing they provide the answers.</p> <p>Able to build a relationship of trust and co-operation over a period of time.</p> <p>The groups can develop specialist knowledge and so give informed views.</p>	<p>May not truly represent their constituency.</p> <p>They may be operating with limited time and money and could become easily overburdened.</p> <p>Many services regularly approaching the same groups can lead to 'consultation fatigue'.</p> <p>Need to be sensitive to the particular circumstances of the body and treat it as a partnership, developing a relationship over time not an automatic right and duty to hear their views</p> <p>Availability of staff to provide presentations to interested groups</p> <p>The Health Board received in excess of 400+ requests for presentations in addition to all of the engagement activities that were carried out – so can be time consuming; expectations need to be managed</p>	<p>As above</p>

Method	Chosen for	Challenges to overcome	Reach
<p><b>Staff and Public Focus groups</b></p> <p>An established market research technique where an issue is explored in depth for 1 or 2 hours through structured but open ended discussion by a group of around 8-10 people, representative of a particular sector, led by a trained facilitator. Keeping similar types of people together helps reduce inhibition and promote discussion.</p>	<p>Good for issues where need in-depth qualitative view.</p> <p>Useful to generate questions for quantitative analysis or analyse and explain after quantitative survey. Can be used to assess reaction to proposed changes. Avoids just hearing the 'loudest voices'</p> <p>Group discussion allows ideas to be built on, and directions taken not initially thought of, rather than follow single individual's view or preset questions.</p> <p>Can be used to focus on sections of the community commonly excluded</p>	<p>Because of small numbers, cannot be guaranteed to be statistically representative of the community as a whole.</p> <p>May need a number of groups to cover all relevant groups.</p> <p>Better carried out by an independent company for greater transparency and openness.</p>	<p>9 staff focus groups; 52 staff participated</p> <p>7 public focus groups -1 in each locality; 76 people participated</p>

Method	Chosen for	Challenges to overcome	Reach
<p><b>Staff briefings/events</b></p> <p>A number of staff events held across the three counties</p> <p>An opportunity for staff to speak directly to Executive Directors, senior managers and clinicians</p>	<p>Early engagement with key stakeholders who have a personal, and valid interest in how services are provided</p> <p>Early engagement helps to prevent the spread of mis-information and to ensure that in their public facing role staff understand key messages and issues</p> <p>May produce good ideas about how services are provided, often based on close contact with customers.</p>	<p>Needs to be more than just tokenism or it will soon fall into disrepute.</p> <p>Criticisms need to be welcomed with no risk of blame or reprisal.</p> <p>May be difficult for some members of staff to really open up.</p> <p>The Health Board received feedback that the timings of some events did no suit clinical staff working on wards.</p> <p>Further events were organised, as well as local county events. Future format adapted to cover more shifts/hours throughout day and early evening</p> <p>Some venues were not large enough for the numbers of staff who turned up. An additional event was held to address this.</p> <p>Future format adapted to cover more shifts/hours throughout day and early evening to avoid overfill.</p>	<p>600 + staff attended specific staff briefings</p> <p>A range of other meetings were used across all disciplines to update staff</p>

Method	Chosen for	Challenges to overcome	Reach
<p><b>Stakeholder Briefing</b></p> <p>Stakeholder Briefing issued via email to wide range of stakeholders and staff,</p>	<p>Continuous and ongoing engagement with key stakeholders who have a personal, and valid interest in how services are provided  Helps to prevent the spread of mis-information and to ensure that in their public facing role staff understand key messages and issues</p> <p>Stakeholders can be advocates for the organisation</p> <p>Is available on websites, as well as via other electronic means</p> <p>Cost effective distribution</p>	<p>Ensuring dissemination to key stakeholders either electronically or by other means.</p> <p>Not all stakeholders have email addresses or means to access electronic communication.</p> <p>Other methods have been identified to address this.</p>	

Method	Chosen for	Challenges to overcome	Reach
<p><b>Use of other internal communications tools</b></p> <p>The use of full range of formal and informal internal communications tools (see Appendix 4) allowing interaction between staff and the Health Board</p>	<p>Ongoing engagement with staff who have a personal, and valid interest in how services are provided</p> <p>Continuous and timely updates throughout process</p> <p>Helps to prevent the spread of mis-information and to ensure that in their public facing role staff understand key messages and issues</p> <p>Staff can be advocates for the organisation</p> <p>Reputation management – openness and honesty</p>	<p>Not all methods are two-way enabling feedback. Staff briefings, focus groups and team brief facilitate this</p> <p>Balance between electronic and other types of media – access to electronic media for some staff.</p> <p>Use of internal staff communications survey to inform preferred methods of communication</p> <p>Use staff events as early as possible to ensure staff are informed and can act as reliable advocates</p>	<p>Payslip messaging circa 10,000 staff</p> <p>Monthly Team brief issued: Circa 10,000 staff (also available on intranet and notice boards)</p> <p>Hywel's Voice (staff newsletter) 2200 hard copy Circa 10,000 staff electronic</p> <p>Hywel Dda Today (daily e-bulletin) Circa 10,000 staff</p> <p>No. of hits from Dec 2011 to end of April was 7,500</p> <p>Chairman's Blog</p>

Method	Chosen for	Challenges to overcome	Reach
<p><b>Use of other external communications tools</b></p> <p>The use of full range of external communications tools, including the media (Appendix 7), allowing interaction between the public, staff and the Health Board (see Appendices</p>	<p>Continuous and ongoing engagement with external stakeholders who have a personal, and valid interest in how services are provided</p> <p>Helps to prevent the spread of mis-information and to ensure that the public understand key messages and issues</p> <p>Continuous and timely updates throughout process</p> <p>Reputation management – openness and honesty to build trust in the Health Board</p>	<p>Use of proactive PR, case studies and the case for change to promote awareness and understanding of the issues</p> <p>Engaging with interest groups and key stakeholders early in the process</p> <p>Putting inaccuracies in the media right as quickly as possible. Use of non-media based mediums to tell the contextual story, especially where newspaper campaigns are creating rumour and speculation</p> <p>Use of social media proactively and to address reactive issues as they arise</p> <p>Using a wide range of tools to reinforce key messages</p> <p>The Health Board received negative feedback for not providing enough detail. The detail being sought by stakeholders was not available to give but will be in full consultation.</p> <p>Ensuring timescales allow for full bilingual access to all documents</p>	<p>7 TV interviews with senior staff; 50 press packs released 19 positive press releases (Readerships range between 5,837 to 38,364.)</p> <p>9 letters to editors (Readerships between 5,837 and 38,364.)</p> <p>For broadcast media audience figures for radio and television in Wales range from 18,000 – 468,000</p> <p>Audience figures for radio and television in Wales range from 18,000 – 468,000</p> <p>For radio slots with Town and County Broadcasting (Radio Pembrokeshire/Carmarthenshire /Ceredigion/Scarlet FM) RAJAR figures indicate that the combined annual listener figures for this station is 278,000, or 17 per cent of the population Readerships for various newspapers range between 5,837 to 38,364</p>

Method	Chosen for	Challenges to overcome	Reach
<p><b>Use of e-communications tools</b></p> <p>The use of full range of intranet, internet and other e-communications tools such as social media allowing interaction between the public, staff and the Health Board</p>	<p>Relatively cheap. Convenient - can be used from own home. Two –way - allows provision of information and discussion as well as collection of views and feedback.</p> <p>Extensive documentation can be made available on the Web without large printing costs, and allowing selective access. Impersonal.</p> <p>A growing platform with wide range of new technology tools including information dissemination, qualitative and quantitative feedback, research, surveys/polls, comment etc. Appeal to younger age group who may not usually engage with Health Board Wide reach to resource ratio Provides anonymity for users who require this</p>	<p>Some people do not have easy access to e-technology e.g. Internet</p> <p>Different personal preferences in use of technology. Impersonal. For survey may be hard to verify accuracy of respondent details (so may get some multiple replies, replies from outside the area etc.)</p> <p>Ensuring timescales allow for full bilingual access to all documents</p> <p>Use of social media proactively and to address reactive issues as they arise</p>	<p>8,000 hits on home page of Your Health, Your Future between December and April 2012. Staff have been redirected to the Internet site to encourage downloading documentation. 617 hits on the presentation</p> <p>7,000 hits on home page of Your Health, Your Future between December and April 2012. 1,000 hits to the documentation download page 1000 viewings of the DVD</p> <p>Facebook: English 75; Welsh 28 Twitter: English 155; Welsh 23 YouTube: 497 views of DVD</p> <p>Please note whilst Twitter statuses would have reached 178 followers, if a tweet has been re-tweeted by any of these, a far greater reach will have been met.</p>



## **Appendices**

1. Political Engagement Activity
2. Staff Engagement Activity
3. Key Stakeholder Activity
4. Key Meetings
5. Media Activity

## Appendix 1

### Political Engagement activity – key meetings

Political Engagement activity	
Date	Attendees
5 Apr 11	<b>St David's Town Council</b> Cllr Glenis James Mrs Pat Goddard Cllr Stephanie Halse Cllr Christopher Taylor
23 May 11	<b>Tenby Town Council</b> Cllr Caroline Thomas Cllr Lawrence Blackhall Julie Evans
20 Jun 11	<b>Neyland Town Council</b> Town Clerk Cllr Jonathan Llewellyn Mrs Margaret Brace Cllr Wilson
20 Jun 11	<b>Pembroke Town Council</b> Cllr Christine Gwyther Cllr Andrew McNaughton Moira Saunders Town Clerk
17 Aug 11	Keith Davies AM Nia Griffiths MP
5 Sep 11	Elin Jones, AM
10 Oct 11	Angela Burns AM Paul Davies AM
10 Oct 11	Joyce Watson AM
24 Oct 11	Elin Jones AM
7 Nov 11	Keith Davies AM
7 Nov 11	<b>Fishguard &amp; Goodwick Town Council</b> Cllr. Mrs M Stringer (Deputy Mayor) Cllr Owen James Cllr Richard Grosvenor Cllr Bob Wheatley
14 Nov 11	Rhodri Glyn Thomas AM
14 Nov 11	Simon Thomas AM
25 Nov 11	Simon Hart MP
14 Dec 11	Mark Williams MP
9 Jan 12	Angela Burns AM Paul Davies AM
25 Jan 12	<b>SOSPPAN</b> Deryk Cundy Bryan Hitchman Tony Flatley
7 Feb 12	<b>SWAT</b> Dr Overton Dr Milewski
26 Mar 12	Paul Davies AM Angela Burns AM

<b>Political Engagement activity</b>	
<b>Date</b>	<b>Attendees</b>
30 Mar 12	<b>Board of Aber Group</b> (including Elin Jones AM)
30 Mar 12	Elin Jones AM
2 Apr 12	Kirsty Williams AM William Powell AM
30 Apr 12	Joyce Watson AM
1 May 12	<b>SOSPPAN</b> Derek Cundy Brian Hitchman Louvain Roberts Tony Flatley Haydn Jones
2 May 12	Maria Battle AM

## Appendix 2: Staff Engagement and Communication Activity

The following information outlines staff communication and engagement activity that has taken place during the Listening and Engagement phase from December 2011 to the end of April 2012.

Staff Engagement and Communication Activity				
Staff Events/Groups		Method(s)	Leads (if relevant)	Reach
All the below are in addition to meetings held locally by managers of specific services with their staff and teams.				
19/12/11	Launch of engagement period announced		Chair Chief Executive Board Director – Clinical Services	
	Intranet	Documents and DVD live on Intranet and Internet with details on how to feed back		Circa 10,000
	Team Brief	Team Brief issued for all staff via Hywel Dda Today global email (for face to face cascade via managers)		Circa 10,000
03/01/12	Briefing Event – Senior Managers	Briefing Event held for Senior Managers		50+
ongoing	Chairman's Blog	Ongoing via Intranet (link issued weekly via Hywel Dda Today global email)		No. of Hits: 1395 Dec 1478 Jan 1495 Feb 1129 Mar 1314 Apr
09/01/12	Staff Roadshow – Hafan Derwen	Presentation, question and answer session	<ul style="list-style-type: none"> <li>• 1 Independent Member</li> <li>• 4 Executive Directors (inc. director of Clinical Services)</li> </ul>	40+ staff
	Therapies and Health Sciences Formal Forum	Presentation, question and answer session		14
11/01/12	Staff Roadshow – Withybush	Presentation, question and answer session	<ul style="list-style-type: none"> <li>• 5 Executive Directors (inc 2 clinical directors)</li> <li>• 3 County Managers</li> </ul>	120+ staff

Staff Engagement and Communication Activity				
Staff Events/Groups		Method(s)	Leads (if relevant)	Reach
			ent Team (inc 1 senior clinician)	
	Medical Staff Committee (Ceredigion)	Presentation, question and answer session	Medical Director	*
12/01/12	Roadshow – Bronglais	Presentation, question and answer session	<ul style="list-style-type: none"> <li>• 5 Executive Directors (inc 1 clinical director)</li> <li>• 5 County Management Team (inc. 3 senior clinicians)</li> </ul>	110+ staff
13/01/12	Roadshow – Glangwili	Presentation, question and answer session	<ul style="list-style-type: none"> <li>• 4 Executive Directors (inc clinical director)</li> <li>• 6 County Management Team (inc 3 senior clinicians)</li> </ul>	80+ staff
	Roadshow – Prince Philip	Presentation, question and answer session	<ul style="list-style-type: none"> <li>• 1 Independent Member</li> <li>• 6 Executive Directors (inc 2 senior clinicians)</li> <li>• 6 County Management Team (inc 3 senior clinicians)</li> </ul>	200+ staff
16/01/12	Carmarthenshire Partnership Forum	Presentation, question and answer session		17
17/01/12	Culture Steering Group	Presentation, question and answer session		14
	Three Counties Partnership	Presentation, question and answer session		28

Staff Engagement and Communication Activity				
Staff Events/Groups		Method(s)	Leads (if relevant)	Reach
	Forum			
24/01/12	Healthcare Professionals Forum	Presentation, question and answer session		10
	Tregaron Staff Meeting	Presentation, question and answer session		20
26/01/12	Health Board meeting	Chairman's Update to Board		30+
02/02/12	Stakeholder Reference Group / Health Professional Forum / CAAG	Event		36
03/02/12	Ceredigion Consultants' meeting (Bronglais)	Presentation, question and answer session	Medical Director	*
w/c 30/01/12	Team Brief	Team Brief issued for all staff via Hywel Dda Today global email (for face to face cascade via managers)		Circa 10,000 staff
w/c 06/02/12	Hywel's Voice Staff Newsletter	Bilingual staff newsletter, issued electronically and limited paper versions across sites		2200 hard copy Circa 10,000 staff electronic
17/02/12	Ceredigion Consultants' Engagement	Presentation, question and answer session	Medical Director	40
17/02/12 Roadshow – Prince Philip	Roadshow – Prince Philip	Additional event arranged to accommodate staff unable to attend first 20	<ul style="list-style-type: none"> <li>• 2 Independent Members</li> <li>• 3 Executive Directors (inc 1 clinical director)</li> <li>• 3 County Management Team</li> </ul>	20
21/02/12	HDHB Partnership Forum	Meeting		Approx 25
w/c 20/02/12 Stakeholder Briefing		Stakeholder Briefing issued via email to wide range of stakeholders, including staff <ul style="list-style-type: none"> <li>• Internet</li> <li>• Intranet (staff)</li> <li>• Local Media</li> <li>• AM/MPs</li> </ul>		TR to give hits Circa 10,000 Tbc 10+

Staff Engagement and Communication Activity				
Staff Events/Groups		Method(s)	Leads (if relevant)	Reach
		<ul style="list-style-type: none"> <li>• CHC Members – sent to Helen Williams to distribute</li> <li>• Stakeholder Reference Group</li> <li>• Healthcare Professionals Forum – sent to Mair Kromrei to distribute</li> <li>• Third Sector contacts – sent to Nicola O’Sullivan to distribute</li> </ul>		Approx 50 20 12
20/02/12 Hywel Dda Partnership Forum, Glangwili		Meeting * awaiting confirmation of numbers		Meeting * awaiting confirmation of numbers
24/02/12 Staff Engagement (Bronglais)		Meeting 60+		Meeting 60+
28/02/12 OT Service Leads Meeting, Withybush		Meeting * awaiting confirmation of numbers		Meeting * awaiting confirmation of numbers
29/02/12 Cardigan Staff Events (x2 sessions)		Staff Events * awaiting confirmation of numbers		Staff Events * awaiting confirmation of numbers
05/03/12	Healthcare Professionals Forum	Meeting		12
05/03/12 Staff Focus Group (Withybush)		Focus Group 6 members of staff (band 7)		Focus Group 6 members of staff (band 7)
05/03/12 MSK Outpatients Departments (Llanelli)		Meeting * awaiting confirmation of numbers		Meeting * awaiting confirmation of numbers
06/03/12 Meeting with OT / Physio Outpatients and MSK Physio Teams from Withybush and South Pems Hospitals		Meeting * awaiting confirmation of numbers		Meeting * awaiting confirmation of numbers

<b>Staff Engagement and Communication Activity</b>				
<b>Staff Events/Groups</b>		<b>Method(s)</b>	<b>Leads (if relevant)</b>	<b>Reach</b>
08/03/12 Joint Strategy Engagement Sessions with OTs and Physios, Bronglais		Meeting * awaiting confirmation of numbers		Meeting * awaiting confirmation of numbers
12/03/12 Staff Focus Group (Glangwili)		Focus Group 4 members of staff (band 7)		Focus Group 4 members of staff (band 7)
15/03/12 Staff Focus Group (Bronglais)		Focus Group Band 7 and under- 9 members of staff Band 8+ - 7 members of staff		Focus Group Band 7 and under- 9 members of staff Band 8+ - 7 members of staff
w/c 19/03/12	Stakeholder Briefing	Stakeholder Briefing issued via email to wide range of stakeholders, including staff <ul style="list-style-type: none"> <li>• Internet</li> <li>• Intranet (staff)</li> <li>• Local Media</li> <li>• AM/MPs</li> <li>• CHC Members – sent to Helen Williams to distribute</li> <li>• Stakeholder Reference Group</li> <li>• Healthcare Professionals Forum – sent to Mair Kromrei to distribute</li> <li>• Third Sector contacts – sent to Nicola O'Sullivan to distribute</li> </ul>		TR to give hits Circa 10,000 Tbc 10+ Approx 50 20+ 12
09/03/12 Heads of Department Meeting @ Bronglais		Meeting * awaiting confirmation of numbers		Meeting * awaiting confirmation of numbers
22/03/12 Staff Focus Group (Prince Philip)		Focus Group 7 members of staff (band 7)		Focus Group 7 members of staff



Staff Engagement and Communication Activity				
Staff Events/Groups		Method(s)	Leads (if relevant)	Reach
				(band 7)
w/c 19/03/12	Payslip message	Payslip message to all staff Approx 10,000 staff		Circa 10,000
w/c 26/03/12	Team Brief	Team Brief issued for all staff via Hywel Dda Today global email (for face to face cascade via managers)		Circa 10,000
w/c 09/04/12	Hywel's Voice Staff Newsletter	Bilingual staff newsletter, issued electronically and limited paper versions across sites		2200 hard copy Circa 10,000 staff electronic
20/04/12	Hywel Dda Partnership Forum, Bronglais	Meeting		24
w/c 23/04/12	Stakeholder Briefing	Stakeholder Briefing issued via email to wide range of stakeholders, including staff <ul style="list-style-type: none"> <li>• Internet</li> <li>• Intranet (staff)</li> <li>• Local Media</li> <li>• AM/MPs</li> <li>• CHC Members – sent to Helen Williams to distribute</li> <li>• Stakeholder Reference Group</li> <li>• Healthcare Professionals Forum – sent to Mair Kromrei to distribute</li> <li>• GPs – sent to Practice Managers to distribute</li> <li>• Third Sector contacts – sent to Nicola O'Sullivan to distribute</li> </ul>		TR to give hits Circa 10,000 Tbc 10+ Approx 50 20+ 12  59
23/04/12 Staff Focus Group (Withybush)		Focus Group 8 members of staff (band 8 and above)		Focus Group 8 members of staff (band 8 and above)
27/04/12 Staff Focus		Focus Group 7 members of staff		Focus Group

<b>Staff Engagement and Communication Activity</b>				
<b>Staff Events/Groups</b>		<b>Method(s)</b>	<b>Leads (if relevant)</b>	<b>Reach</b>
Group (Prince Philip)				7 members of staff
30/04/12 Staff Focus Group (Glangwili)		Focus Group 3 members of staff(Band 8 and above)		Focus Group 3 members of staff(Band 8 and above)
30/04/12 Staff Focus Group (Glangwili)		Focus Group 1 member of staff (medical)		Focus Group 1 member of staff (medical)

### Appendix 3 Key stakeholder engagement and communication activity

The following information outlines communication and engagement activity that has taken place during the Listening and Engagement phase from December 2011 to the end of April 2012.

<b>Key stakeholder engagement and communication activity</b>		
<b>Stakeholder</b>	<b>Method(s)</b>	<b>Reach</b>
<b>AMs</b>	Email which included an introduction to the Engagement Process with links to the Hywel Dda Engagement website, Discussion Document, Questionnaire and a Poster of Events.	<b>12</b>
	1-2-1 meetings with the Chairman (see Appendix 1)	
	Invitations to Meet the Health Board Events	
	Copies of the documents and questionnaires provided for Nia Griffith and Keith Davies	<b>130</b>
	Copies of the documents and questionnaires provided for Angela Burns	<b>30</b>
<b>MPs</b>	Email which included an introduction to the Engagement Process with links to Hywel Dda Engagement website, Discussion Document, Questionnaire and a Poster of Events.	<b>5</b>
	1-2-1 meetings with Chairman (see Appendix 1)	
	Copies of the documents and questionnaires provided for Nia Griffith and Keith Davies	<b>130</b>
<b>AMs / MPs (Neighbouring Counties)</b>	Email which included an introduction to the Engagement Process with links to the Hywel Dda Engagement website, Discussion Document, Questionnaire and a Poster of Events.	<b>3</b>
	Copies of the documents and	<b>130</b>

<b>Key stakeholder engagement and communication activity</b>		
<b>Stakeholder</b>	<b>Method(s)</b>	<b>Reach</b>
	questionnaires provided for Nia Griffith and Keith Davies	
	Invitation to Meet the Health Board events	
<b>Air Ambulance</b>	Email which included an introduction to the Engagement Process with links to Hywel Dda Engagement website, Discussion Document, Questionnaire and a Poster of Events.	<b>3</b>
<b>Community Health Councils</b>	Post. The postal pack contained a letter, Discussion Document, Questionnaire and a Poster of the Events.	<b>9</b>
	Regular briefings/updates at each of the three Hywel Dda Locality CHC meetings	
	Presentations/discussion at CHC Planning Committee meetings	
	Updates at Health Board Public Board meetings	
	Meet the Health Board Events	
	Stakeholder Reference Group	
	Third Sector Events	
	Detailed correspondence	
<b>Deanery</b>	Email which included an introduction to the Engagement Process with links to Hywel Dda Engagement website, Discussion Document, Questionnaire and a Poster of Events. The Deanery forwarded the email to relevant individuals.	<b>1</b>
<b>GPs</b>	Email and Postal Pack sent which included introduction/ introduction letter, Discussion Document, Questionnaire and a Poster of Events.	<b>55</b>
	County meetings between Directors and GPs	

<b>Key stakeholder engagement and communication activity</b>		
<b>Stakeholder</b>	<b>Method(s)</b>	<b>Reach</b>
	Additional copies of documentation and posters were hand delivered to GP Practices	
<b>Local Authority (staff)</b>	Post. The postal pack contained a letter, discussion Document, Questionnaire and a Poster of the Events.	<b>82</b>
<b>Local Service Boards</b>	Email which included an introduction to the Engagement Process with links to Hywel Dda Engagement website, Discussion Document, Questionnaire and a Poster of Events.	<b>3</b>
<b>LMC</b>	Email which included an introduction to the Engagement Process with links to Hywel Dda Engagement website, Discussion Document, Questionnaire and a Poster of Events. LMC lead forwarded email to relevant individuals.	<b>2</b>
<b>Neighbouring LHBs</b>	Email which included an introduction to the Engagement Process with links to Hywel Dda Engagement website, Discussion Document, Questionnaire and a Poster of Events.	<b>6</b>
	The Health Board attended an engagement event at Porthmadog, South Gwynedd	
	The Health Board attended an engagement event at Machynlleth and Llanidloes, Powys	
<b>Welsh Ambulance Service Trust</b>	Email which included an introduction to the Engagement Process with links to Hywel Dda Engagement website, Discussion Document, Questionnaire and a Poster of Events.	<b>10</b>
	Represented at Meet the Health Board events	
<b>Welsh Health Estates</b>	Email which included an introduction to the Engagement Process with links to Hywel Dda Engagement website, Discussion	<b>1</b>

<b>Key stakeholder engagement and communication activity</b>		
<b>Stakeholder</b>	<b>Method(s)</b>	<b>Reach</b>
	Document, Questionnaire and a Poster of Events.	
<b>50+ Forums</b>	Email which included an introduction to the Engagement Process with links to Hywel Dda Engagement website, Discussion Document, Questionnaire and a Poster of Events.	<b>3</b>
<b>Children &amp; Young People Partnerships</b>	Email which included an introduction to the Engagement Process with links to Hywel Dda Engagement website, Discussion Document, Questionnaire and a Poster of Events.	<b>3</b>
	Follow up email, offering discussions with Clinical Lead for Paediatrics	
<b>Carers</b>	Email which included an introduction to the Engagement Process with links to Hywel Dda Engagement website, Discussion Document, Questionnaire and a Poster of Events (to Carers Officer in each county).	<b>3</b>
	Email inviting comments to the Ceredigion Carer Alliance Circulation List and update regarding events-	<b>50</b>
	Email inviting comments and update regarding events to the Carers Group Contacts, Pembrokeshire	<b>37</b>
	Presentation to Carmarthenshire Carers -	<b>14</b>
<b>CVCs (CAVS, CAVO &amp; PAVS)</b>	Email to Directors which included an introduction to the Engagement Process with links to Hywel Dda Engagement website, Discussion Document, Questionnaire and a Poster of Events.	<b>3</b>
<b>Guides/Brownies</b>	Post. The postal pack contained a letter, Discussion Document, Questionnaire and a Poster of the Events.	<b>1</b>
<b>Colleges &amp; Universities</b>	Email which included an introduction to the Engagement Process with links to Hywel Dda Engagement website, Discussion	<b>6</b>

<b>Key stakeholder engagement and communication activity</b>		
<b>Stakeholder</b>	<b>Method(s)</b>	<b>Reach</b>
	Document, Questionnaire and a Poster of Events.	
<b>Communities First</b>	Email which included an introduction to the Engagement Process with links to Hywel Dda Engagement website, Discussion Document, Questionnaire and a Poster of Events.	<b>9</b>
<b>Disability Coalition</b>	Email which included an introduction to the Engagement Process with links to Hywel Dda Engagement website, Discussion Document, Questionnaire and a Poster of Events.	<b>1</b>
<b>Federation of WIs</b>	Email which included an introduction to the Engagement Process with links to Hywel Dda Engagement website, Discussion Document, Questionnaire and a Poster of Events.	<b>3</b>
<b>Merched y Wawr</b>	Post. The postal pack contained a letter, Discussion Document, Questionnaire and a Poster of the Events.	<b>101</b>
<b>Farmers Union</b>	Email which included an introduction to the Engagement Process with links to Hywel Dda Engagement website, Discussion Document, Questionnaire and a Poster of Events.	<b>3</b>
<b>Health &amp; Social Care Voluntary Groups</b>	Email which included an introduction to the Engagement Process with links to Hywel Dda Engagement website, Discussion Document, Questionnaire and a Poster of Events.	<b>3</b>
	Third Sector Three Counties Listening Event	
	Cascading of information by Health Social Care and Wellbeing Facilitators to their existing health and social care networks	<b>350+ groups</b>
	Carmarthenshire Health Social Care and Wellbeing Forum	<b>16</b>
	Pembrokeshire Third Sector Health Social Care and Wellbeing Forum	

<b>Key stakeholder engagement and communication activity</b>		
<b>Stakeholder</b>	<b>Method(s)</b>	<b>Reach</b>
<b>Housing Association</b>	Email which included an introduction to the Engagement Process with links to Hywel Dda Engagement website, Discussion Document, Questionnaire and a Poster of Events.	<b>9</b>
<b>League of Friends</b>	Post. The postal pack contained a letter, Discussion Document, Questionnaire and a Poster of the Events.	<b>7</b>
	Discussion with Cardigan Hospital League of Friends / Cardigan Town Council Meeting	<b>40</b>
<b>Local County Councillors</b>	Post. The postal pack contained a letter, Discussion Document, Questionnaire and a Poster of the Events.	<b>167</b>
	Presentation to Members at Carmarthenshire County Council	<b>47</b>
	Presentation to Members at Ceredigion County Council	<b>32 Councillors 20 public</b>
	Presentation to Members at Pembrokeshire County Council	<b>30</b>
<b>Menter Iaith</b>	Post. The postal pack contained a letter, Discussion Document, Questionnaire and a Poster of the Events.	<b>5</b>
<b>Nursing Homes / Care Homes</b>	Post. The postal pack contained a letter, Discussion Document, Questionnaire and a Poster of the Events.	<b>20</b>
<b>Family Centres</b>	Post. The postal pack contained a letter, Discussion Document, Questionnaire and a Poster of the Events.	<b>23</b>
<b>Pharmacists</b>	Post. The postal pack contained a letter, Discussion Document, Questionnaire and a Poster of the Events.	<b>103</b>
<b>Polish Community</b>	Email which included an introduction to the Engagement Process with links to Hywel Dda Engagement website, Discussion Document, Questionnaire and a Poster of Events.	<b>1</b>



<b>Key stakeholder engagement and communication activity</b>		
<b>Stakeholder</b>	<b>Method(s)</b>	<b>Reach</b>
<b>St John Ambulance</b>	Email which included an introduction to the Engagement Process with links to Hywel Dda Engagement website, Discussion Document, Questionnaire and a Poster of Events.	<b>1</b>
<b>Scouts</b>	Post. The postal pack contained a letter, Discussion Document, Questionnaire and a Poster of the Events.	<b>1</b>
<b>Siarad Iechyd /Talking Health Members</b>	Email and Post. Email and Postal Pack sent which included introduction / introduction letter, Discussion Document, Questionnaire and a Poster of Events.	<b>440</b>
<b>Secondary Schools</b>	Email which included an introduction to the Engagement Process with links to Hywel Dda Engagement website, Discussion Document, Questionnaire and a Poster of Events	<b>28</b>
<b>Transgender</b>	Email which included an introduction to the Engagement Process with links to Hywel Dda Engagement website, Discussion Document, Questionnaire and a Poster of Events.	<b>3</b>
<b>Town &amp; Community Councils</b>	Post. The postal pack contained a letter, Discussion Document, Questionnaire and a Poster of the Events. These were sent to all Town and Community Councils in Carmarthenshire, Ceredigion and Pembrokeshire as well as neighbouring Town and Community Councils in south Gwynedd and north Powys	<b>201</b>
	- Presentation to Town and Community Councillors in Carmarthenshire -	<b>25</b>
	- Presentation to Town and Community Councillors in Ceredigion -	<b>45</b>
	- Presentation to Town and Community Councillors in Pembrokeshire -	<b>26</b>
<b>Voluntary Organisations</b>	Email / Post which included an introduction to the Engagement Process with links to	<b>26</b>

<b>Key stakeholder engagement and communication activity</b>		
<b>Stakeholder</b>	<b>Method(s)</b>	<b>Reach</b>
<b>providing services under SLAs</b>	Hywel Dda Engagement website, Discussion Document, Questionnaire and a Poster of Events.	
<b>Women's Aid</b>	Post. The postal pack contained a letter, Discussion Document, Questionnaire and a Poster of the Events	<b>5</b>
<b>Coast Guard</b>	Post. The postal pack contained a letter, Discussion Document, Questionnaire and a Poster of the Events.	<b>1</b>
<b>General Public</b>	Distribution of the Case for Change pamphlet and DVD to all households across the three counties and neighbouring areas who access health services from Hywel Dda Health Board,	<b>180,000</b> households were targeted.
	Discussion documents available on –line. Hits to the home page for Your Health Your Future	<b>Over 7,000</b>
	Hard copies of the documents available at Libraries, GP surgeries etc	
	12 Meet the Health Board Events across the three counties	<b>1,214</b>
	7 Public focus groups -	<b>76</b>
	Completion of the online questionnaire -	<b>Interim total - 736</b>
	Completion of postal questionnaires -	<b>Interim total - 285</b>
<b>Dentists</b>	Post. The postal pack contained a letter, Discussion Document, Questionnaire and a Poster of the Events.	<b>52</b>
<b>Fire Brigade Service</b>	Email which included an introduction to the Engagement Process with links to Hywel Dda Engagement website, Discussion Document, Questionnaire and a Poster of Events.	<b>1</b>
<b>Libraries</b>	Post. The postal pack contained a letter, Discussion Document, Questionnaire and a Poster of the Events.	<b>41</b>

<b>Key stakeholder engagement and communication activity</b>		
<b>Stakeholder</b>	<b>Method(s)</b>	<b>Reach</b>
<b>Opticians</b>	Post. The postal pack contained a letter, Discussion Document, Questionnaire and a Poster of the Events.	<b>64</b>
<b>Police</b>	Email. The postal pack contained a letter, Discussion Document, Questionnaire and a Poster of the Events.	<b>1</b>
<b>RNLI</b>	Post. The postal pack contained a letter, Discussion Document, Questionnaire and a Poster of the Events.	<b>4</b>
<b>Refineries</b>	Email. The postal pack contained a letter, Discussion Document, Questionnaire and a Poster of the Events.	<b>2</b>
<b>Steel Works</b>	Email . The postal pack contained a letter, Discussion Document, Questionnaire and a Poster of the Events.	<b>1</b>

## Appendix 4

### Details of communication and engagement activity – Key meetings

The following information outlines the extent of communication and engagement activity that has taken place during key meetings during the Listening and Engagement phase from December 2011 to the end of April 2012.

Key meetings				
Date	Time	Venue	Health Board Representation	Number of attendees
3 <sup>rd</sup> January		Briefing Event for Managers	<ul style="list-style-type: none"> <li>Chair/CEO</li> </ul>	50 +
5 <sup>th</sup> January		North Powys Locality Meeting	County Mangement	Not recorded
6 <sup>th</sup> January		Ceredigion Local CHC Meeting	<ul style="list-style-type: none"> <li>County Management</li> <li>IM</li> </ul>	approx 12
9 <sup>th</sup> January		Staff Road Show, Hafan Derwen	<ul style="list-style-type: none"> <li>1 Independent Member</li> <li>4 Executive Directors (inc 1 clinical director)</li> </ul>	40+
9 <sup>th</sup> January		Therapies & Health Sciences Formal Forum	ED	tbc
9 <sup>th</sup> January		Winch Lane –Meeting with Angela Burns and Paul Davies	Chair	2
10 <sup>th</sup> January		Machynlleth Patients Forum	County Management	33
11 <sup>th</sup> January		Staff Road Show, Withybush	<ul style="list-style-type: none"> <li>5 Executive Directors (inc 2 clinical directors)</li> <li>3 County Management Team (inc 1 senior clinician)</li> </ul>	120 +
11 <sup>th</sup> January		Medical Staff Committee	Medical Director	
11 <sup>th</sup> January		10.00am Third Sector Three Counties Listening Event, Bloomfield Hall, Narberth	<ul style="list-style-type: none"> <li>3 x EDs</li> </ul>	38
11 <sup>th</sup> January		7.00pm Pembrokeshire GPs Think Tank, Pembroke Dock	<ul style="list-style-type: none"> <li>CEO</li> <li>3 x EDs (inc Medical Director and Director of Clinical Services)</li> </ul>	15
12 <sup>th</sup> January		Staff Road Show, Bronglais	<ul style="list-style-type: none"> <li>5 Executive Directors (inc 1 clinical director)</li> <li>5 County Management Team (inc 3 senior clinicians)</li> </ul>	110+
12 <sup>th</sup> January		Pembrokeshire Local CHC Committee	<ul style="list-style-type: none"> <li>County Management</li> <li>IM</li> </ul>	approx 12
13 <sup>th</sup> January		Staff Road Show, Glangwili	<ul style="list-style-type: none"> <li>4 Executive Directors (inc 1 clinical director)</li> <li>6 County Management Team (inc 3 senior clinicians)</li> </ul>	80+
13 <sup>th</sup> January		Staff Road Show, Prince Philip	<ul style="list-style-type: none"> <li>1 Independent Member</li> <li>6 Executive Directors (inc 2 clinical directors)</li> <li>6 County Management Team (inc 3 senior clinicians)</li> </ul>	200+

Key meetings				
Date	Time	Venue	Health Board Representation	Number of attendees
14 <sup>th</sup> January		Pembrokeshire Collaboration of Town and Community Councils	<ul style="list-style-type: none"> <li>ED + Senior Manager</li> </ul>	
16 <sup>th</sup> January		Carmarthenshire Partnership Forum	County Management	17
16 <sup>th</sup> January		Ceredigion LSB	<ul style="list-style-type: none"> <li>CEO</li> <li>Chair</li> <li>ED</li> </ul>	13
17 <sup>th</sup> January		Cultural Steering Group	<ul style="list-style-type: none"> <li>CEO</li> <li>2 x EDs</li> <li>Senior Clinical Staff</li> </ul>	14
17 <sup>th</sup> January		Three Counties Partnership Forum, Prince Philip Hospital	<ul style="list-style-type: none"> <li>CEO</li> <li>2 x EDs</li> </ul>	25
18 <sup>th</sup> January		Community Health Council	<ul style="list-style-type: none"> <li>Chair</li> <li>CEO</li> </ul>	2
18 <sup>th</sup> January		Cardigan Hospital League of Friends / Cardigan Town Council Meeting	<ul style="list-style-type: none"> <li>2 x EDs</li> <li>County Management (inc senior clinicians)</li> </ul>	40
19 <sup>th</sup> January		1pm - 4pm Carmarthenshire Voluntary Sector HSC&WB Forum	<ul style="list-style-type: none"> <li>ED</li> <li>IM</li> </ul>	16
19 <sup>th</sup> January		GP Forum	<ul style="list-style-type: none"> <li>EDs</li> </ul>	12
24 <sup>th</sup> January		Healthcare Professions Forum	<ul style="list-style-type: none"> <li>ED</li> </ul>	10
24 <sup>th</sup> January		Tregaron Staff Meeting	County Management	20
25 <sup>th</sup> January		Meeting with Sospans Representatives	<ul style="list-style-type: none"> <li>Chair</li> <li>3 Executive Directors</li> </ul>	3
1 <sup>st</sup> February		11.00am - 6.00pm Meet the Health Board Drop -in Event, The Great Hall, Cardigan	<ul style="list-style-type: none"> <li>1 Independent Member</li> <li>2 Executive Directors</li> <li>County Director and 4 other members of the senior county management team</li> <li>3 Assistant Directors</li> </ul>	71
1 <sup>st</sup> February		GP Clinical Think Tank - Carmarthenshire GPs	<ul style="list-style-type: none"> <li>3 x EDs (inc Medical Director)</li> </ul>	7
2 <sup>nd</sup> February		10.00 am Halliwell Centre Stakeholder Reference Group / Health Professional Forum	<ul style="list-style-type: none"> <li>3 x EDs</li> </ul>	36
3 <sup>rd</sup> February		Ceredigion Consultants Meeting @ Bronglais	Medical Director	
3 <sup>rd</sup> February		11.00am - 6.00pm - Meet the Health Board Drop -in Event, Carmarthen Education Centre, Carmarthen	<ul style="list-style-type: none"> <li>1 Independent Member</li> <li>2 Executive Directors</li> <li>County director and 3 other members of the county Management Team (inc the associate medical director)</li> <li>1 Assistant Director</li> </ul>	46
7 <sup>th</sup> February		Pembrokeshire Health Social Care and Wellbeing Board, County Hall, Haverfordwest	ED	8
7 <sup>th</sup> February		Stakeholder Reference Group	3 x EDs	14
7 <sup>th</sup> February		Health Board Meeting with SWAT	<ul style="list-style-type: none"> <li>Chair</li> <li>3 EDs medical director</li> </ul>	3
7 <sup>th</sup> February		Therapies and Health Sciences Formal Forum	ED	tbc

<b>Key meetings</b>				
<b>Date</b>	<b>Time</b>	<b>Venue</b>	<b>Health Board Representation</b>	<b>Number of attendees</b>
8 <sup>th</sup> February		Carmarthenshire County Council - Members Event	CEO and full Exec Team	47
9 <sup>th</sup> February		7.00pm Pembrokeshire Town and Community Councils Event, Withybush Conference Centre, Haverfordwest	CEO and full Exec Team	26
9 <sup>th</sup> February	11.30am - 6.30pm	Meet the Health Board Drop -in Event, Newport Memorial Hall, Newport	<ul style="list-style-type: none"> <li>• 2 Independent Member</li> <li>• Chair</li> <li>• 2 Executive Directors</li> <li>• 5 County Management Team (inc county associate medical director)</li> <li>• Assistant Directors x3</li> </ul>	62
9 <sup>th</sup> February		Meeting with Mr Maxwell consultant	chair	1
10 <sup>th</sup> February		Cardigan GPs Meeting	<ul style="list-style-type: none"> <li>• 3 x EDs (inc Medical Director)</li> <li>• Senior Clinicians</li> </ul>	
13 <sup>th</sup> February		Ceredigion Practice Managers Meeting		
14 <sup>th</sup> February	11.30am - 6.30pm	Meet the Health Board Drop -in Event, Selwyn Samuel Centre, Llanelli	<ul style="list-style-type: none"> <li>• 2 Independent Member</li> <li>• 5 Executive Directors (inc 1 clinical director)</li> <li>• County director and Hospital clinical Director</li> <li>• 2 Assistant Directors</li> </ul>	549
14 <sup>th</sup> February		Pembrokeshire Third Sector Health Social Care and Wellbeing Forum	<ul style="list-style-type: none"> <li>• ED</li> </ul>	
16 <sup>th</sup> February		Ceredigion County Council - Members Event	CEO and full Exec Team	32 Cllrs 20 public
16 <sup>th</sup> February	12.00pm - 7.00pm	Meet the Health Board Drop -in Event, Llandybie Memorial Hall, Llandybie	<ul style="list-style-type: none"> <li>• 3 Independent Member</li> <li>• 1 Executive Directors</li> <li>• County director and 3 other members of the Management Team</li> <li>• 2 assistant directors</li> </ul>	30
17 <sup>th</sup> February		Ceredigion Consultants Engagement	Medical Director	40
17 <sup>th</sup> February		Staff Engagement, Prince Philip	<ul style="list-style-type: none"> <li>• 2 Independent Members</li> <li>• 3 Executive Directors (inc 1 clinical director)</li> <li>• 3 County Management Team</li> </ul>	20
20 <sup>th</sup> February	11.00am - 6.00pm	Meet the Health Board Drop -in Event, Bridge Innovation Centre, Pembroke Dock	<ul style="list-style-type: none"> <li>• 1 Independent Member</li> <li>• 3 Executive Directors (inc 1 clinical director)</li> <li>• 5 County Management Team (inc associate medical director)</li> </ul>	49
21 <sup>st</sup> February		Hywel Dda Partnership Forum, Glangwili	<ul style="list-style-type: none"> <li>• 2 x EDs</li> <li>• County Management</li> </ul>	tbc

Key meetings				
Date	Time	Venue	Health Board Representation	Number of attendees
22 <sup>nd</sup> February	11.00am – 6.00pm	Meet the Health Board Drop –in Event, Y Morlan, Aberystwyth	<ul style="list-style-type: none"> <li>Independent Member</li> <li>7 Executive Directors (inc 3 clinical directors)</li> <li>County Director and 5 other members of the Management Team (inc 2 associate medical directors, clinical lead for women and children)</li> <li>3 assistant directors</li> </ul>	225
23 <sup>rd</sup> February		Pembrokeshire County Council – Members Event	CEO + full Exec Team	
23 <sup>rd</sup> February		North Powys GPs	<ul style="list-style-type: none"> <li>Medical Director</li> <li>County Management</li> </ul>	35
24 <sup>th</sup> February		Staff Engagement, Bronglais	<ul style="list-style-type: none"> <li>Full Executive Team</li> <li>County Management (inc senior clinicians)</li> </ul>	60+
24 <sup>th</sup> February	11.00am – 6.00pm	Meet the Health Board Drop –in Event, Withybush Conference Centre, Haverfordwest	<ul style="list-style-type: none"> <li>2 Independent Member</li> <li>Chair</li> <li>3 Executive Directors</li> <li>5 members County Management Team (inc 2 associate medical directorate)</li> <li>3 assistant directors</li> </ul>	85
28 <sup>th</sup> February		South East Pembrokeshire Health Network Meeting, New Hedges Memorial Hall, New Hedges	<ul style="list-style-type: none"> <li>County Management (inc senior clinicians)</li> </ul>	Not recorded
28 <sup>th</sup> February		OT Service Leads Meeting at Withybush	1 x ED	tbc
29 <sup>th</sup> February		Betsi Cadwaladr University Health Board Stakeholder Event, Porthmadog	<ul style="list-style-type: none"> <li>ED</li> <li>County Management</li> </ul>	
29 <sup>th</sup> February		Cardigan Staff Events (x2 Sessions)	County Management	tbc
5 <sup>th</sup> March		Band 7 Focus Group, Withybush	External facilitation	6
5 <sup>th</sup> March		Powys Teaching Health Board - Machynlleth Engagement Event	2 executive directors	130
5 <sup>th</sup> March		Powys Teaching Health Board - Llanidloes Engagement Event	2 executive directors GP associate medical director Ceredigion	70
5 <sup>th</sup> March		MSK Outpatients Departments (Llanelli)	1 x ED	tbc
6 <sup>th</sup> March		Meeting with OT / Physio Outpatients and MSK Physio Teams from Withybush and South Pems	1 x ED	tbc
8 <sup>th</sup> March		Joint Strategy Engagement Session with OTs and Physios at Bronglais	1 x ED	tbc
8 <sup>th</sup> March		Pembrokeshire Local CHC Committee	<ul style="list-style-type: none"> <li>County Management</li> <li>IM</li> </ul>	approx 12

<b>Key meetings</b>				
<b>Date</b>	<b>Time</b>	<b>Venue</b>	<b>Health Board Representation</b>	<b>Number of attendees</b>
9 <sup>th</sup> March		Ceredigion Local CHC Committee	<ul style="list-style-type: none"> <li>County Management</li> <li>IM</li> </ul>	approx 12
9 <sup>th</sup> March		Carmarthenshire Carers	1 x ED	14
12 <sup>th</sup> March		Band 7 Focus Group, Glangwili	External facilitation	4
13 <sup>th</sup> March		Carmarthenshire Local CHC Committee	<ul style="list-style-type: none"> <li>County Management</li> <li>IM</li> </ul>	Approx 12
14 <sup>th</sup> March		Burton Lunch Club, Burton Community Hall	<ul style="list-style-type: none"> <li>County Management</li> </ul>	25
15 <sup>th</sup> March		Band 7 Focus Group, Bronglais	External facilitation	9
15 <sup>th</sup> March		Band 8+ Focus Group, Bronglais	External facilitation	7
19 <sup>th</sup> March,		Pembrokeshire Town and Community Councils Event, Withybush Conference Centre, Haverfordwest	<ul style="list-style-type: none"> <li>5 x EDs (+ senior clinicians)</li> </ul>	26
19 <sup>th</sup> March		Heads of Department Meeting @ Bronglais	County Management	tbc
21 <sup>st</sup> March		Aberystwyth Focus Group	External facilitation	12
21 <sup>st</sup> March		Ammanford Focus Group	External facilitation	9
22 <sup>nd</sup> March		Band 7 Focus Group, Prince Philip Hospital	External facilitation	7
22 <sup>nd</sup> March		Ceredigion Town and Community Council Event, Llwynceilyn Memorial Hall	<ul style="list-style-type: none"> <li>5 x EDs (+ senior clinicians)</li> </ul>	45
22 <sup>nd</sup> March		Llanelli Focus Group	External facilitation	7
22 <sup>nd</sup> March		Lampeter Focus Group	External facilitation	11
23 <sup>rd</sup> March		Planning Meeting with BCUHB / PTHB	<ul style="list-style-type: none"> <li>2 x EDs (inc Director of Clinical Services)</li> </ul>	
26 <sup>th</sup> March,		Carmarthenshire Town and Community Council Event, St Peters Civic Hall	<ul style="list-style-type: none"> <li>5 x EDs (+ senior clinicians)</li> </ul>	25
26 <sup>th</sup> March		Meeting with Angel Burns, Paul Davies	Chair	2
27 <sup>th</sup> March		Fishguard Focus Group	External facilitation	13
28 <sup>th</sup> March		Llandeilo Focus Group	External facilitation	11
28 <sup>th</sup> March		Milford Haven Focus Group	External facilitation	13
30 <sup>th</sup> March		Mental Health Clinical Services Strategy Workshop Event, Halliwell, Carmarthen	<ul style="list-style-type: none"> <li>ED</li> <li>Senior MH Clinicians</li> </ul>	
30 <sup>th</sup> March		Meeting with ABER	Chair 2 Executive directors inc medical director County director	1 +others
30 <sup>th</sup> March		Meeting with Elin Jones	chair	1
11 <sup>th</sup> April		2.00pm - 8.00pm Meet the Health Board Event, Rhys Pritchard Memorial Hall, Llandovery	<ul style="list-style-type: none"> <li>2 Independent Member</li> <li>4 Executive Directors</li> <li>County director and 3 other members of the Management Team</li> <li>3 assistant directors</li> </ul>	16
16 <sup>th</sup> April		Therapies and Health Sciences Formal Forum	1 x ED	Tbc



<b>Key meetings</b>				
<b>Date</b>	<b>Time</b>	<b>Venue</b>	<b>Health Board Representation</b>	<b>Number of attendees</b>
19 <sup>th</sup> April	2.00pm - 8.00pm	Meet the Health Board Event, St Peters Civic Hall, Carmarthen	<ul style="list-style-type: none"> <li>• 5 Executive Directors</li> <li>• County Director and 3 other members of the Management Team (inc associate medical director)</li> <li>• 2 assistant directors</li> </ul>	28
20 <sup>th</sup> April		Hywel Dda Partnership Forum, Bronglais	<ul style="list-style-type: none"> <li>• 3 x EDs</li> </ul>	tbc
23 <sup>rd</sup> April		Band 8+ Focus Group, Withybush	External facilitation	8
24 <sup>th</sup> April	2.00pm - 8.00pm	Meet the Health Board Event, Arts Hall, Lampeter	<ul style="list-style-type: none"> <li>• 2 Executive Directors</li> <li>• County director and 4 other members of Management Team</li> <li>• 2 assistant directors</li> </ul>	25
26 <sup>th</sup> April	2.00pm - 8.00pm	Meet the Health Board Event, Regency Hall, Saundersfoot	<ul style="list-style-type: none"> <li>• 2 Executive Directors</li> <li>• 4 County Management Team members (inc associate medical director)</li> <li>• 2 assistant directors</li> </ul>	28
27 <sup>th</sup> April		Band 8+ Focus Group, Prince Philip	External facilitation	7
30 <sup>th</sup> April		Junior Doctors and Middle Grade, Glangwili	External facilitation	1
30 <sup>th</sup> April		Band 8+ Focus Group, Glangwili	External facilitation	3

## Appendix 5 Details of media activity

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The following information outlines the extent of media activity that has taken place during the Listening and Engagement phase (December 2011 to the end of April 2012).

### Please note:

Key: GOLD proactive press releases and broadcast interviews provided by the Health Board  
CLEAR coverage in print media

Reach figures are based on average audience/reader figures where they are available and are detailed in their first mention only in the table below. It is not possible to provide a total figure as audiences may cross media outlets. However, these figures demonstrate that information about the listening and engagement exercise have potentially reached a very large proportion of our total population (180,000).

Media Activity & Reach		
Date	Activity	Estimated Reach
19.12.11	<b>Media launch - press release</b> and supporting documentation sent to all media contacts (local, regional and national media). Interviews taken up by: Western Telegraph, Cambrian News, Carmarthen Journal/Llanelli Star/South Wales Evening Post, Western Mail. Interview spokesperson provided to BBC for on-camera interviews. Resulting coverage captured below.	
20.12.11 –	<b>Interview</b> (Dr Phil Kloer –Director of clinical services) with BBC 1 Wales Today (English television news) and S4C Newyddion (Welsh news)	<b>273,000</b> (Average audience Wales Today BARB 2010/11) <b>18,000</b> (Average audience Neyyddion ACW 2010/11)
21.12.11	Western Telegraph <ul style="list-style-type: none"> <li>• 2 articles (front page)</li> </ul>	<b>19,582</b> (ABC readership July-Dec 2011)
21.12.11	Llanelli Star <ul style="list-style-type: none"> <li>• 3 articles (front page + editorial comment)</li> </ul>	<b>12,996</b> (ABC readership July-Dec 2011)
21.12.11	South Wales Evening Post <ul style="list-style-type: none"> <li>• 1 article (front page)</li> </ul>	<b>38,364</b> (ABC readership July-Dec 2011)
21.12.11	Carmarthen Journal <ul style="list-style-type: none"> <li>• 1 article</li> </ul>	<b>16,408</b> (ABC readership July-Dec 2011)
21.12.11	<b>Interview</b> (Linda Williams –County Director) with Radio Cymru for news through the day	<b>153,000</b> (Radio Cymru average weekly reach RAJAR 2011)

<b>Media Activity &amp; Reach</b>		
<b>Date</b>	<b>Activity</b>	<b>Estimated Reach</b>
22.12.11	Western Mail <ul style="list-style-type: none"> <li>• 1 article</li> </ul>	<b>25,898</b> (ABC readership July-Dec 2011)
22.12.11	Cambrian News <ul style="list-style-type: none"> <li>• 4 articles (page spread)</li> </ul>	<b>63,000</b>
22.12.11	Milford Mercury <ul style="list-style-type: none"> <li>• 1 article (front page)</li> </ul>	<b>3,515</b> (ABC readership July-Dec 2011)
27.12.11	South Wales Evening Post <ul style="list-style-type: none"> <li>• 1 article (front page)</li> </ul>	
27.12.11	Tivyside Advertiser <ul style="list-style-type: none"> <li>• 1 article</li> </ul>	<b>6,719</b> (ABC readership July-Dec 2011)
28.12.11	Carmarthen Journal <ul style="list-style-type: none"> <li>• 4 article, (page spread and editorial comment)</li> </ul>	
29.12.11	Cambrian News <ul style="list-style-type: none"> <li>• 3 articles</li> </ul>	
30.12.11	Tenby Observer <ul style="list-style-type: none"> <li>• 1 article</li> </ul>	<b>TBC</b>
January	<b>Interview</b> (Chris Wright –Director Corporate Services) with Town and County Broadcasting (Radio Carmarthenshire, Ceredigion, Pembrokeshire, Scarlet FM)	<b>278,000 (17 per cent)</b> (Average audience RAJAR)
04.01.12	Western Telegraph <ul style="list-style-type: none"> <li>• 1 article (front page)</li> </ul>	
05.01.12	Cambrian News <ul style="list-style-type: none"> <li>• 4 articles</li> </ul>	
11.01.12	Llanelli Star <ul style="list-style-type: none"> <li>• 8 articles (page spread and editorial comment)</li> </ul>	
11.01.12	Western Telegraph <ul style="list-style-type: none"> <li>• 1 article</li> </ul>	
12.01.12	Cambrian News <ul style="list-style-type: none"> <li>• 7 articles (page spread and editorial comment)</li> </ul>	
13.01.12	South Wales Evening Post <ul style="list-style-type: none"> <li>• 1 article (front page)</li> </ul>	
16.01.12	<b>Live broadcast</b> from Glangwili Hospital with Radio Cymru Post Cyntaf programme	<b>40,000</b> (Post Cyntaf average audience ACW 2010/11)
17.01.12 reminder	<b>Press release x 3 county versions - Health event dates</b>	
18.01.12	Western Telegraph <ul style="list-style-type: none"> <li>• 1 article</li> </ul>	
18.01.12	Llanelli Star <ul style="list-style-type: none"> <li>• 12 articles (front page, double page)</li> </ul>	

Media Activity & Reach		
Date	Activity	Estimated Reach
	spread, editorial)	
19.01.12	Cambrian News <ul style="list-style-type: none"> <li>• 5 articles (page spread, editorial comment)</li> </ul>	
19.01.12	<b>Interview</b> (Mr Jeremy Williams, Associate Medical Director) with ITV Wales Tonight	<b>148,000</b> (Average audience Wales Tonight ITV Media 2010)
20.01.12	<b>Press release</b> – Doctors come to a living room near you (DVD)	
24.01.12	South Wales Evening Post <ul style="list-style-type: none"> <li>• 1 article</li> </ul>	
24.01.12	Tivyside Advertiser <ul style="list-style-type: none"> <li>• <b>ADVERT</b> meet the health board</li> </ul>	
25.01.12	Llanelli Star <ul style="list-style-type: none"> <li>• 11 articles (front page, page spread, editorial)</li> </ul>	
25.01.12	Western Telegraph <ul style="list-style-type: none"> <li>• 3 article</li> <li>• <b>ADVERT</b> meet the health board</li> </ul>	
26.01.12	Milford Mercury <ul style="list-style-type: none"> <li>• <b>ADVERT</b> meet the health board</li> </ul>	
27.01.12	Tenby Observer <ul style="list-style-type: none"> <li>• 1 article</li> </ul>	
31.01.12	Tivyside Advertiser <ul style="list-style-type: none"> <li>• 2 articles</li> </ul>	
01.02.12	Carmarthen Journal <ul style="list-style-type: none"> <li>• <b>ADVERT</b> meet the health board</li> <li>• 1 article (comment)</li> </ul>	
01.02.12	Llanelli Star <ul style="list-style-type: none"> <li>• <b>ADVERT</b> meet the health board</li> </ul>	
01.02.12	South Wales Evening Post <ul style="list-style-type: none"> <li>• 1 article</li> <li>• <b>ADVERT</b> meet the health board</li> </ul>	
02.02	<b>Statement</b> for broadcast programme on Sharp End ITV	<b>Figures not available</b>
02.02	<b>Interview</b> (Tony Chambers –Director Planning, performance and operations)) for BBC 1 Wales Today and ITV Wales Tonight	
02.02.12	South Wales Evening Post <ul style="list-style-type: none"> <li>• 1 article</li> </ul>	
02.02.12	Cambrian News	

<b>Media Activity &amp; Reach</b>		
<b>Date</b>	<b>Activity</b>	<b>Estimated Reach</b>
	<ul style="list-style-type: none"> <li>8 articles (page spread, comment, editorial)</li> <li>ADVERT meet the health board</li> </ul>	
06.02.12	<b>Interview</b> with spokespersons (Linda Williams –County Director, Dr Duncan Williams – GP clinical lead, Carys Morgan) for Radio Cymru Manylu	
06.02	<b>Statement</b> to S4C Yr Bed a Bedwar	<b>Figures not available</b>
07.02.12	<b>Press release</b> – Meet the Health Board events	
07.02.12	South Wales Evening Post <ul style="list-style-type: none"> <li>1 article</li> </ul>	
08.02.12	Llanelli Star <ul style="list-style-type: none"> <li>12 article (front page, editorial comment)</li> </ul>	
09.02.12	Cambrian News <ul style="list-style-type: none"> <li>8 articles (front page, comment)</li> </ul>	
09.02.12	South Wales Evening Post <ul style="list-style-type: none"> <li>1 article</li> </ul>	
10.02.12	<b>Press release</b> – Listening and engagement continues (lobby groups, council meetings) issued to media	
10.02.12	<b>Interview</b> (Tony Chambers – Director Planning, performance and operations) ITV Wales Tonight	
10.02.12	<b>Letter to Editor</b> from Dr Jeremy Williams, Associate Medical Director to Llanelli Star (re Accident and Emergency Services at PPH)	
10.02.12	South Wales Evening Post <ul style="list-style-type: none"> <li>1 article</li> </ul>	
10.02.12	Tenby Observer <ul style="list-style-type: none"> <li>1 article</li> </ul>	
13.02.12	South Wales Evening Post <ul style="list-style-type: none"> <li>1 article (front page)</li> </ul>	
13.02.12	<b>Letter to Editor x 2</b> from Chairman to Tivyside, Western Telegraph	
15.02.12	Llanelli Star <ul style="list-style-type: none"> <li>9 articles (page spread, editorial comment)</li> </ul>	
15.02.12	Western Telegraph <ul style="list-style-type: none"> <li>6 articles (front, editorial)</li> </ul>	
16.02.12	<b>Interview</b> (Trevor Purt –CEO ) with BBC 1 Wales Today and S4C Newyddion	
16.02.12	Cambrian News <ul style="list-style-type: none"> <li>10 articles (double page spread)</li> </ul>	

<b>Media Activity &amp; Reach</b>		
<b>Date</b>	<b>Activity</b>	<b>Estimated Reach</b>
17.02.12	<b>Letter to Editor x 5</b> from Chairman to Llanelli Star/Carmarthen Journal/Evening Post, Ammanford Guardian, Cambrian News	
17.02.12	<b>Letter to Editor</b> from Dr Simon Mahon, Medical Director to Cambrian News	
18.02.12	South Wales Evening Post <ul style="list-style-type: none"> <li>• 1 article (front page)</li> </ul>	
20.02.12	South Wales Evening Post <ul style="list-style-type: none"> <li>• 1 article</li> </ul>	
21.02.12	South Wales Evening Post <ul style="list-style-type: none"> <li>• 2 article</li> </ul>	
21.02.12	Tivyside Advertiser <ul style="list-style-type: none"> <li>• Letter from Chairman of Hywel Dda Health Board</li> <li>• 1 article</li> </ul>	
22.02.12	<b>Clinical Services Strategy Stakeholder Briefing</b> sent to all media contacts	
22.02.12	Carmarthen Journal <ul style="list-style-type: none"> <li>• Letter from Chairman of Hywel Dda Health Board</li> </ul>	
22.02.12	Llanelli Star <ul style="list-style-type: none"> <li>• 11 articles (double page spread)</li> </ul>	
22.02.12	Western Telegraph <ul style="list-style-type: none"> <li>• 1 article</li> <li>• Letter from Chairman of Hywel Dda Health Board</li> </ul>	
23.02.12	Western Mail <ul style="list-style-type: none"> <li>• 1 article</li> </ul>	
23.02.12	Cambrian News <ul style="list-style-type: none"> <li>• 4 articles (page spread, editorial)</li> <li>• Letter from Medical Director of Hywel Dda Health Board</li> </ul>	
24.02.12	<b>Press releases</b> – Llanelli voices are being heard	
27.02.12	<b>Press release</b> – Becoming a wellness service (Ceredigion ART team)	
28.02.12	Tivyside Advertiser <ul style="list-style-type: none"> <li>• 3 articles</li> </ul>	
29.02.12	<b>Interview</b> (Kathryn Davies – Director Therapies and Health Sciences) for Radio Wales phone-in and news and BBC 1 Wales Today	<b>468,000</b> (Radio Wales weekly reach of RAJAR 2011)
29.02.12	Western Telegraph <ul style="list-style-type: none"> <li>• 1 article</li> </ul>	

<b>Media Activity &amp; Reach</b>		
<b>Date</b>	<b>Activity</b>	<b>Estimated Reach</b>
29.02.12	Llanelli Star <ul style="list-style-type: none"> <li>• 11 articles (front page, page spread, editorial)</li> </ul>	
01.03.12	Cambrian News <ul style="list-style-type: none"> <li>• 11 articles (front page, double page spread, editorial, comment)</li> </ul>	
02.03.12	<b>Press release</b> – Health Board will listen for longer	
02.03.12	South Wales Evening Post <ul style="list-style-type: none"> <li>• 1 article (front page)</li> </ul>	
03.03.12	Western Mail <ul style="list-style-type: none"> <li>• 1 article</li> </ul>	
05.03.12	<b>Press release x 2</b> – Becoming a wellness service (Carmarthenshire and Pembrokeshire ART case study)	
06.03.12	Western Mail <ul style="list-style-type: none"> <li>• 1 article</li> </ul>	
07.03.12	Llanelli Star <ul style="list-style-type: none"> <li>• 14 articles (double page spread, editorial, comment)</li> </ul>	
08.03.12	South Wales Evening Post <ul style="list-style-type: none"> <li>• 1 article (front)</li> </ul>	
08.03.12	Cambrian News <ul style="list-style-type: none"> <li>• 9 articles (front, double page spread, editorial)</li> </ul>	
09.03.12	South Wales Evening Post <ul style="list-style-type: none"> <li>• 1 article (front)</li> </ul>	
14.03.12	Western Telegraph <ul style="list-style-type: none"> <li>• 2 articles</li> </ul>	
14.03.12	Carmarthen Journal <ul style="list-style-type: none"> <li>• 1 article</li> </ul>	
14.03.12	Llanelli Star <ul style="list-style-type: none"> <li>• 11 articles (front, double page spread, editorial)</li> </ul>	
16.03.12	<b>Press release</b> – State of the heart new treatment (PPCI demonstrating value of specialist services)	
17.03.12	South Wales Evening Post <ul style="list-style-type: none"> <li>• 1 article</li> </ul>	
19.03.12	<b>Press release</b> – New Meet the Health Board event dates announced	
19.03.12	<b>Press release</b> – Road testing improvements for non-emergency transport	
20.03.12	Tivyside Advertiser <ul style="list-style-type: none"> <li>• 1 article</li> </ul>	

<b>Media Activity &amp; Reach</b>		
<b>Date</b>	<b>Activity</b>	<b>Estimated Reach</b>
21.03.12	Llanelli Star <ul style="list-style-type: none"> <li>• 6 articles (page spread, editorial)</li> </ul>	
21.03.12	Western Telegraph <ul style="list-style-type: none"> <li>• 3 articles</li> </ul>	
23.03.12	<b>Press release</b> – Caring for sick and premature babies	
28.03.12	Western Telegraph <ul style="list-style-type: none"> <li>• 1 article</li> </ul>	
28.03.12	Llanelli Star <ul style="list-style-type: none"> <li>• 9 articles (front page, page spread, editorial)</li> </ul>	
29.03.12	Milford Mercury <ul style="list-style-type: none"> <li>• 1 article</li> </ul>	
29.03.12	Cambrian News <ul style="list-style-type: none"> <li>• 6 articles (double page spread)</li> </ul>	
30.03.12	<b>Clinical Services Strategy Stakeholder briefing</b> sent to media contacts	
30.03.12	<b>Interview</b> (Dr Iain Robertson steel –Hospital Clinical Director) for BBC 1 Wales Today	
30.03.12	South Wales Evening Post <ul style="list-style-type: none"> <li>• 1 article</li> </ul>	
30.03.12	Western Mail <ul style="list-style-type: none"> <li>• 1 article</li> </ul>	
03.04.12	<b>Press release</b> – Health Board ambition for Bronglais as regional centre	
04.04.12	Western Telegraph <ul style="list-style-type: none"> <li>• 1 article</li> <li>• <b>ADVERT</b> meet the health board</li> </ul>	
04.04.12	Llanelli Star <ul style="list-style-type: none"> <li>• 7 articles (front page, page spread, editorial)</li> <li>• <b>ADVERT</b> meet the health board</li> </ul>	
04.04.12	Carmarthen Journal <ul style="list-style-type: none"> <li>• <b>ADVERT</b> meet the health board</li> </ul>	
04.04.12	South Wales Evening Post <ul style="list-style-type: none"> <li>• <b>ADVERT</b> meet the health board</li> </ul>	
04.04.12	<b>Press release</b> – Case for change leaflet and DVD	
05.04.12	Cambrian News <ul style="list-style-type: none"> <li>• 3 articles</li> <li>• <b>ADVERT</b> meet the health board</li> </ul>	
06.04.12	Tenby Observer <ul style="list-style-type: none"> <li>• <b>ADVERT</b> meet the health board</li> </ul>	



<b>Media Activity &amp; Reach</b>		
<b>Date</b>	<b>Activity</b>	<b>Estimated Reach</b>
09.04.12	Ammanford Guardian <ul style="list-style-type: none"> <li>• <b>ADVERT</b> meet the health board</li> </ul>	<b>5,837</b> (ABC readership July-Dec 2011)
10.04.12	South Wales Evening Post <ul style="list-style-type: none"> <li>• 1 article</li> </ul>	
11.04.12	Western Telegraph <ul style="list-style-type: none"> <li>• 1 article</li> </ul>	
11.04	Llanelli Star <ul style="list-style-type: none"> <li>• 5 articles (page spread)</li> </ul>	
19.04.12	Milford Mercury <ul style="list-style-type: none"> <li>• 1 article</li> </ul>	
23.04.12	<b>Press release – Final call to Meet the Health Board</b>	
23.04.12	<b>Interview</b> with Town and County Broadcasting (Delyth Evans)	
25.04.12	Llanelli Star <ul style="list-style-type: none"> <li>• 5 articles</li> </ul>	
25.04.12	South Wales Evening Post <ul style="list-style-type: none"> <li>• 1 article</li> </ul>	
25.04.12	Western Telegraph <ul style="list-style-type: none"> <li>• 1 article</li> </ul>	
27.04.12	<b>Clinical Services Strategy Stakeholder briefing</b> sent to all media contacts.	