

**Northern Ireland Practice and
Education Council
for Nursing and Midwifery**

**NIPEC
Communication and Engagement
Summary Report
April 2018 – March 2019**

Introduction

This report provides an overview of the range of communication and engagement activities NIPEC has undertaken in 2018/2019 in order to meet its business objective, to:

Maximise opportunities by:

- increased engagement with front line staff through stakeholder events
- host and engage with Twitter chats on relevant topics in collaboration with key partners maximising engagement on social media.

NIPEC continues to develop its approaches to maximise engagement with stakeholders through its website <https://nipec.hscni.net/>, at various stakeholder events, NIPEC's Annual Conference, social media platforms, SCAN¹ and other publications.

Communication and Engagement Activities

Stakeholder Events

In 2017-2018 NIPEC changed its approach to the annual NIPEC stakeholder event. It completed a series of Road Shows in five HSC Trust locations, for statutory and independent sectors across Northern Ireland, in order to meet frontline nurses and midwives and raise awareness about NIPEC's projects and related resources. During September and October 2018, NIPEC Senior Professional Officers facilitated a total of seven stakeholder events in the same locations as 2017, and accessible to the same sectors (see Table 1 overleaf).

¹ Senior Nurse/Midwife Current Awareness from NIPEC

Table 1. NIPEC Stakeholder Events Schedule and Attendance

Date (2018)	Trust Location	Attended 2018	Attended 2017
17 Sept	Ulster Hospital	36	6
25 Sept	Craigavon Area Hospital - 15 Craigavon CEC - 10	25	10
27 Sept	South Tyrone Hospital	10	10
3 Oct	Altnagelvin Hospital	11	27
8 Oct	Belfast City Hospital	13	10
9 Oct	Causeway Hospital	14	8
Total		109	71

The feedback from these Stakeholder Events was very positive and was supported with a request from those who attended to continue with this approach. Surveys were issued to those who attended these events with a response rate of seventy-one percent. The respondents provided the following suggestions for NIPEC in relation to how NIPEC could better promote and support the implementation and use of its resources in practice:

- NIPEC Professional Staff should have a visible presence in Trusts such as, have a stand outside canteens, drop in events, session in Trust induction, signpost students to NIPEC resources, team meetings, “expand outside Belfast to meet Nurses, Lead Nurse Forums”
- NIPEC Information leaflets in wards and departments, newsletter to all registrants, news-sheet to all workplaces, posters in work places, emails to staff
- Have more stakeholder events for frontline staff, junior staff, pre-registration nurses/midwives, prison healthcare and the independent sector
- Promote NIPEC resources through social media, YouTube podcasts, Facebook, develop webinars for supervision etc. Some suggestions include “NIPEC presentation similar to what was used today that could be shared at team meetings” and “link on Trust intranet home page”.
- Make online portfolio suitable for mobile technology.

NIPEC Annual Conference

NIPEC's annual conference "*Preparing Nurses and Midwives for the Future.... to infinity and beyond*" was held on 6 March 2019 and was attended by just over 180 delegates. NIPEC offered thirty free online places through its website which were also posted on Facebook and Twitter, in order to connect with as many stakeholders as possible; an increase of ten online places from 2018 conference. These places were filled within one week of being made available.

NIPEC promoted the conference using a marketing video made from the 2018 conference and posted this on NIPEC's Facebook and Twitter accounts. The individual speakers' presentations from the conference were also made available as a pdf and as a video-clip on NIPEC's website; therefore providing for those who couldn't attend but also for individuals to view the speakers' presentations more than once, (see Table 2. for the number of views on YouTube of speakers video clips).

Table 2. You Tube views of individual speakers' presentations at NIPEC Conference 2018

Speaker	Number of You Tube views
Chief Nursing Officer, Prof. Charlotte McArdle: <i>Creating a Strong Narrative: Enabling Professionalism in Nursing and Midwifery Practice</i>	31
Siobhan Rogan: <i>Millennial Momentum</i>	19
Denise Boulter: <i>Maternity Collaborative</i>	8
Janice Smyth & Breedagh Hughes: <i>Role of the Royal Colleges in recognising and encouraging Nursing and Midwifery leadership</i>	10
Colum Conway: <i>Enabling positive inter-professional collaboration across professional boundaries</i>	74
Morning Panel Discussion	70
Gareth Rowan: <i>Breaking Down the Barriers to Using Assistive Technology</i>	73
Anne Cooper: <i>Are you ready for the Digital Age? I am!</i>	10
Dr Bob Brown & Trust representatives: <i>Maximising Organisational Support for Professionalism</i>	25

Promotional video (as at 4 March 2019)	140
Total	460

Website and Social Media Activity

NIPEC keeps its main website up-to-date with all its projects and events and it also uses the website to promote other important professional information relevant to NMC registrants. NIPEC Senior Professional Officers and the administrative support staff and IT officers ensure that each project page is regularly updated and NIPEC has a latest news section on the website which advises of any professional newsworthy items, for example, launch of new resources Delegation Framework, PHA Flu vaccine campaign and Chief Nursing Officer Launch of Northern Ireland's Nursing Now campaign. In Table 3 below it is evident that NIPEC in 2018/19 has increased both the number of individual visits to the website as well as the number of pages visited (hits); an increase of 11,709 in the number of hits to the website and the number of unique visitors increased by 6,489.

Table 3. Statistics for NIPEC website <https://nipec.hscni.net/>

Month/Year	Number of Hits 2018/19	Number of Hits Figures in 2017/18	Number of Visits 2018/19	Number of Visits Figures in 2017/18
April 2018	6,705	5,350	1,636	1,217
May 2018	5,781	6,057	1,663	1,176
June 2018	5,942	4,916	1,487	1,274
July 2018	5,240	4,571	1,461	1,106
August 2018	5,975	5,745	1,745	1,034
September 2018	6,558	6,869	1,906	1,206
October 2018	8,503	9,534	2,793	1,960
November 2018	8,478	8,067	2,677	1,620
December 2018	6,136	5,307	1,956	904
January 2019	9,681	5,362	2,898	1,307
February 2019	8,359	6,820	2,723	1,667
March 2019	10,853	7,904	3,315	1,985
Overall Totals to date for the year 2018/19	88,211	76,502	22,945	16,456

Facebook and Twitter posts

NIPEC continues to post information on Twitter and Facebook, promoting its projects, workshops and other professional information relevant to NMC registrants. From Table 3. below it is evident that NIPEC has continued to grow its audience through Facebook and Twitter. Twitter is more widely used than Facebook for professional updates by NMC registrants and organisations/networks.

NIPEC held three Twitter Chats: two in January 2019 and one in March 2019. These significantly increased NIPEC's reach on both social media platforms. It is also evident that the activity from the Twitter Chats increased the traffic on NIPEC's website as the hits and visits were very high in both of these months², the March figures also included NIPEC Conference, see Tables 4 and 5 for Facebook and Twitter statistics.

Table 4. NIPEC Facebook statistics for April 2018 to March 2019

Month/Year	Number of Posts	Number of people 'reached' from NIPEC posts	Number of new followers	Total Number of followers
April 2018	4	540	0	346
May 2018	14	892	2	348
June 2018	7	539	5	353
July 2018	11	1,083	-2	351
August 2018	2	164	4	355
Sept 2018	3	139	3	358
Oct 2018	9	27	6	364
Nov 2018	8	16	1	365
Dec 2018	5	1,020	2	367
Jan 2019	12	3,591	9	376
Feb 2019	4	988	2	378
Mar 2019	6	1,284	13	391
Totals to Date	85	10,283	45	

² The March Twitter and Facebook figures also included the activity associated with NIPEC's Conference

Table 5. NIPEC Twitter statistics for April 2018 to March 2019

Month	Number of Tweets	Number of people 'Reached/ Impressions'	Number of new followers	Total Number of followers
April 2018	8	6,399	36	977
May 2018	22	15,100	31	1008
June 2018	13	10,500	41	1049
July 2018	23	17,700	18	1067
August 2018	3	6,097	19	1086
Sept 2018	17	19,300	68	1154
Oct 2018	16	14,100	65	1219
Nov 2018	8	15,300	42	1261
Dec 2018	8	8,938	36	1297
Jan 2019	66	47,800	70	1367
Feb 2019	11	13,000	53	1420
Mar 2019	36	24,400	75	1495
Totals to Date	231	198,634	554	

Publications

SCAN is a monthly publication, with ten issues over the year and has been circulated to 427 recipients. NIPEC includes updates on its project work as well as information on current reports and articles which can be relevant for Nurses and Midwives.

One Senior Professional Officer has co-authored with the Chief Nursing Officer and Clinical Director of the Safety Forum a chapter in a book *Healthcare Systems: Future Predictions for Global Care*, published in May 2018.

General Events

One of the Senior Professional Officers also promoted NIPEC's work and resources and clarified its role and function to pre-registration nursing students in Ulster University and for the first time pre-registration nursing and midwifery students in Queen's University Belfast. Two NIPEC Senior Professional Officers facilitated an Event promoting NIPEC's record keeping resources for the Independent Nursing Homes which had an attendance of forty-five registrants.

NIPEC also had promotional stands at the following events:

- Royal College of Nursing Congress in Waterfront Hall, Belfast;
- Launch of the Public Health Agency's Project Retain, Dunsilly Hotel, Antrim;
- Public Health Agency Transformation of Care Homes, Parish Centre, Seagoe; and
- Northern Health and Social Care Trust's Conference, Tullyglass Hotel, Ballymena.

NIPEC Senior Professional Officers also facilitated specific events related to particular projects which have been reported on separately.

Conclusion

During 2018-2019 NIPEC has continued to maximise the variety and number of opportunities in which to engage with NMC registrants. The statistics collected from NIPEC's website and social media platforms and the increased numbers at the Stakeholder events demonstrates that NIPEC has increased its engagement with frontline staff and a large number of nurses and midwives. This evidence along with the responses to NIPEC's survey questionnaire support NIPEC's revised approach to engage with stakeholders. In addition, it is proposed that the additional temporary Professional staff recruited by NIPEC to progress the transformation projects in 2019-2020 should also help increase the engagement with frontline staff and also maximise opportunities to engage via social media with NMC registrants



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This document can be downloaded from the
NIPEC website <https://nipec.hscni.net/>

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