

Kent Health Watch Draft Marketing and PR Strategy – February 2008

Objective

- To raise awareness of the Kent Health Watch call centre number and website and what it can do for the people of Kent.

Target market

- Public of Kent
- Hospital patients, people visiting GP's/hospitals etc
- Ex-patients, relatives of ex-patients
- NHS/PCT staff

Messages (these need to be carefully clarified)

- Any unresolved complaints or issues about the NHS or Social Care - contact The Kent Health Watch.
- They will help you find your way through the red tape and point you in the right direction.

Unique Selling Point – make one phone call to find the route to take. Only advice line offering this service?

PR strategy

- Given the high news value of this issue, good PR (ie free) should be easily achievable.
- We need to make links with the media partners in Kent and aim for cross media co-operation and backing for this service, ideally signing all media partners up to a campaign. If this is not achievable, we suggest approaching the KM group (it has the largest circulation in Kent) in the first instance to run a campaign similar to Kent on Sunday's Clean Hands Campaign which can include a regular plug for Kent Health Watch.
- We propose getting a high profile supporter such as Cheryl Baker to support Kent Health Watch and the campaign and help to launch it.
- Case studies could be found of people who needed help but didn't know where to go, and once Kent Health Watch was up and running we could find case studies of people who were helped by the service.
- Promotion through hospital radio if we can get permission – unknown whether there is a cost for this.
- We would target local, national media and trade press for a sustained publicity campaign through the excellent contacts we have.
- The launch would see the media invited to the call centre where Cheryl Baker (if we get her on board) and Paul Carter can be interviewed and images/filming of them taking calls.
- We would run an article in Around Kent and could carry a free advert in subsequent issues.
- We would approach Invicta Radio (it reaches 35 % of the population of Kent) to see if we could do a deal whereby we carry their logo on adverts we place and they give us free publicity throughout the day over a set period.

Other areas:

- Articles in-house medical newsletters/hospital magazines aimed at staff
- Articles in First to target KCC staff and on team briefing
- Networking with partners and agencies to raise awareness of Kent Health Watch
- Link website with all relevant partners/agencies, reciprocal links on NHS/PCT websites and other partner websites.
- Consider placing on other relevant websites aimed at hospital/ GP patients?
- Free publicity at events such as County Show where we can put up posters and hand out leaflets (cost of leaflets and posters in addition to costings below though).
- Kent TV coverage (determined by Ten Alps)

Marketing strategy (paid for publicity)

- Posters/leaflets in GP surgeries/hospitals/children's centres/ council offices (district and county)/ libraries – approx 350 sites across Kent – 2,000 posters costs around £500/200,000 leaflets (500 approx in each location) range from £2,500 to £6,000 depending on what we want the leaflet to be like – we suggest A5 double sided which is the cheapest option.
- May be further poster and leaflet costs if we want to publicise at County Show and other events.
- Adverts in medical magazines/newsletters – costs being investigated
- Adverts just after launch on billboards/bus stops - approx £20,000 for two week campaign.
- Radio advertising on Invicta – month long campaign approx £3,500 per week.
- KM campaign - £16,744 per full page ad (covering all paid for and frees)
- Kent on Sunday ad campaign (quarter page ad) = £648 per week = £4,000

Follow-up publicity/marketing

After the initial launch has been publicised, we would need a sustained publicity campaign which could be achieved through the media if they were to come on board for a campaign, through Around Kent which goes through every door in Kent.

There could be additional ongoing advertising costs, perhaps sporadically, and evaluation of numbers of calls and customer satisfaction levels monitored through the call centre and feedback on the web would ascertain when we needed extra publicity and the effectiveness of it.

KCC Communication and Media Centre