

Vale of Leven Hospital Monitoring Group

13 June 2011

Marketing and Promoting Services at the Vale of Leven Hospital: Update

1. Introduction

This paper provides an update on recent activity to ensure residents served by the Vale of Leven Hospital are being kept informed over progress towards delivery of the 'Vision for the Vale.'

2. Web update

The following figures confirm the 'hit-rates' on vale-associated web-pages from October 2010 until 03 June 2011:

	Oct – 19 Nov	20 Nov – Jan 18	Jan 19 – 15 Mar	16 Mar – 03 Jun
Vision for the Vale	2,989	2,358	2,148	2,450
Vale of Leven Hospital	8,096	3,684	6,474	9,505
Vale of Leven Community Maternity Unit	720	820	1,103	1,110
Vale of Leven Monitoring Group	893	156	305	467

3. Media coverage

Positive coverage has been achieved following the submission of a planning application for the new Alexandria Medical Centre. Both the Dumbarton and Vale of Leven Reporter and the Lennox Herald ran positive articles featuring a range of artist impressions. A selection of press coverage is attached at Appendix 1.

Recently local media were invited to the Community Maternity Unit (CMU) after a press release was issued highlighting the unit achieving 100 per cent across all criteria for UNICEF baby friendly accreditation. Your Radio has already run the story with coverage expected in all three local titles.

The NHSGGC Press Desk is also working with the CMU to highlight the service to women in the Milngavie and Bearsden and Clydebank catchments. Plans are currently being developed to highlight to local media in these areas the services offered by the CMU and we are in the process of sourcing personal testimonies of women from these catchments.

A range of other plans are also being developed including promoting the service through Mums Net and Net Mums.

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