**Belfast City Council**

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| **Subject:** | Request to mark the 70th anniversary of the NHS |
| **Date:** | 22 June 2018 |
| **Reporting Officer:** | John Tully, Director of City & Organisational Strategy |
| **Contact Officer:** | Lisa Caldwell, Head of Marketing & Communications |

**Restricted Reports**

**Is this report restricted?**     Yes ☐   No ☒

**If Yes, when will the report become unrestricted?**
**After Committee Decision** ☐
**After Council Decision** ☐
**Some time in the future** ☐
**Never** ☐

**Call-in**

**Is the decision eligible for Call-in?**     Yes ☒   No ☐

| 1.0 | Purpose of Report or Summary of main Issues |
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| 1.1 | Belfast City Council has been asked to help mark the 70th anniversary of the NHS on July 5 with supportive communications messages appropriate for the organisation. |
| 1.2 | The suggested activity would be carried out by the Marketing and Corporate Communications team who have identified possible communications/PR opportunities. |
| **2.0** | **Recommendations** |
| 2.1 | The Committee is asked to:<br><br>• give approval for the suggested communications activity; |

|  |  | • give approval for City Hall to be illuminated in NHS blue on July 5 to celebrate the significant anniversary and, as part of the wider campaign, to mark the anniversary nationwide. |
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| **3.0** | **Main report** | |
| 3.1 | | A request has been received from the Director of NI Confederation for Health and Social Services to help mark the 70$^{th}$ anniversary of the NHS on July 5, 2018.  The NHS is celebrating its 70th birthday this year and during the month of June the HSC will be highlighting some of the key issues facing the health and social care sector in the coming decades. |
| 3.2 | | Activities in June will include a lecture, at QUB, by Professor Rafael Bengoa on June 12 and a Slugger O'Toole panel event on June 19. Trade union colleagues are holding a NHS march on June 30 at Belfast City Hall. |
| 3.3 | | As a friend and partner Belfast City Council has been invited to join the celebrations in a way which is appropriate for the organisation. |
| 3.4 | | The Marketing and Corporate Communications team has considered this request and has suggested a number of possible proactive communications activities for your approval:<br><br>• Tweet a message from @belfastcc Twitter account using the #NHS70 #HSC70 hashtags on July 5 – link to nurses having been awarded the Freedom of the City using relevant content and collateral from the event.<br>• Lighting up Belfast City Hall in NHS blue on July 5 and highlighting via the #BelfastinLights hashtag.<br>• Using Interlink to encourage staff to find out more about joining the organ donation register – with some case studies as appropriate.<br>• Active employees – reflect the anniversary through our Chief Executive's message in the July Team Brief that is issued organisation wide, linking our Active Travel strategy and other health and wellbeing initiatives.<br>• Explore the potential of a staff competition with a prize that reflects the 'being active' theme for the winner.<br>• Promoting any 'give blood' sessions organised for Belfast (City Hall has hosted these in the past) online and offline. |

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| | <ul><li>Internal/external messaging around looking after your mental health – promoting the 'Take 5' message.</li><li>Promoting volunteering opportunities – signposting people to our website to find out more.</li><li>Encouraging council staff to consider organising their own NHS 'Big 7Tea' cuppa/cake morning to raise money for HSC charities.</li><li>Use the 'Happy Birthday NHS' banner on front page of Interlink on July 5.</li><li>Promote health/well-being, Belfast Agenda/Healthy City messages – membership at leisure centres.</li><li>Banners to mark anniversary on home page of website.</li></ul> |
| 3.5 | **Financial & Resource Implications** <br><br> None. The communications activity will be carried out by members of the Marketing and Corporate Communications team as part of their regular work schedule. |
| 3.6 | **Equality or Good Relations Implications** <br><br> There are no equality or good relations issues associated with this report. |
| **4.0** | **Appendices – Documents Attached** |
| | None |