



## ANTONY TIERNAN

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**The campaign to mark the NHS's  
70th birthday – people,  
partnerships, tea + cake**

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EMERGENCY

**NHS** 70  
South East Coast Ambulance Service NHS  
NHS Foundation Trust

Love

Artwork proudly  
sponsored by

UNISON

amb\_pride  
ambulance

- **Objectives**
- **Resources**
- **Partners**
- **Plan**
- **Results**
- **Questions**



# Key objectives



- **Staff to feel valued and to encourage recruitment, retention and return**
- **Public to ‘recommit’ to the core values of the NHS and ‘give us a present’**
- **Show that investment in the NHS is worthwhile**







# Timeline and resources



- **Birthday = 5 July**
- **Started work June 2017**
- **Campaign launched January 2018**
- **Team of four + £25,000**
- **Sponsorship, pro-bono + partners**







#coinhunt

# Partners



- **National steering group**
- **700 NHS bodies**
- **800+ others**
  - **360 local parkruns**
  - **137 NHS charities**
  - **10 sporting bodies**
  - **3 choirs**
  - **1 RHS, Royal Mint and Aardman**









# Plan



- Digital
- Education
- Evaluation
- Events
- Internal communications
- Legacy
- NHS bodies
- Parliamentary
- Press + PR
- Sponsorship







# Results – press + PR



- **Early engagement + support + retirees**
- **280 pieces of national print coverage**
- **90 hours of national broadcast**
  - 10 major programmes broadcast as part of BBC NHS season including 90 minute current affairs special
  - 8 major programmes broadcast as part of ITV NHS season
  - Sky News – week of live broadcasts + debate
- **Significant local and regional coverage**
- **Six major awards ceremonies**











the guardian



#NHS70

Celebrating 70 years of the NHS 1948 to 2018



# Digital – channels



- NHS70 website – focus for digital activity + news
- NHS England website – resources + info for NHS + care staff
- Twitter – communications with staff and to engage public, sharing videos, stories + third party content
  - Live tweeting events + NHS70 TV shows e.g. Pride of NHS
  - Live tweeting + streamed video from Westminster + York
  - @NHS – week of ‘curators’



# Digital – channels



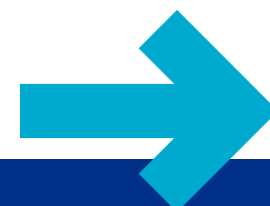
- **LinkedIn – used to promote staff involvement + disseminate info about the campaign, driving traffic to the staff website**
- **Facebook – used to engage public + frames**
- **Snapchat – created a story on the birthday + provided a geo-filter**
- **Kahootz – dedicated site to support collaboration with partners**
- **Youtube playlist**
- **12 films and 50+ graphics + Aardman + Sainsbury's**



# Digital – results



- Facebook reach – 1.7 million
- Twitter reach – 17 million
- Film views – 1.3 million
- Organic posts – 675,000
- 51,000 used the Snapchat filter
- 87% positive
- 2,400 new Twitter followers + 4,000 Facebook (5/7)
- Since January, Twitter has grown 5.4% and Facebook 55.5%.
- Celeb posts + Ethel





Lobke is an NHS play specialist. She cares for children who have cancer, like William who is six.

People say she's an angel. She says she's just doing her job. 🧡💙

On 5 July the NHS turns 70. Please join us in thanking the thousands of NHS staff who make it what it is. #NHS70



36.6K views

**UK Prime Minister** · 05/07/2018

"For 70 years it has been a great British achievement of which we can all be proud. In the years to come I want to make it greater still." - PM

@Theresa\_May speaks at the #NHS70 reception at Downing Street



48K views

**Mayor of London** · 05/07/2018

Today, on behalf of all Londoners, I wish the NHS and every doctor, nurse, porter, cleaner and volunteer who works in this incredible service a very Happy 70th Birthday. London owes you an enormous debt of thanks #NHS70



19K views

**Gary Lineker** · @GaryLineker

The NHS is 70 years old. It's something that we should be immensely proud of and protect at all cost. One of the foremost things that makes Britain Great. #NHS70

05/07/2018, 14:50

4,195 Retweets 24.1K Likes

**@NHS / Nadia** · 05/07/20

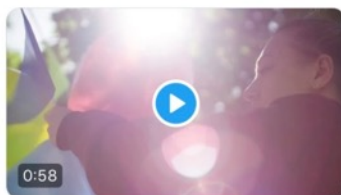
On 5 July 1948, I came into work w shiny shoes and 12p in my pocket. We couldn't believe that healthcare was free, I remember my mam paying the doctor before he would even look at you. It was a joy to know that from that historic day onwards, money wasn't an issue #NHS70



35 2,526 5,333

**Sainsbury's** · @sainsb... · 05/07/2018

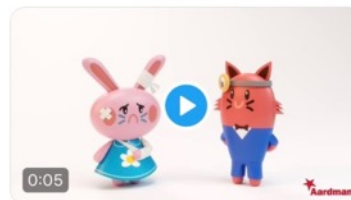
Happy Birthday @NHS. Here's to many more years of helping the nation live well #ILoveTheNHS



5,165 views

**Aardman Animations** · 02/07/2018

We wanted to say a big happy 70th anniversary to the NHS so have created this cute animation to join in with the birthday celebrations. Directed by Danny Capozzi at Aardman! #Aardman #WeDoMoreThanYouThink #NHS70 #ILoveNHS



32K views

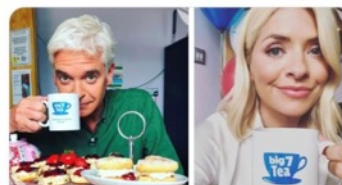
18 599 1,179

**This Morning** · @this... · 05/07/2018

Raising a cuppa to say Happy Birthday NHS! #NHS70

Thanks for having us @ImperialNHS

@Schofe @hollywills



**BBC Radio 4 Today** · 05/07/2018

'It will relieve your money worries in time of illness'. This is the original leaflet which introduced the NHS for the first time in 1948, as shown here by chief executive of @NHSEngland, Simon Stevens #r4today #NHS70



**Gary Younge** · @gary... · 22/06/2018

This is the passport my mother came to Britain with from Barbados. Like so many other immigrants she worked for the NHS. It couldn't have survived without them. #Windrush70 #NHS70



41 618 2,504

**Theresa May** · @there... · 05/07/2018

The NHS was there for me when I was diagnosed with Type 1 diabetes. I would not be doing the job I am doing today without that support. Thank you – and happy birthday. #NHS70



36.3K views

**Sky News** · @SkyNews · 05/07/2018

"The reason why the health service does so well is frankly due to the brilliance of the staff" - #NHS chief executive's praise as the institution celebrates its 70th birthday #NHS70



Staff praised for 'brilliance' as NHS turns 70

news.sky.com



# United Kingdom trends

1 #NHS70 

55.6K Tweets

 @GeorgieAgass, @bmj\_latest and 2 more are Tweeting about this

2 Happy Birthday NHS

14.4K Tweets

3 #ThursdayThoughts

21.1K Tweets

4 Jaguar Land Rover

11.9K Tweets

bloomberg.com

Jaguar Land Rover Warns U.K. of \$106 Billion 'Bad Brexit' Toll



5 Novichok



Eden Project @edenpro... · 05/07/2018 ✓

Happy 70th birthday NHS! Our Biomes have gone blue tonight in support

#NHS70  #LightUpBlue



Wimbledon  
@Wimbledon

A pleasure to welcome Professor Dame Elizabeth Nneka Anionwu to the Royal Box today...

#NHS70 

#Wimbledon



ITV News @itvnews · 05/07/2018  
Landmarks across the country have been lit up blue to celebrate 70 years of the NHS #NHS70Birthday [bit.ly/2NqrNHM](http://bit.ly/2NqrNHM)



12.7K views



Jeremy Corbyn @jer... · 07/07/2018  
It was a pleasure to meet NHS workers in Grays in Thurrock today.


The NHS's 70th birthday is a wonderful opportunity to celebrate our country's greatest institution and the hardworking staff who make it the greatest healthcare system in the world.

#NHS70  #OurNHS70



Russell Brand @rust... · 05/07/2018 ✓  
Happy Birthday NHS!!!  
#NHS70Birthday



Emma Bunton @Em... · 05/07/2018 ✓  
Happy Birthday NHS! Thank you to all the incredible staff across the @RoyalFreeNHS who are supporting and caring for us every day ##NHS70  and #NHSHeroes

5

29

222





# Results – NHS Big 7 Tea



- **137 NHS charities signed up**
- **Celeb support**
- **4,000 tea parties**
- **£160,000 raised**
- **Excellent social + local press coverage**
- **Annual event**







# parkrun for the NHS



- 360+ events
- 146,000 participants – 16% increase
- 135,381 walkers/runners + 11,188 volunteers
- 8,942 taking part for the first time
- 500+ newspaper articles
- 561,000 Twitter + 706,000 Facebook impressions
- Longer term partnerships







# Results – other



- **History projects + Windrush70**
- **100 senior leaders ‘back to school’**
- **200 buildings went blue**
- **754 MP nominations for awards**
- **150,000 entries to staff competitions**
- **4,000 staff at Westminster + York**
- **Queen + PM at Chelsea + 2019/20**





# WEST HAM UNITED



## #NHS70

[www.nhs70.nhs.uk](http://www.nhs70.nhs.uk)

FOOTBALL  
A B C  
L J K  
D E F  
G H

WORLD  
16

WORLD  
16

# Questions?



# Evaluation



- **Department of Health: NHS staff survey (annual survey) – SUMMER**
- **Department of Health: Ipsos MORI public perceptions of the NHS and social care survey (annual survey) – SPRING**
- **NHS England: Reptrack survey (annual survey) – WINTER**
- **NHS England: MP Survey (Ipsos MORI) – WINTER**
- **Hanover Health tracker – AUTUMN**

