

Appendix 3: Wantage Community Hospital engagement activity

The Oxford Health NHS Foundation Trust (Oxford Health) communications team undertook a range of work in support of the Wantage Community Hospital engagement programme.

This comprised:

- Social Media posts
- Supporting website content
- Newsletter content
- Graphic design (posters/ flyers and images for social media)
- Media liaison

Links to the relevant posts or pages are provided where available.

Social media

The Trust published more than 30 social media posts– significantly more posts than for any other Trust or partnership initiative. Partner organisations were asked to retweet or repost some posts and ICBs provided additional support by placing promoted (paid for) Facebook posts.

Below is a detailed list of the posts published by Oxford Health (unless otherwise indicated).

X (formerly known as Twitter)

[Still time to have your say](#) – November 1 - views 240

[Have your say in person and survey](#) – October 26 - views 1073

[Calling parents for online focus groups](#) – October 17 - views 238

[Have your say](#) – October 13 - 2285 views

[Online focus groups](#) – October 11 - 238 views

[We want your views](#) – Oct 9 - 1105 views

Facebook/ Instagram

The list below is not comprehensive as we are unable to access the full details of all posts at the time of writing. However, the total number of posts on Facebook and Instagram is 21. The lists below includes the examples that can be accessed.

A number of posts were also shared by both Oxford Health and the wider stakeholder group members directly to Wantage-related Facebook groups.

[Still time to have your say](#) – 1 November

[In person event and survey reminder](#) – 27 October

[In person and survey reminder](#) – (BOB ICB promoted post) - 25 October

[Calling on parents](#) – 17 October

[Calling on parents](#) – 11 October

[Calling on residents](#) – 9 October

Web site content

9 October - <https://www.oxfordhealth.nhs.uk/news/wantage-we-want-your-views/>

11 October - <https://www.oxfordhealth.nhs.uk/news/opportunity-for-families-with-children-and-young-people-along-with-adults-18-to-40-to-have-their-say-on-wantage-community-hospital/>

13 October - <https://www.oxfordhealth.nhs.uk/news/wantage-community-hospital-your-views-wanted> (issued directly to the local media as a press release and reproduced on the website)

18 October - Wantage Town Council <https://wantagecouncil.gov.uk/notices/>

Media

The story was covered by BBC Radio Oxford, [Oxford Mail](#) (x2), [Wantage Herald](#) (x2), Jack FM.

LinkedIn

Links to full posts not accessible.

Have your say – 26 October

Calling parents – 17 October

Parents and families – 11 October

General post – 9 October

Nextdoor (posted by BOB ICB)

[In person event](#) – 25 October

[We want your views](#) – 11 October

Other

A promotional story was included in the Oxford Health all staff email Bulletin on two occasions and also appeared in the [Vale of White Horse residents' newsletter](#).

Local councils, community groups and schools were also sent information on email with a request to share via their networks.

Schools: Charlton Vale Academy, Fitzwaryn, Grove CE, King Alfred's Academy, Millbrook Primary, Hanney CE, St Nicholas CE, Stockham Primary, Hendreds CE, Ridgeway CE, Wantage CE, Wantage Primary Academy.

Churches: Wantage and Grove Church Partnership, Wantage Parish, Wantage Community Church, Wantage Baptist Church, Portsmouth Diocese (covering Oxfordshire), Grove Free Evangelical Church, Vale Benefice.

Councils: 69 councils in the area were emailed using [contact information from the Oxfordshire County Council website](#).

Local community groups: Information on the engagement was shared by the Community Development Officer at the Vale of White Horse District Council specifically for Kingsgrove and Wellington Gate.

Healthwatch: an update was shared through the Healthwatch website <https://healthwatchoxfordshire.co.uk/news/wantage-community-hospital-future-services-public-engagement-sessions/>

Oxford Health's public membership database was interrogated for those with an OX12 postcode and a verified email address. 146 people on the public members' database were confirmed as meeting these criteria and the invite to the Wantage engagement events was sent by email to these 146 people on 25 September 2023.

A [poster was designed to promote the various events and online survey detailing the dates and featuring a QR code to give direct access to the online survey](#).

As detailed elsewhere a page on the BOB ICB interactive engagement platform, [YourVoiceBOB](#), was published which included information on the engagement programme (context and FAQs), contact details and forms for people to sign-up to in-person and online engagement events.

The page was used to host the programme's online survey, which launched on 5 October and closed on 6 November 2023.

A total of 7 responses about the survey were received by Oxford Health via email and 11 people made contact to confirm they would like to be kept informed of next steps regarding the project.