

Communications, Engagement, Arts and Health Charity

ACTIVITY DURING COVID-19
MARCH 2020 - APRIL 2021



Press and Media



OVER 750 MEDIA ENQUIRIES
RESPONDED TO



OVER 300 FILMING AND
INTERVIEW REQUESTS.

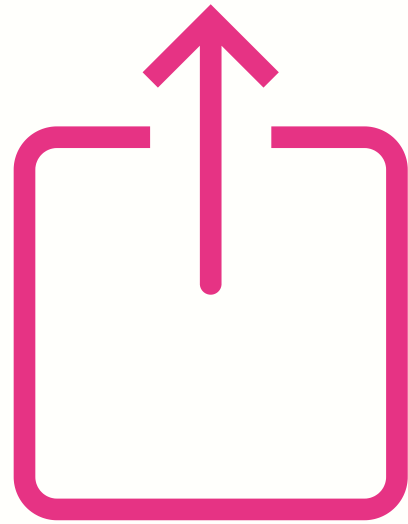


OVER 1,000 NEWS STORIES
FEATURING CARDIFF AND
VALE UHB*

*ESTIMATE BASED ON
GOOGLE ANALYTICS



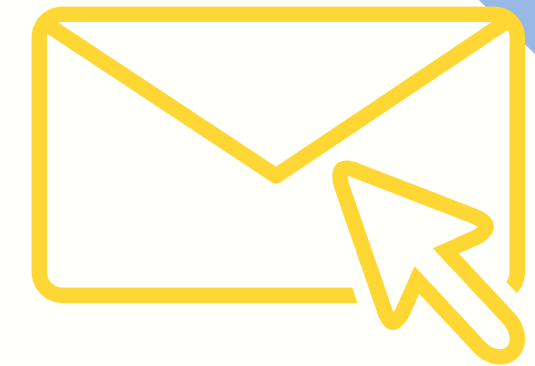
Internal/Stakeholder Communications



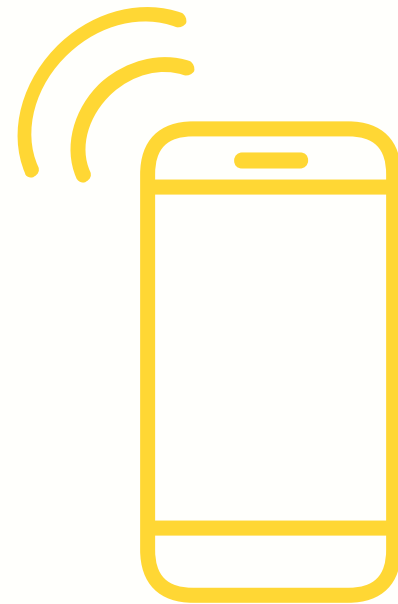
650 UPLOADS RELATING TO COVID-19 TO INTRANET AND TOTAL REDESIGN OF COVID INTRANET PAGES



180 CEO CONNECTS COVID-19 UPDATES WRITTEN



55 ISSUES OF WEEKLY CEO CONNECTS WRITTEN



STAFF CONNECTS APP PROCURED, DEVELOPED AND LAUNCHED IN A MATTER OF DAYS. HAS APPROXIMATELY 4000 USERS.



20 C-19 STAKEHOLDER BRIEFS WRITTEN TO MSS AND MPS.





Social Media

(ALL CHANNELS)







- TOTAL SOCIAL MEDIA REACH: **38.9 MILLION** (UP **149%** COMPARED WITH PREVIOUS YEAR)
- NEW SOCIAL MEDIA FOLLOWERS: **22,288** (UP **105%** COMPARED WITH PREVIOUS YEAR)





Twitter






COMPARISON WITH
PREVIOUS YEAR

- TOTAL TWEETS: 4,159 (UP 20.8%) 
 - 799 VIDEOS (UP 139%) 
 - 2,594 PHOTOS / GRAPHICS (UP 1%) 
- TOTAL ENGAGEMENT (LIKES/RETWEETS ETC.): 570,030 (UP 283%) 
- TOTAL LINK CLICKS: 37,829 (UP 221%) 
- NET FOLLOWER GROWTH: 5,969 (UP 441%) 



Facebook

COMPARISON WITH PREVIOUS YEAR

- TOTAL POSTS: 4,050 (UP 406%) 
 - 1,061 VIDEOS (UP 453%) 
 - 2,725 PHOTOS / GRAPHICS (UP 378%) 
- TOTAL ENGAGEMENT (LIKES/COMMENTS ETC.): 1,698,705 (UP 129%) 
- TOTAL LINK CLICKS: 92,463 (UP 129%) 
- NET FOLLOWER GROWTH: 9596 (UP 184%) 



Other Achievements



- 20,000-word COVID-19 Discovery Report written
- 14 COVID-themed podcasts recorded with over 4,000 listens.
- Over 5 Terabytes (5million megabytes) of video footage shot (roughly 100,000 minutes).
- Transfer and refresh of UHB website (over 2,000 pages) to new content management system.
- Launch of Welsh Language social media channels and website.

Major projects supported



Phone First

Stay Safe

Right Place,
First Time

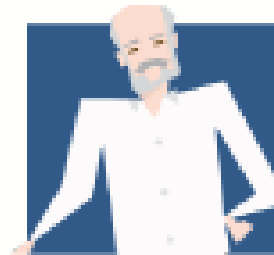


SEFYDLIAD
CALON Y DDRAIG
DRAGON'S HEART
INSTITUTE



Test • Trace • Protect
Profi • Olrhain • Diogelu

COVID-19 Mass
Vaccination



Cardiff and Vale
University Health Board
Keeping Me Well

Meddwl
Think
Cymraeg
Welsh



Shaping our Future
Clinical Services



SOUTH EAST WALES
VASCULAR NETWORK



Partneriaeth
Genomeg
Cymru
Genomics
Partnership
Wales



AWMGS



Yr Academi
Lledaeniad a Graddfa
The Spread and
Scale Academy



Health Charity



- Over **£840,000** received from NHS Charities Together
- Over **£103,000** raised through #SpreadTheLove campaign
- Over **200** donations made via new website

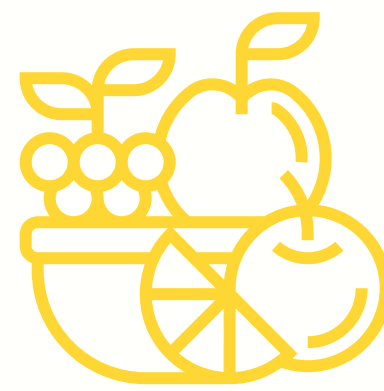


Health Charity

Improving staff and patient wellbeing



200 TREAT BAGS
GIVEN TO STAFF



630 FRUIT BOXES
DELIVERED



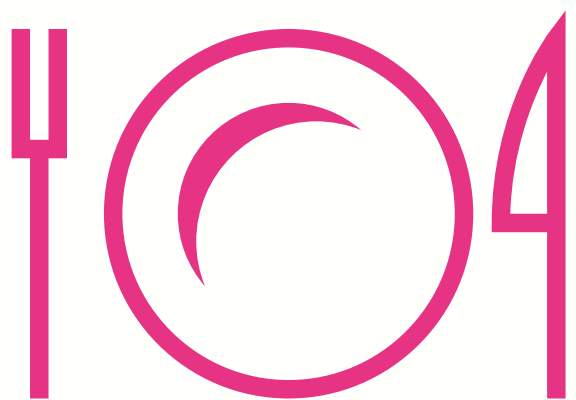
20 VE DAY
CELEBRATION KITS
GIVEN TO WARDS



4 STAFF HAVENS
ESTABLISHED



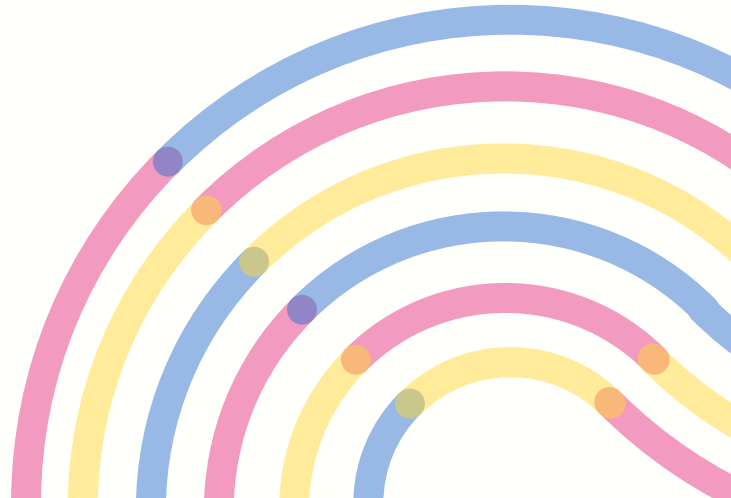
OVER 20,000 BOTTLES
OF WATER GIVEN TO
STAFF



OVER 70,000 MEALS
GIVEN TO STAFF



SUPPORTED 45 STAFF
WELLBEING PROJECTS





Arts Team

A YEAR OF FIRSTS



- Appointing the **first Arts & Business Cymru Intern**, Bex Betton
- Commissioned **its first book**, *2020 Diary of Nathan Wyburn*
- Held its **first online art sale**
- Won an **Arts & Business Cymru Award** for its work with Rubicon

Arts and Health Charity Impact

- Over **1.8m** impressions on Facebook
- Over **2.1m** impressions on Twitter
- **216** media articles featuring Cardiff & Vale Health Charity
- **7** TV news items
- **6** newspaper articles including front and double page stories featuring Cardiff & Vale Health Charity