

Public Relations Strategy 2020

A formative approach

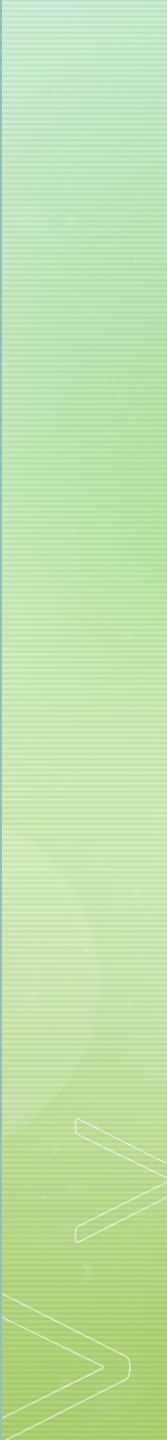


What is PR for Arthur Ellis

- Improving and maintaining your credentials
- Influencing Policy MP for Loneliness
- Employees
- Stakeholders
- Location
- Sector
- Related sectors



PR and Business Mission

- Match the tone of voice with business mission
 - Synchronise with the business ethos
 - Leverage up business's USP
 - Match business values and transmit positive stories
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Public Relation Model

- Towards two-way symmetrical modelling
- Two-way balanced effect
- Formative: Show evaluation of understanding (NHS stories)
- Stakeholders: NHS leaders, GP affiliations, Recruiters of NHS staff, Nursing University & Colleges, Private sectors corporates
- Target Market is different (marketing)

PR Goals

- We create a subconscious and conscious link in people's headspace to recall Arthur Ellis. Like the KFC effect.
- I was hungry - I needed a satisfying, tasty, quick, easy to get hold off meal, affordable, no questions asked. Effective.
- One day, it will be the Arthur Ellis Effect. I was in a mental fray – I needed a go-to mentor, no questions asked, affordable, rapid, effective, satisfying solution. #IndependentfromIllness



▼ Stakeholders

Stakeholders

- Employees
- Investors
- Non-Executive Directors
- Principal Partners
- Government Relationships, Loneliness MP
- Governing Bodies, Clinical,
- Education Bodies, Royal College of Psychology, Education Trusts
- Mental health agencies – YIS,



Public Relations Target Markets

- TRADE publications, magazines, affiliations,
- Wellbeing publications, bloggers



Public Relations Target Markets

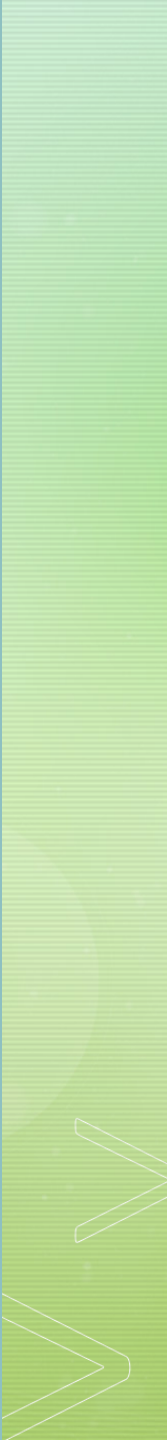
- Public Arena
- Previous clients, businesses, individuals.
- Where to reach potential clients?
- Social Media influencers
- Social bloggers
- Supporters of mental health The Royal Family

CORPORATE GOAL

- During the COVID-19 health crisis the goal for Arthur Ellis is to Support Our NHS Frontline from having a mental health crisis after the dramatic strain on nurses and doctors.
- OTHER - Out of the 3,838 children currently going with their needs unmet, our goal is - #MHS200 Query MHS?
- To provide free, 1:1 support to 200 children in 2020 by delivering our training into businesses in and around Milton Keynes.



COMPETITORS

- Marketing to do a competitor analysis
 - SWOT analysis
 - Identify our brand and USP, ethos, our differences
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Problem

- COVID-19 lockdown has caused dramatic economic turn down, businesses closed, staff to be furloughed, industries closed.
- Communication channels have changed. Usual life has been put on hold. Unprecedented - Thousands of people have died.
- Fund raising for the NHS is saturated. April 28th Frontline19 launched by NHS and a campaign supported by HRH Duke and Duchess of Cambridge. The Guardian also covered the strain on mental health.

Opportunity

- The NHS employs 1.5 million people, globally
- In 2019, 661,000 nurses in employment in the UK
- Nursing Recruitment Agency is providing 24,000 to the NHS – a sales connection between Jon/Josh April 21 2020.
- Arthur Ellis was approached by MKBL Hospital Trust to provide Mental health de-briefing sessions.
- MK Council and Carers is also an opportunity going forward



PR OBJECTIVES

- To raise £30,000 for the #SupportOurNHSFrontline project by the end of August 2020 to enable Arthur Ellis to provide the sessions required to fulfil the vision.

Situation Analysis

- In place we have Fund raising Campaign by Amy.
- Social media targets set my Amy. 123 marketing to aim for this.
- We are growing (%) we are offering are services to more people, we are targeting the NHS this year.
- The industry big names are MindUK, NHS Frontline19, Inhouse trainers, NHS
- Frontline19 was set up by a small team of experienced psychotherapists as a crisis response to the COVID-19 epidemic. We are working in partnership with Helpforce and we are guided by a [steering committee](#) of industry professionals.
- The industry body has partnered with The Royal Foundation's Heads Together campaign for the special initiative, which will bring together the expertise of 10 mental health charities: The Anna Freud Centre; Best Beginnings; CALM; Place2Be; The Mix; Mind; Shout, YoungMinds; and both Combat Stress and Help for Heroes as part of the Contact collaboration. Heads Together is a campaign run by The Royal Foundation of The Duke and Duchess of Cambridge, which works with these leading mental health charities in the UK to change the conversation on mental health.

Implementation

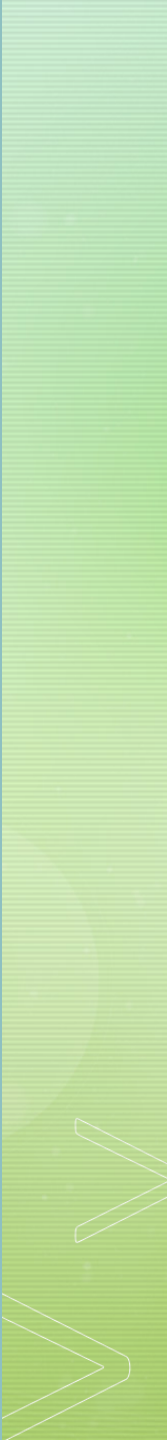
- PR to target stakeholders - who we need to influence and what the message is each one of them.
- PR with Marketing team to target media – which publications/channels/sites/social media do we use to get our message across.
- Budget - how much we have to spend. Just on the campaign

PR and MARKETING OBJECTIVES

- How we show our success SMART OBJECTIVES
- 5 press releases featured in 5 NHS related publications about our service to NHS staff, by end of August. Measure the number of website visits.
- 1 TV appearance with Jon being interviewed about his organization, by end of August. Measure website traffic.
- 1 Event for National Mental health awareness week May 18-24 2020. Theme is kindness. Acts of kindness. The media team making video packages of Jon and others in his team doing acts of kindness. Use Facebook live and achieve reach and impressions with Live Video Workshops. Measure impressions, reach, retweets and website traffic.
- To have 50 sign-ins at the live Facebook digital event from regional and local businesses. Measure by attendees and interaction.
- www.mentalhealth.org.uk And we want to start a discussion on the kind of society we want to shape as we emerge from the coronavirus pandemic.



EVENT

- The event we're actually going to mount and the activity surrounding it.
 - Plan a calendar of activity, milestones and scope of plan on a gant chart. (See attached chart)
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Event ideas

- Kindness is the theme so we giveaway a mental health strategy
- For example, a tool from the tool box, like anchoring, discounting, Wheel of life, I'm OK your OK theory
- Ping Jar! How to anchor yourself by collecting a comment someone says about you?
- Giveaways friendship bracelets made by Jo, Jon and the team
- The wheel of Life workshops
- I'm OK your OK theory workshops
- Digital talks on kindness, What is kindness, what if your not feeling kind?

EVALUATION

- How we measure our objectives
- 5 press releases featured in 5 NHS related publications about our service to NHS staff, by end of August – request copy of published article. Measure by website visits.
- 1 TV appearance with Jon being interviewed about his organization, by end of August – Video live stream the interview. Measure website traffic.
- 1 Event for National Mental health awareness week May 18-24 2020. Theme is kindness. Acts of kindness. Use Facebook live and achieve reach and impressions with Live Video Workshops. Record acts of kindness performed by Jon and his team and upload to social media. Use Facebook live and achieve reach and impressions with Live Video Workshops. Measure impressions, reach, retweets and website traffic.
- To have 50 sign-ins at the digital event from regional and local businesses. Measure by attendees and interaction.