

A close-up photograph of a chocolate cake with a bite taken out of it, revealing a moist interior. Several fresh, bright red strawberries with green leaves are scattered around the cake on a dark, textured surface. The lighting is dramatic, highlighting the textures of the cake and the freshness of the fruit.

Open Door PR





Improving the image of Hospital food

Gail Walker Open Door PR

The public perception of hospital food is often a far cry from the reality of what caterers deliver every day to patients, staff and visitors

How are we working with the HCA to improve the image of hospital food



Public perception

Hospital food is in CRISIS

Public perception

More negative than positive

Underfunded - 'prisoners get more'

Bland

Doesn't suit my diet

Inaccessible

Inedible

Unrecognisable

Emotional response: Angry, frustrated, furious, exasperated, indignant

Hungry or thirsty

You can do 100 good things but will only be remembered for a bad thing

Complaining about hospital food is a deeply entrenched UK pastime



National press

'Hospital meals worth 89p shame NHS'

Daily Mail

'NHS Hospital food turns patients off their dinner'

Daily Mail

'Hospital food still makes one in four patients feel sick'

Evening Standard

'Chef James Martin looks at some NHS hospital food disasters'

Daily Mail

'Patient with Down's Syndrome died after hospital 'left him without food for 20 days'

The Sun



HCA response

It's complicated...

In a soundbite...

What you do well

- 365 day service
- Voluntary organisation
- Context: Volume of delivery. On Christmas day in England alone, you served 400,000 hospital Christmas dinners
- Most hospitals feed patients three times a day, on less than £5 per patient
- At the 'coalface' of Government legislation – it starts in the NHS
- Hospital caterers have a wider social responsibility than all other caterers in the UK
- 2017 Hospital Food Standards survey noted 89.2% patients thought the food was 'good' or 'very good' – a 5.3% improvement from 2013 – food is constantly improving

Challenges to delivery

- Downward financial pressures
- Price per person per day
- Under staffing, lack of resources
- Loss of control at ward level
- Impact of rapidly expanding specialist diets
- Procurement pressures
- Meteoric rise increase of patients presenting with preventable nutritional diseases such as malnutrition and obesity
- Increase in hospitals sending patients home in the night
- Removal of canteens and staff dining opportunities
- Impact of commercial outlets
- Sugar tax
- Regulations
- Allergens
- Brexit, food security
- NHS red tape
- The human factor – people do make mistakes

Reality and crisis response



- 'Golden Hour'
- Chairman is everything
- Recognise – Regret – Resolve
- Don't blame someone else
- Protect your license to operate
- Tone of voice, emotional honesty, speed
- Limited leverage to stop the story – big brands have expensive lawyers, injunctions, and can 'barter' their way out of a negative story
- Promote and protect
- 'On background'

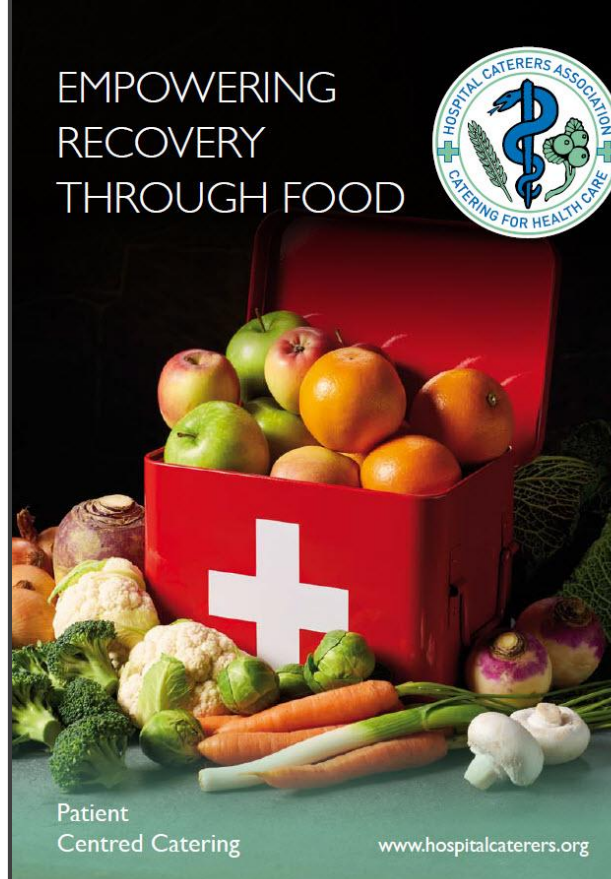
What can we do

PROACTIVE WORK

- Flood the media true facts around challenges faced
- Flood the landscape with good news stories
- Share the amazing work you do
- Highlight key platforms
- Promote your campaigns
- Enter you into awards
- Promote the forum
- Case studies
- Highlight the HCA is a voluntary organisation

It all starts in the trade press





Food is medicine
Empowering recovery through food

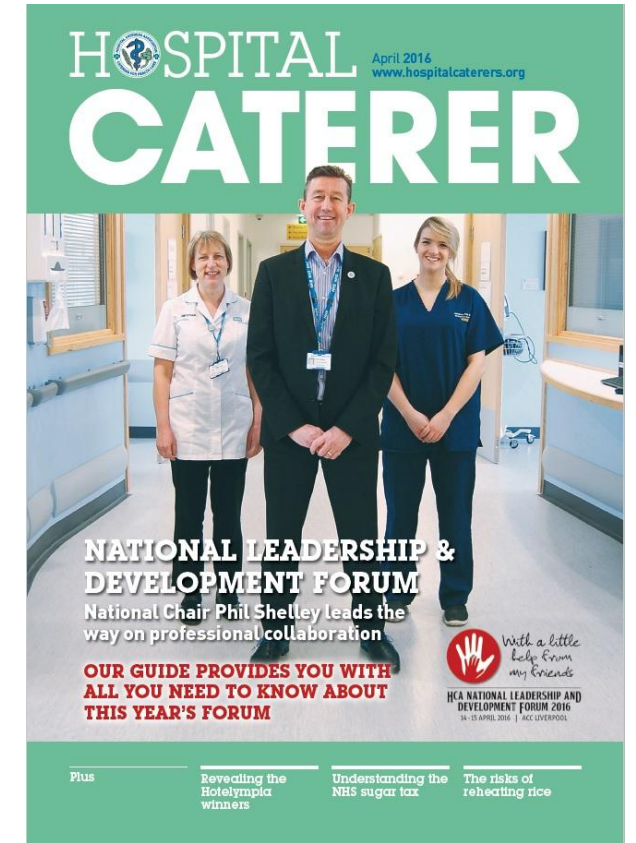


Adverts in trade magazines
Editorial images
Image use for reports, website etc..
Magazine front covers

Postcards
Strut cards
Posters
Artwork on ward trolleys

Power of Three Last Nine Yards





Power of Three



Media impact

- In three years more than ten front cover splashes
- Positive coverage in all major broadsheets including Sunday Times, Independent, Telegraph, Guardian, Observer, Daily Mail, Daily Express etc..
- Positive coverage on broadcast platforms including BBC Television, BBC Radio, Sky News etc..
- Strong and ever increasing support from trade press
- In 2018 alone:

• Coverage published	246
• Online readership	4.05Billion
• Coverage views	3.92Million
• Print circulation	775.2K
• Average turn down	5-10



HCA national impact and influence



- Campaigning and collaborating with high profile people. This includes Dr Rupy Aujla, to increase nutritional training on Doctors syllabus
- Successfully campaigned for protected meal times, away from locked door policy
- Successful promotion of Malnutrition Universal Screening Tool
- HCA consulting at a high level with NHS England – sugar tax, PFI etc..
- Recognition for cores campaigns, such as Power of 3, Food is medicine and Last 9 Yards.
- In partnership with NACC & IOH launched Level 2 professional qualification
- HCA members worked on BDA's Nutrition and Hydration Digest
- Campaigned for mandatory nutritional food standards – resulted in Labour Party launching a pledge to implement this at HCA forum
- In 2019 collaborating on new hospital food standards

What can you do?

Talk to us

Negative and positive

Hospital Caterer & website news
Lansdowne Publishing

Editor: Judith Hindley
E: judith@lansdownepublishing.com

- Branch news
- Retirements, long service, anniversaries etc...
- Local news
- Charity events
- Local award wins
- Good news stories

Open Door PR
HCA's PR Company

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National stories

Power of 3, Last 9 yards, Food is medicine, Nutrition & Hydration 365

New legislation or updates

ERIC data, government reports, sugar tax, waste, recruitment , Brexit, food safety, food shortages, national menus, Foodbuy, procurement, PFI, contract changes, allergen updates, hospital food standards