

DEPARTMENT OF HEALTH DRIVES AWARENESS AND RECORD BREAKING ENGAGEMENT WITH HEALTH AND CARE CAMPAIGNS.

SITUATION

Improve public awareness about important issues across central government.

After the new health and care system became fully operational in 2013, the Department of Health (DH) renewed its focus as a curator of health and care news to improve awareness around important health issues. DH knew it needed to support this awareness by implementing a strategic proactive communications plan, ensuring the right information was reaching its target audience. The Department wanted to uncover key players and target audiences within its campaigns and continually measure and improve how well it was reaching and engaging its audience with health information.

SOLUTION

Campaign communications strategy coupled with robust outreach tools drives Web traffic & awareness.

The Department of Health has multiple health campaign sites, based on priorities set by the Secretary of State, to help focus its efforts on driving awareness around important health issues. These campaigns centre on topics like dementia, technology in health care, and more. However, DH wanted to make an impact on how many people see and interact with the campaign information.

In order to foster a relationship with its campaign audience members and keep them informed of updates, DH brought in GovDelivery to drive engagement through proactive communications to audience members.



Department of Health

ABOUT

Department of Health (DH) is a ministerial department, supported by 23 agencies and public bodies. The department employs 2,160 staff who work in locations across the country. Essentially, DH helps people to live better for longer by making sure people have the support, care and treatment they need, with the compassion, respect and dignity they deserve.

One of these campaigns was the Dementia Challenge. The Dementia Challenge is an ambitious programme of work designed to make a real difference to the lives of people with dementia and their families and caregivers. The Dementia Challenge site provides information about the challenge and the work being done on dementia by the government and partners in the health system and the third sector. DH also uses the site to host live coverage of the G8 dementia summit.

The Department uses digital outreach tools from GovDelivery to support this campaign by sending out automated, regular updates from the Dementia Challenge site.



RESULTS

Increase in consumption of Social Care resources.

GovDelivery is the top source of referral traffic (visits that do not come through search engines) to the Dementia Challenge site and other DH sites. More than 50% of referral traffic to the site comes from GovDelivery. The Dementia Challenge site has more than 9.5K email subscribers as of January 2015, compared with 2.5K email subscribers in January 2013. The open rate is 17%, demonstrating more people informed of and engaged with Dementia Challenge resources.

The Department is also nearing its goal of getting 100K people signed up to receive its communications through GovDelivery, helping expand its outreach and increase awareness of health and care news. This digital audience continues to engage with DH’s regular communications. One of the yearly user surveys for recipients of DH’s social care campaign supported the continued need for email communications from the Department. Respondents reported that they wanted to receive regular, targeted, social care news from DH and email was cited as the preferred method of delivery.

DH has been able to maintain continual growth to this audience using the GovDelivery Network. The GovDelivery Network is a world wide community of 90 million citizens digital engaged with all levels of government. Operating similar to major online retailers that advertise products that might interest you based on your purchase history, the



REAL-WORLD EXAMPLE

GovDelivery has proven highly effective in driving new visitors to DH blog sites, specifically the Social Care News blog, which inherited a subscriber base of around 6,300 people in April 2012 and has since more than doubled its readership. Its success can be attributed in part to the monthly newsletter round up, distributed using GovDelivery, which reprises the top blog posts from the previous month. Because of its success engaging a larger audience, initial scepticism has given way to awareness of the importance of blogging and email as channels for effective sector engagement.

Network displays topics from relevant government organisations after an individual signs up for messages from the original organisation. In 2014, DH saw a 273% increase in subscribers opting in to its alerts via the Network. By networking with health related organisations like HSE, Food Standards Agency, Public Health England, MHRA and a host of local authorities across the UK, DH increased the size of its audience by nearly 15K people in the last 12 months, increasing awareness of key health issues.



METRICS

93K PEOPLE SUBSCRIBED

273% AUDIENCE INCREASE VIA THE NETWORK

867K EMAIL OPENS & CLICK-THROUGHS

ABOUT GOVDelivery

GovDelivery empowers government to create better lives for more people. More than 1,000 organisations worldwide use the GovDelivery platform and network to inform and engage over 90 million people. GovDelivery is the only digital marketing platform built exclusively for public sector organisations in order to promote usage of services, enhance public awareness, and increase the contributions and involvement of citizen communities.