

# MEDIA RELEASE

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## Communications Team up for 4 national awards

Leicestershire Partnership NHS Trust's (LPT) communications team are up for four prestigious industry awards. They have been shortlisted for

- Best website – Health for Kids ([www.healthforkids.co.uk](http://www.healthforkids.co.uk))
- Best use of social media – animated kids flu films using thunderclap
- Best use of Innovation in Communication – ChatHealth messaging service
- Best Visual Brand – Meals on Heals breastfeeding campaign

All four projects have been recognised by the Association of Healthcare Communications and Marketing (AHCM) Awards, having fought off a number of entries to make it to the top four or five in their category.

Dr Peter Miller, Chief Executive of LPT, said: “The communications team work tremendously hard to raise the profile of the Trust and it is always brilliant to hear when their work is appreciated. I am delighted that they have been recognised and commended for their efforts.”

Fraser Woodward, chair of the AHCM, said: “These are the only awards that recognise and reward excellence in NHS communications, marketing and engagement. The calibre of the entries this year has been high.”

The health for kids website - [www.healthforkids.co.uk](http://www.healthforkids.co.uk) - is an NHS first; written especially for primary school children to help them learn about their health and staying healthy. The website has already had over 12,000 unique visitors since being launched in July and features interactive content, games and quizzes from school nursing teams.

The animated films for the childhood nasal flu vaccinations – ‘Flu Heroes’ and ‘Pass it on, But not the Flu’ were created in a fun way to prepare children and young people ahead of the largest flu pilot in the country coming to their schools. They can be viewed on the stopping flu page of the health for kids website or on the LPT youtube page.

The Chathealth messaging service is a pioneering text messaging service enabling young people to contact their school nurse for advice in a secure, confidential manner. This has transformed the way young people are able to access and interact with their school nurse.

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The 'meals on heels' breastfeeding campaign uses striking imagery from real young mums, that empowers mothers with their infantfeeding choices and celebrates them with the strapline: "I make milk, what's your superpower?" The campaign launched with a breastfeeding flashmob last year and introduced a 'mealonheels' mobile app to help parents locate local support and breastfeeding friendly venues.

The AHCM is the primary independent network for people working in healthcare communications, public engagement and marketing for the NHS.

The winners will be announced at the awards ceremony at the City Hilton Leeds on Thursday, 20th November.

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**Notes to Editors:**

**Leicestershire Partnership NHS Trust (LPT)** provides a range of health and wellbeing services mainly for people living Leicester, Leicestershire and Rutland. The Trust serves a population of one million, has a budget in excess of £267 million and employs approximately 5,400 staff. For more information visit [www.leicspart.nhs.uk](http://www.leicspart.nhs.uk)

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