

Communications report summary (1 March 2021 – 18 May 2021)

We had **10,983** visits to our website during this period, with **7,681** individual 'unique' page views.

For context, the previous 3-month period, our website had **10,590 visits**. So there has been a slight decrease in the number of traffic to the website. This may be due to reduced staff capacity and therefore less content being generated compared to the month's previously.

Pages most viewed on the website during this period were:

- [Kingston Covid-19 vaccine programme](#) with 490 unique page views
- [Share your views](#) with 329 unique page views
- ['Rapid result Covid-19 testing for key front-line staff'](#) with 297 unique page views
- [Parking now free for blue badge holders at Kingston hospital](#) with 196 page views
- [Vaccine survey](#) with 181 unique page views
- [Time to Change Kingston](#) with 144 unique page views

Once again, the most popular items are centred around information about the Covid-19 vaccine. Our surveys and 'have your say' webpages are also popular and this will be due to the conscious effort we have made to publicise these areas of work. Time to Change Kingston continues to be popular but this will no doubt change in time following Mind in Kingston's adoption of the role.

Healthwatch Kingston's communication aims

These can be divided into three areas: reactive, promotional, and participation. Over the past three months, we have achieved the following in these areas:

Reactive

We invited Kingston's Maternity Voices Partnership to come and speak about maternity services and new parent's health and wellbeing during the pandemic, at our last Open Meeting.

Promotional

A lot of the promotional work we are doing at the moment is around the vaccine and wider comms about the pandemic as we go through the stages of Government's roadmap out of lockdown. We continue to work alongside local stakeholders such as Kingston Hospital, the CCG, Kingston Council and voluntary organisations.

Participation

We continued to promote our [Covid-19 vaccine survey](#) during this period and are now collecting and analysing the data, which will be published soon.