

# Public Trust in Charities & Opportunities for Hospitals

**Presentation by:** Catherine Heaney,  
Managing Director, DHR Communications

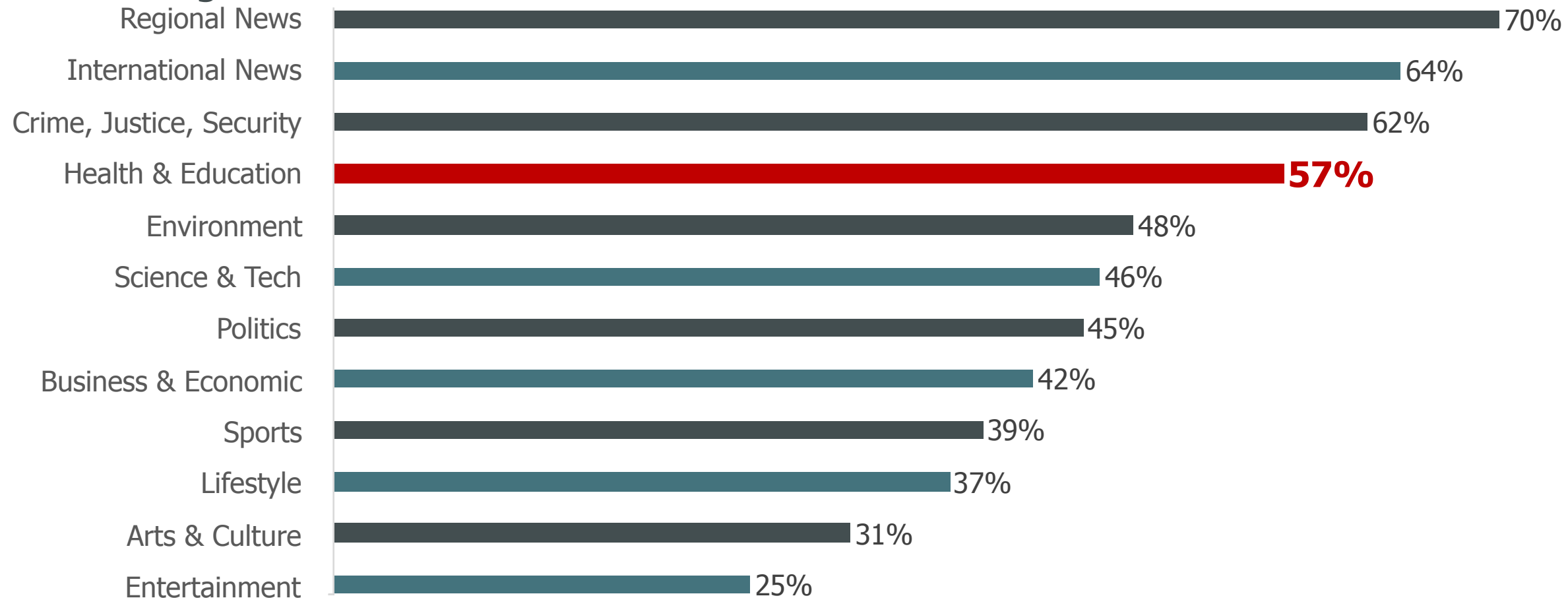
**Date:** 2<sup>nd</sup> February 2017

**DHR**  
COMMUNICATIONS

**Public Engagement With The Messenger...**

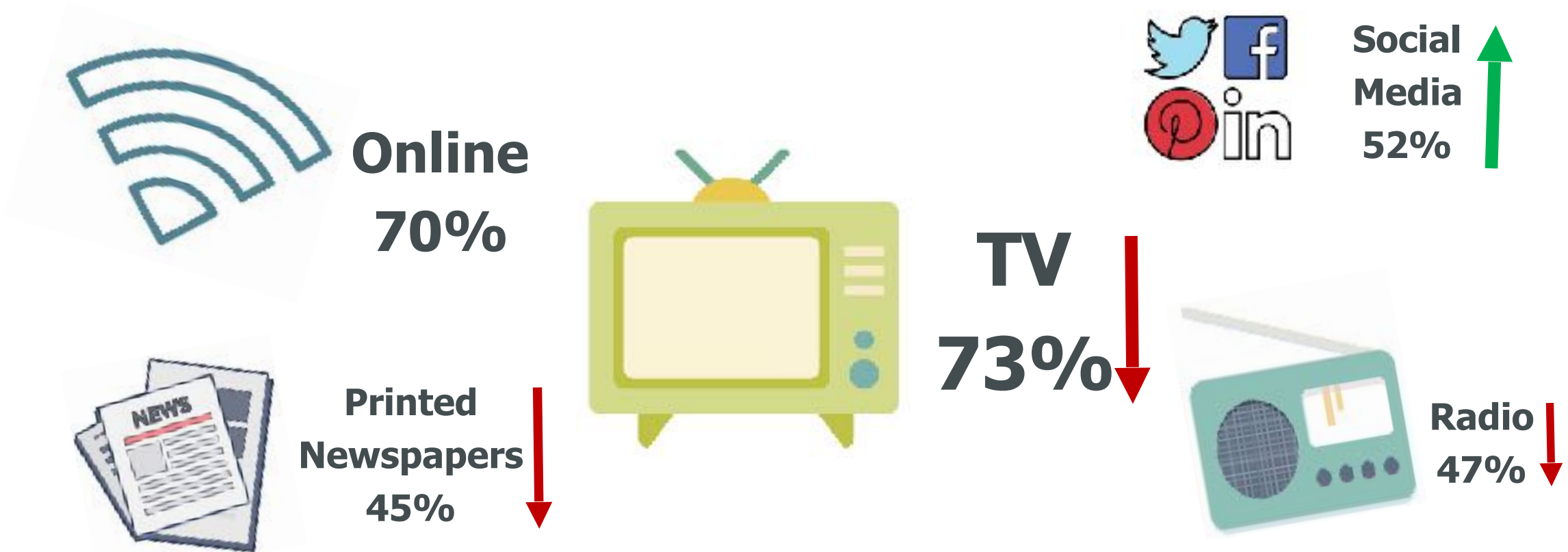
# Public engagement with the messenger...

News categories Irish audiences are most interested in...



# Public engagement with the messenger...

How do Irish adults **consume** news?



Source: Reuters Institute – Digital News Report 2016

# Public engagement with the messenger...

**Half** of Irish adults **trust** the news in Ireland.



**50%**

**Trust  
Irish News**



**29%**

**Oblivious**



**21%**

**Don't Trust  
Irish News**

**Source:** Reuters Institute – Digital News Report 2016

# Public engagement with health news...

The strongest interest in **health news** is among women.



**Women**  
**66%**



**Men**  
**47%**

**Source:** Reuters Institute – Digital News Report 2016

# What the messenger says about hospitals...

**'Overcrowding'**

Overcrowding at Beaumont Hospital 'inhumane',  
with 24 people waiting for a bed all night.

Jan 01 2016, 8:22 PM  
26,587 Views  
83 Comments

Updated 7:26pm

THE IRISH TIMES

Investigation after woman dies in surgery  
at Holles Street

Melak Kuzbary Thawley died at the hospital in Dublin on May 8th

Red Callan



Melak Kuzbary Thawley with her husband Alan. Photograph: Facebook

**'Hygiene'**

HIQA finds poor hygiene and  
overcrowding at Holles Street  
hospital



**'Trolleys'**

Almost 400 people on hospital trolleys around  
the country

Beaumont Hospital and Cork University Hospital have the longest waiting lists



Figures show 384 people are  
on hospital trolleys around the  
country today.

Latest figures from the Irish Nurses and Midwives Organisation (INMO)  
show staff are under pressure, with 57 people  
on trolleys there.

**'Staff Shortages'**

IRISH DAILY  
Mirror

Staff shortages in the hospital as trolley figures soar  
by 386% in just two years

Staff from St Vincent's Hospital held a lunchtime protest today as they called on the HSE to tackle the trolley crisis

**'Waiting Lists'**

490,500 patients on public hospital  
waiting lists

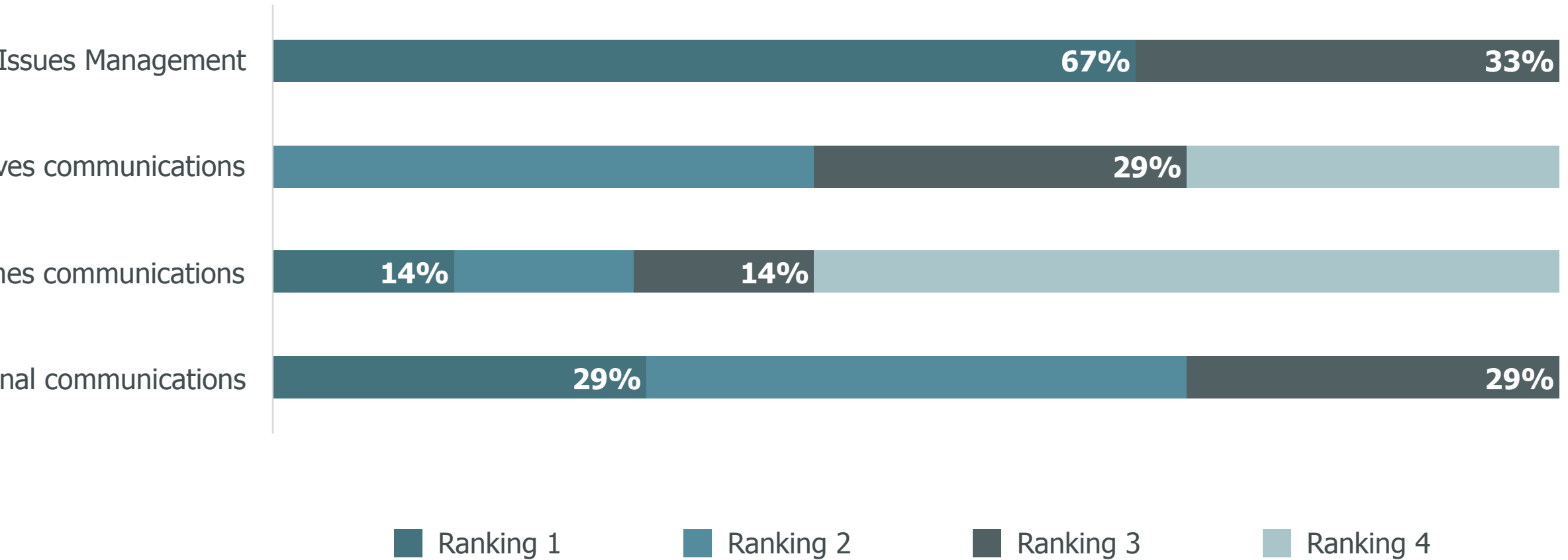
Updated / Monday



# **Messaging:** How do Hospitals Message?

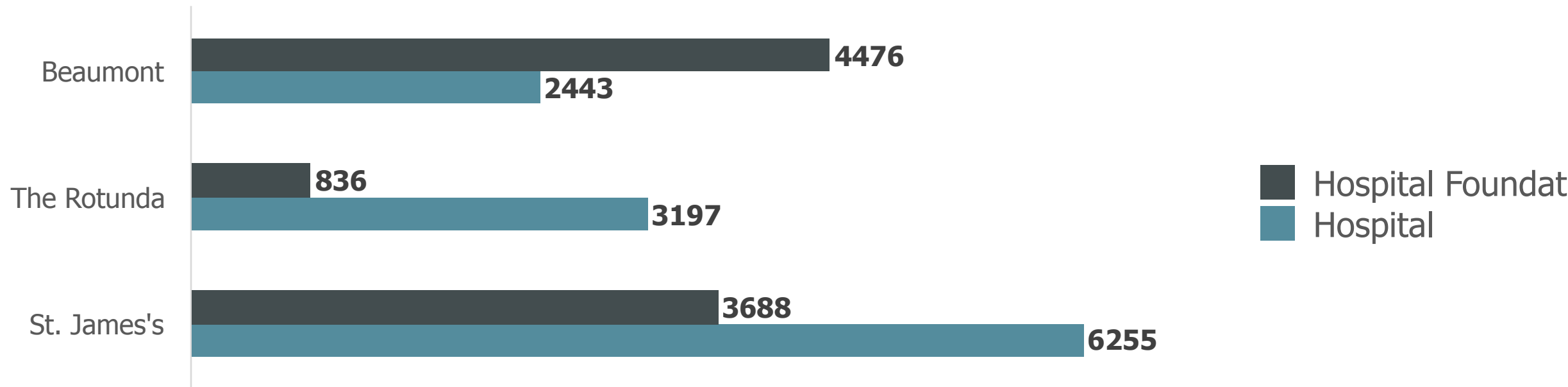


# Hospital investment in communications...



# Hospital Facebook activity...

## Facebook Following: Hospital Vs Hospital Foundation



**Note:** Temple Street Children's Hospital Foundation has **65,123** followers.

# What do public think of hospital charity messages?

DHR commissioned two questions in the Amárach Research monthly omnibus survey.



**January  
2017**



**1,000  
Sample Base**

# What do public think of hospital charity messages?

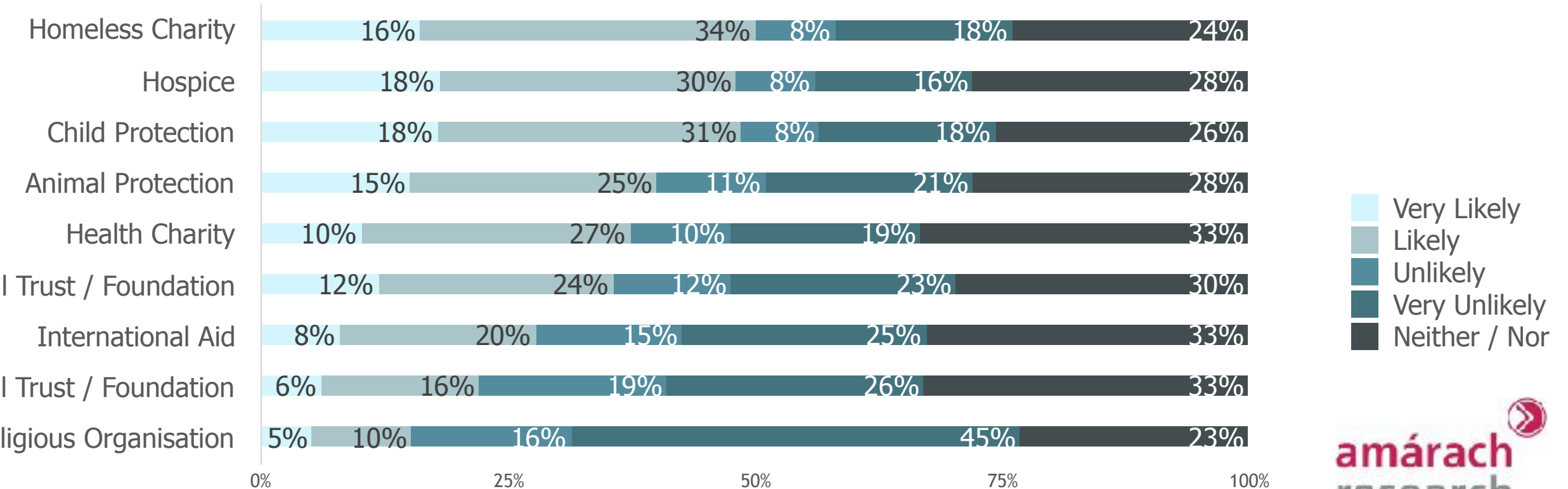
## Question 1



What kind of charity would you most likely give a donation to?

# What do public think of hospital charity messages?

## Question 1 – What kind of charity would you most likely give a donation to?



# What do public think of hospital charity messages?

**Question 1** – What kind of charity would you most likely give a donation to?

## Key Findings:

- More women than men.
- Younger age groups.
- Dublin and Munster most receptive.
- ABC audiences more receptive than lower income adults.

# What do public think of hospital charity messages?

## Question 2

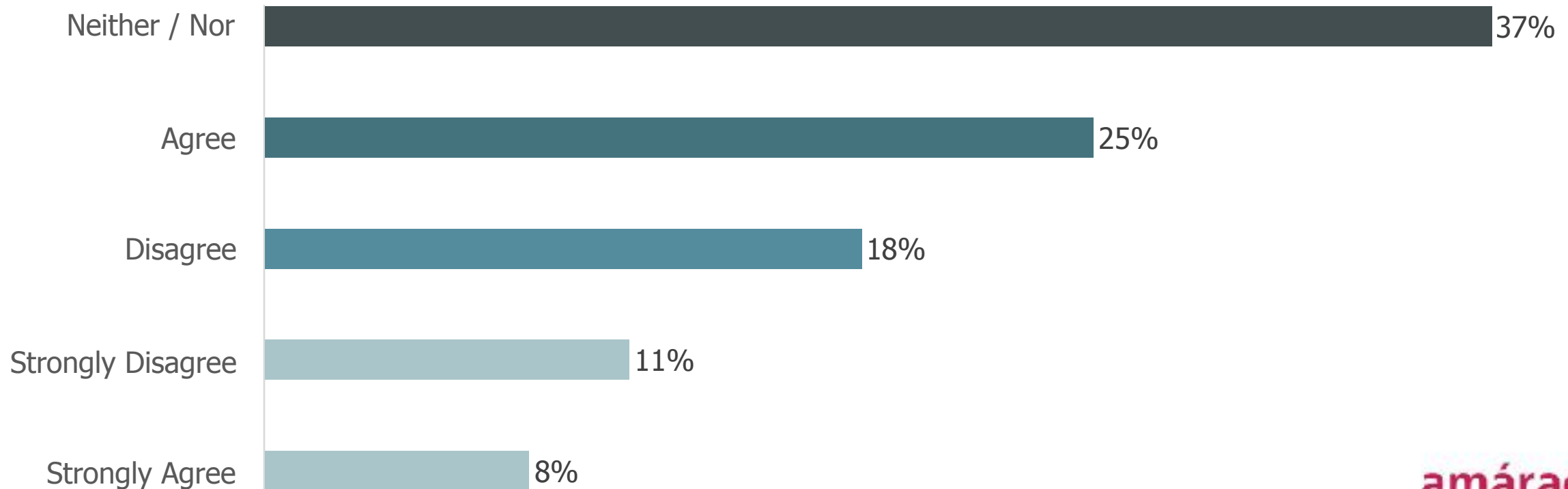


What level of trust do you have in hospital charities?

# What do public think of hospital charity messages?

## Question 2 – What level of trust do you have in hospital charities?

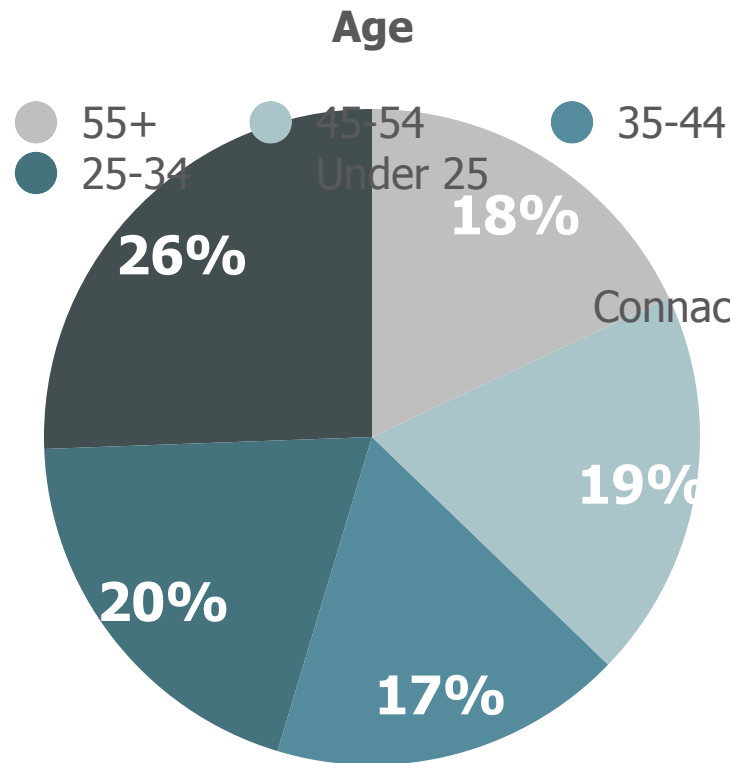
**I trust that hospital fundraising charities / trusts / foundations use donations effectively.**





# What do public think of hospital charity messages?

**Question 2** – The demographics of those who trust that hospital foundations use donations effectively.

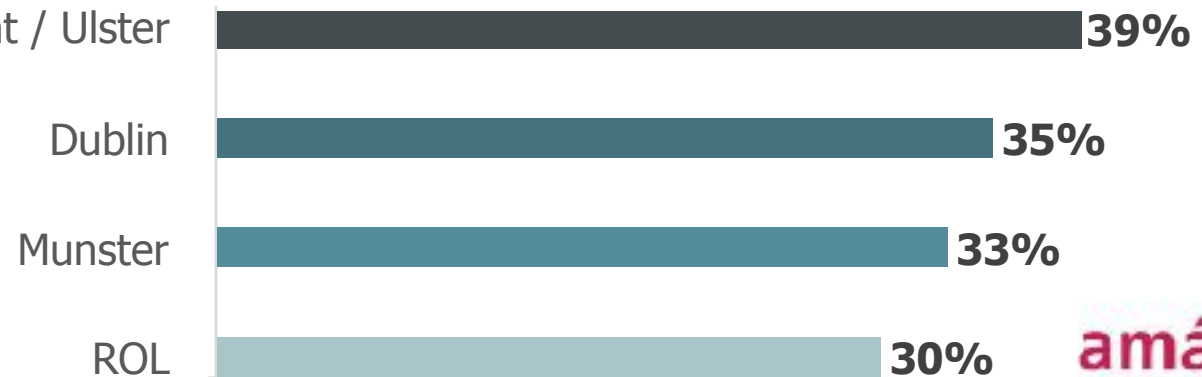


**Female**  
34%



**Male**  
34%

**Region**



**To Summarise...**

# What can we deduce from all this?

## Key Findings

- We are very interested in health, particularly women.
- We increasingly get our information from non-traditional sources.
- Stories about hospitals tend to be negative.
- Hospitals invest more resources in crisis communications, over internal communications or in pushing out positive stories.
- Communications across hospitals and their charity arm are generally not integrated.
- Hospital charities don't rank highly for donations.
- Most of us sit on the fence on the issue of trust in hospital charities.

# How do you build trust through communications?



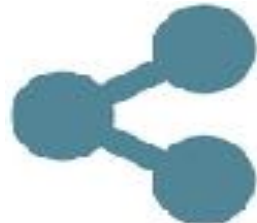
- Keep a check on your trust ratings and the messages your public are receptive to.



- Invest in internal communications: use your staff as ambassadors.



- Become more social.



- Integrate your communications: share, and share alike on social media.



- Use your hospital's spaces and tools to outreach.

# Things to remember...



## 1. **Decisions are emotional:**

Appeal to emotions, tell stories



## 2. **Make the story make sense:**

Appeal to the head



## 3. **Always include a question or an action**

# Contact Details

## DHR Communications:

Phone: 01-4200580

Email: [info@dhr.ie](mailto:info@dhr.ie)

Website: [www.dhr.ie](http://www.dhr.ie)

Social: @DHRComms



## Catherine Heaney

Phone: 087-2309835

Email: [catherine@dhr.ie](mailto:catherine@dhr.ie)

Social: @catherineheaney

