

NHS incident response communications

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26 September 2019

NHS England and NHS Improvement



“The NHS”

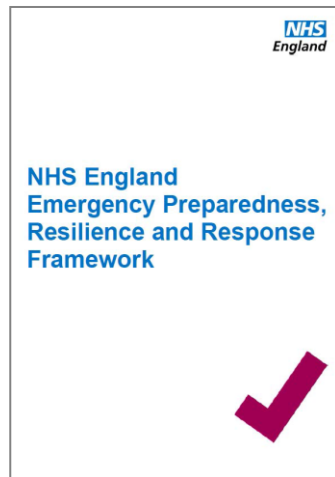
The NHS in England comprises:

- 207 clinical commissioning groups
- 135 acute non-specialist trusts
- 17 acute specialist trusts
- 54 mental health trusts
- 35 community providers
- 10 ambulance trusts
- 7,454 GP practices
- 853 for-profit and not-for-profit independent sector organisations, providing care to NHS patients from 7,331 locations



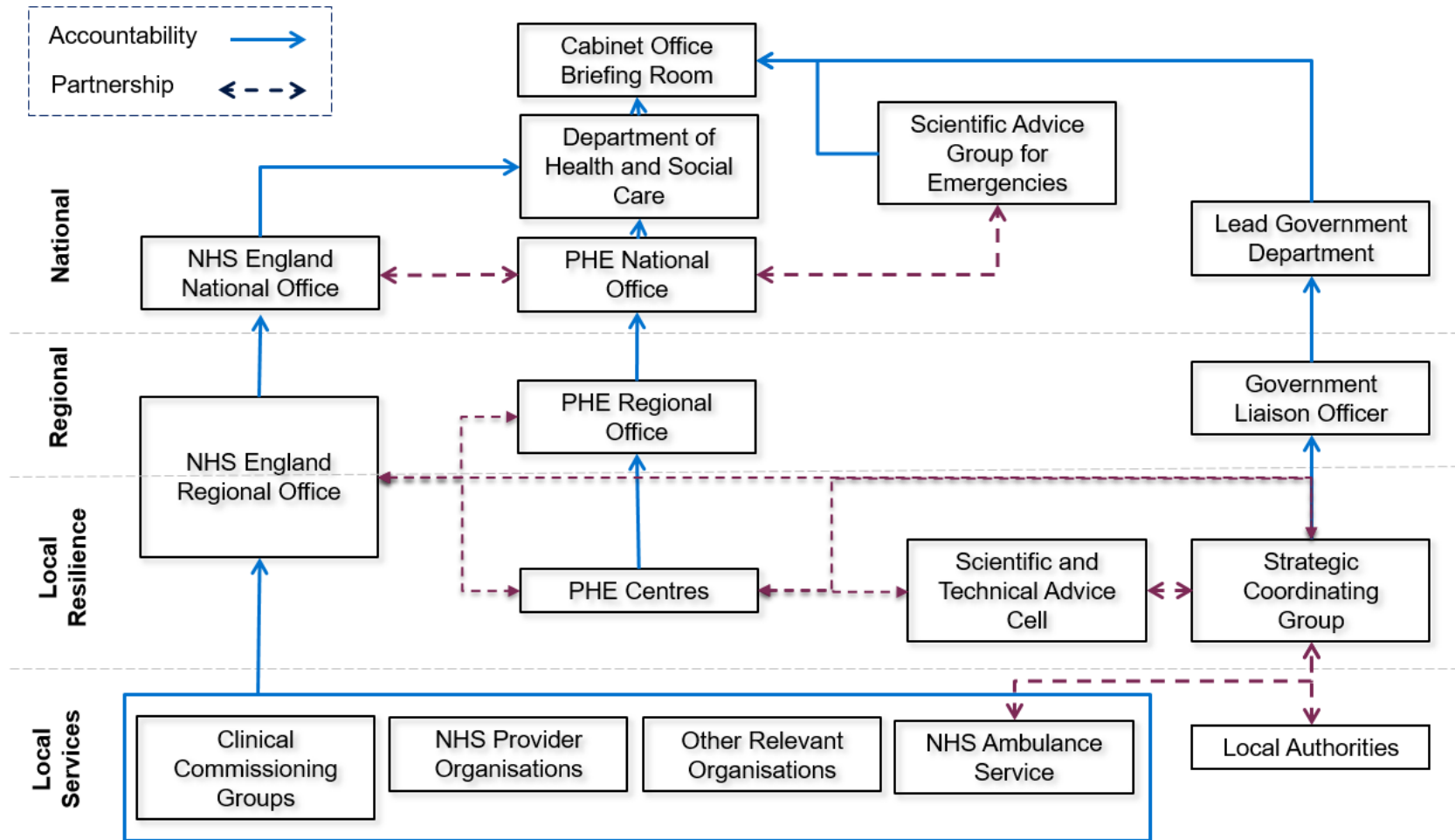
(Data source: NHS Confederation 2017)

Emergency Response in the NHS



Incident level	
Level 1	An incident that can be responded to and managed by a local health provider organisation within their respective business as usual capabilities and business continuity plans in liaison with local commissioners.
Level 2	An incident that requires the response of a number of health providers within a defined health economy and will require NHS coordination by the local commissioner(s) in liaison with the NHS England local office.
Level 3	An incident that requires the response of a number of health organisations across geographical areas within a NHS England region. NHS England to coordinate the NHS response in collaboration with local commissioners at the tactical level.
Level 4	An incident that requires NHS England National Command and Control to support the NHS response. NHS England to coordinate the NHS response in collaboration with local commissioners at the tactical level.

Health system operating model



Comms pre-social media



Comms present day

For NHS Framework Level 4 incidents:

- **Social and broadcast media showing live footage**
- Initial media information comes from first responders
- Following UK terror attacks, a Government priority is public reassurance
- Met Police lead agency for public safety, terrorism response, confirm fatalities and progress on criminal investigation
- Overall patient numbers confirmed by NHS England after COBR(M)
- All statements approved and coordinated by No 10

The summer of 2017

- **Terror attacks**

- Westminster Bridge, 22 March, 6 deaths, 49 injured
- Manchester Arena, 22 May, 22 deaths, 59 injured
- London Bridge, 8 June, 11 deaths, 48 injured
- Finsbury Park, 19 June, 1 death, 8 injured
- Parsons Green, 15 September, 0 deaths, 30 injured

- **Cyber Attack**

- NHS IT systems down, 12 May, 81 hospital trusts and 603 primary care, GP and others impacted

- **Tower block fire**

- Grenfell Tower, 14 June, 72 deaths, 70 injured

2018 Novichok attack

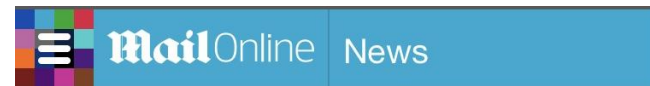
- 4 March, 3 people admitted to Salisbury Hospital for exposure to Novichok nerve agent
 - Information lock down
 - Security/access issues
 - Staff health and wellbeing
 - Global media interest
 - Public advice



When No 10 call ...

- 22 March – Sgt Nick Bailey discharged from hospital
- 22 March - Daily Mirror enquires about children who interacted with the Skripals in the park

EPRR comms response structure for Salisbury



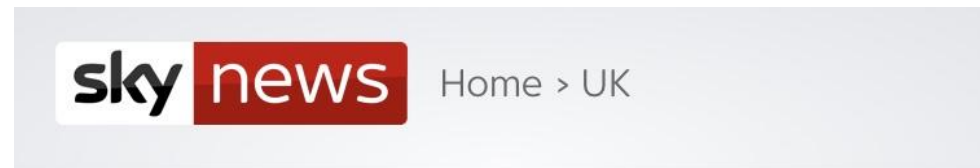
Three children were taken to hospital after Sergei Skripal gave them bread to feed ducks in the park where the Russian spy and his daughter were found poisoned

By Gareth Davies For Mailonline
14:36, 25 Mar 2018 , updated 23:00, 25 Mar 2018



Next of kin...

- April - Viktoria Skripal – shared taped calls and tried to visit UK



Nerve agent attack: Russia questions visa denial for Viktoria Skripal

The cousin of Yulia Skripal has made an appeal to Theresa May to allow her to come to the UK to see her recovering relatives.

🕒 Sunday 8 April 2018 07:49, UK

And finally...

- 9 April – Yulia Skripal discharged from hospital (3 weeks after incident)
- 18 May – Sergei Skripal discharged from hospital (11 weeks after incident)



2018 Amesbury incident

- 30 June, 2 people admitted to Salisbury Hospital for exposure to Novichok nerve agent
 - Information lock down
 - Security/access issues
 - Staff health and wellbeing
 - Global media interest
 - Public advice



Nothing to see here...

- 7 July, first responder turns up at Great Western Hospital and lockdown is invoked



Dawn Sturgess RIP

- 8 July, death of Dawn Sturgess
 - Security
 - Announcement
 - Media management



The aftermath

- 12 July – man collapses outside Zizzi restaurant in Salisbury



Next of kin



Sergei Skripal

Amesbury novichok victim 'reveals doctors feared he would die'

Poisoning has left Charlie Rowley looking like a skeleton, brother says after visit

Steven Morris and Vikram Dodd

@stevenmorris20

Wed 11 Jul 2018 13:13 EDT



Police found the source of the Novichok poisoning in Charlie Rowley's flat in Amesbury

By Telegraph Reporters

15 JULY 2018 • 7:01 PM



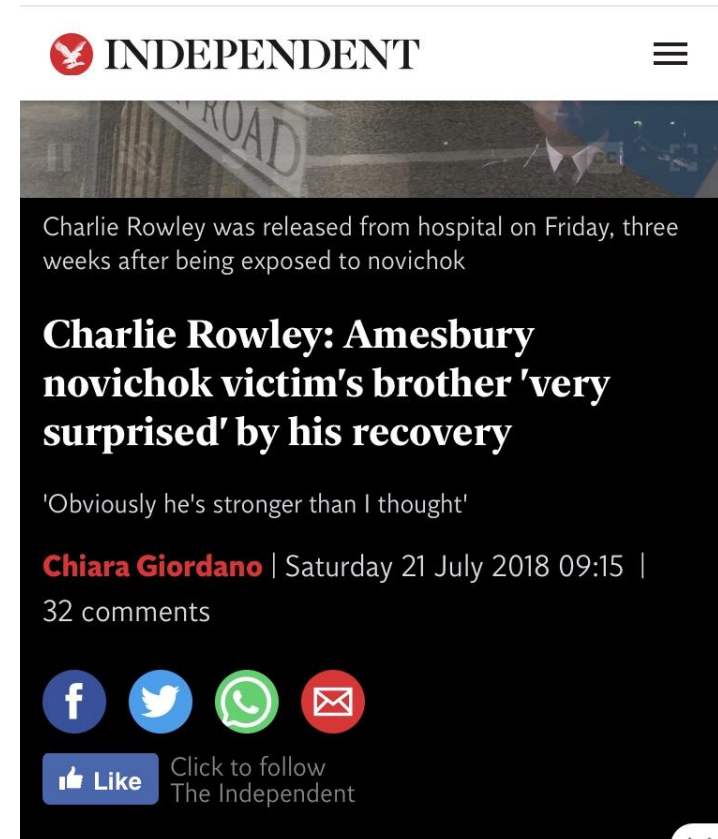
A man who came into contact with Russian nerve agent Novichok 'doesn't have long left to live', his brother has said.

Charlie Rowley's brother said the 45-year-old has meningitis, is blind, and has lost the use of his limbs.

Mr Rowley's partner Dawn Sturgess died after they came into contact with the substance in Amesbury, Wiltshire.

And finally...

- 20 July, Charlie Rowley discharged (3 weeks after incident)



INDEPENDENT

Charlie Rowley was released from hospital on Friday, three weeks after being exposed to novichok

Charlie Rowley: Amesbury novichok victim's brother 'very surprised' by his recovery

'Obviously he's stronger than I thought'

Chiara Giordano | Saturday 21 July 2018 09:15 | 32 comments

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Public meetings



Oh, one more thing...

- BBC bid for Panorama special



Top tips for EPRR comms

- Get to know your EPRR team
- Take the time to review your incident response plans
- Remember to follow the incident
- Share what you are hearing – it may be new information
- If your plans aren't working, develop new ones (and redraft them for next time)
- Exercise, exercise, exercise

Thank you for listening,
any questions?