Midland Metropolitan University Hospital
Communications and Community Engagement Update

MIDLAND METROPOLITAN UNIVERSITY HOSPITAL

NHS
Sandwell and West Birmingham
NHS Trust

Opening 6th October 2024

The Midland Metropolitan University Hospital has been grante go ahead from the Trust board that will run it to open on 6 Oc this year.

Speaking following the historic meeting Trust Chairman Sir Davi Nicholson commented: “This is truly a key moment for our pati people, and population as we know that this winter, we will be delivering emergency care in an environment which exceeds expectations and delivers benefits in wellbeing both for patient our staff.

“Our board carefully considered extensive information about al aspects of the programme to deliver the new hospital safely. W assured of the clinical safety, patient, and staff experience case opening and transferring patients.

“These key milestones mark the final steps in our journey towa opening the Midland Metropolitan University Hospital which is to become the centre of acute and emergency care at our Trust

21 Aug

Sandwell patients move 6 October

Maternity and Neonates move 6 November

City patients move 10 November

OPENING OCTOBER 2024

Population campaign & Ongoing engagement

A creative, data-led campaign to drive behaviour change and ensure awareness of the numerous changes involved in the move is vital to patient and public awareness of their services locally. It will also provide some reassurance across the wider system as we start to understand the changes in patient flows once MMUH is open.

Ensure the population understand:

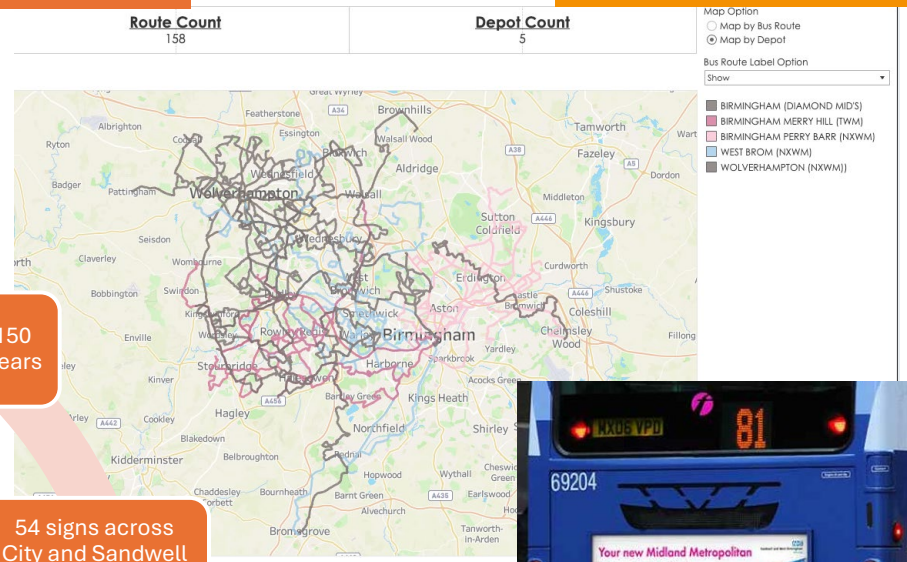
1. MMUH is opening on October 6th – Sandwell move first
2. Where to go to receive the right care, at the right time, in the right place for emergency treatment, UTC facilities and the services in the community that can help them stay well.
3. Outpatient and elective care will remain on the City and Sandwell Health Campuses.
4. Staff and partners have the information and tools to articulate the changes correctly to patients and the wider population.
5. After opening, continue educating the public about the services available across all hospital sites and the community and encourage the appropriate use of services, incorporating winter comms messaging.

The Marketing Mix

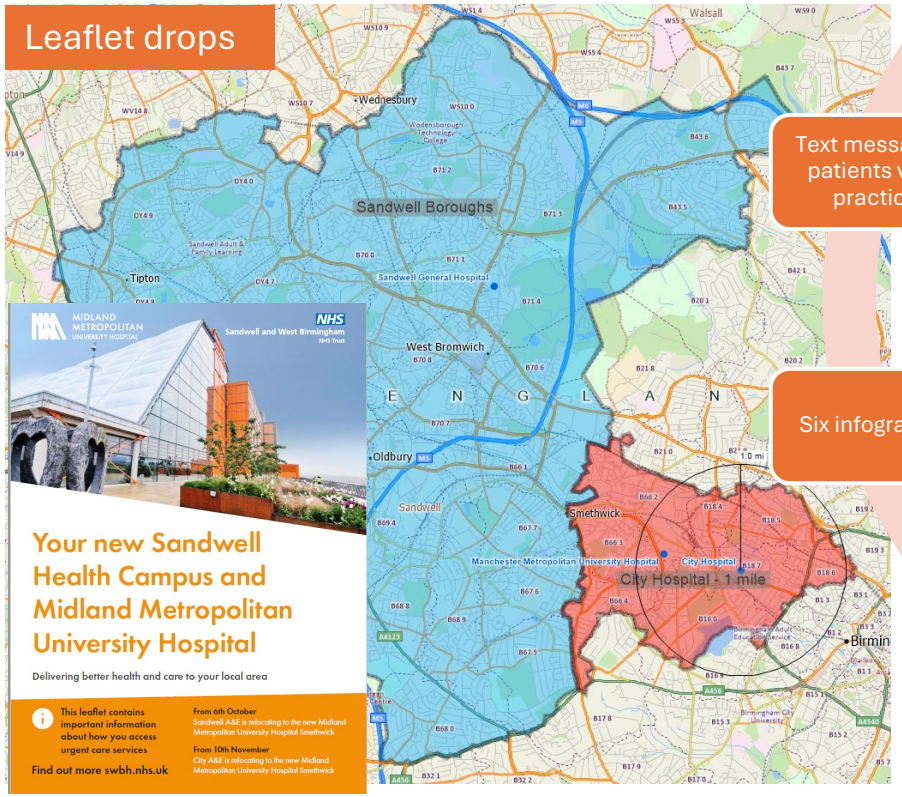
MIDLAND METROPOLITAN UNIVERSITY HOSPITAL

- Asda Capehill off Windmill Lane Birmingham
- Tesco Cradley Heath
- Tesco Aston
- Sainsbury's Oldbury

Bus routes



Leaflet drops



Four supermarket screens.

160,000 leaflet drops to target postcodes

Bus adverts- 150 interiors & 50 rears

54 signs across City and Sandwell hospital sites.

Paid for social media campaign

Digital radio adverts

Digital streethubs and 6 Sheets

Eight digital 48 sheets.

Six infographics.

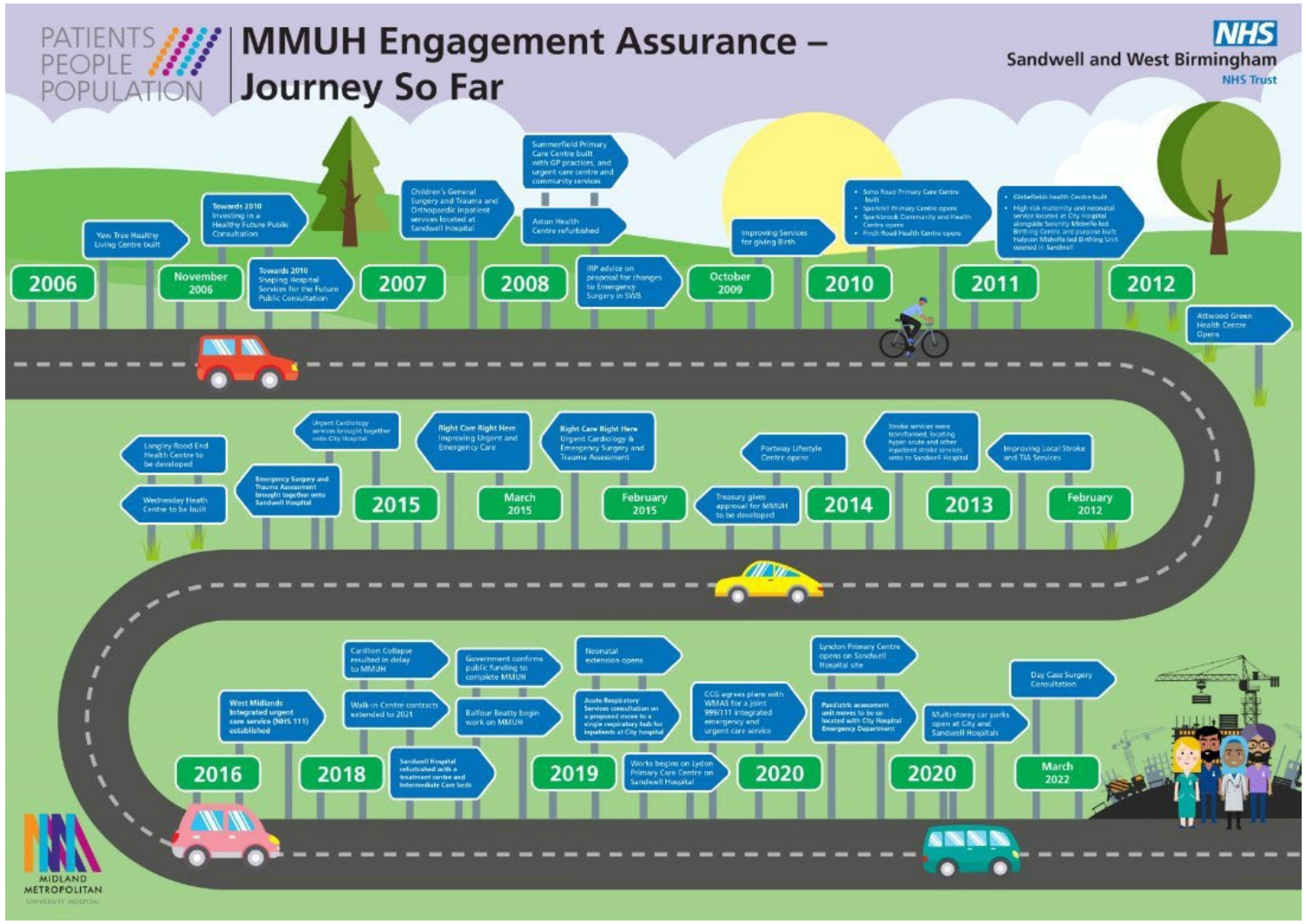
Text messages to patients via GP practices.

#MoreThanAHospital

NHS Sandwell and West Birmingham NHS Trust

Clear Channel
NHS
Sandwell and West Birmingham NHS Trust
Your new Midland Metropolitan Hospital
Opens 6th October
Grove Lane, Smethwick
Find out more swbh.nhs.uk
#MoreThanAHospital
ur Sandwell Health Campus
d new Midland Metropolitan
versity Hospital
ing better health and care to Sandwell
st Birmingham residents with
ter access
Better facilities and technology
Better patient experience
Better children & adult
Sandwell A&E will close from 6th October
For life-threatening illnesses and injuries, please visit your new Midland Metropolitan University Hospital A&E on Grove Lane, Smethwick B66 2QT
Find out more swbh.nhs.uk
#MoreThanAHospital
Thanks YOU
Open 6th October
Grove Lane, Smethwick
Find out more swbh.nhs.uk
Clear Channel
NHS
Sandwell and West Birmingham
NHS Trust
ere's everything you need to know about accessing urgent and emergency care from 6th October
Your new Midland Metropolitan University Hospital opens 6th October with an improved A&E.
Sandwell A&E closes on 6th October.
From 6th October use your new Midland Metropolitan University Hospital A&E for life-threatening illnesses and accidents.
Your improved Sandwell Urgent Treatment Centre is here for non-life emergencies, such as:

- **Community engagement**



#MoreThanAHospital