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**A
PANARC International
Media Analysis
Report**

CMO Coverage

November 2007 – April 2008

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media research | media analysis | media consultancy



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KEY POINTS

Coverage	Nov 07 – Apr 08	May – Oct 07	Nov 06 – Apr 07
Total pieces (items) of coverage	228	140	121
Media Split	99 Press, 129 Internet	87 Press, 53 Internet	75 Press, 46 Internet
Total WOTS	288 million	197 million	77 million
Overall Effect/Tone of Coverage	81% positive Net Effect	77% positive Net Effect	77% positive Net Effect
Total Coverage of Sir Liam	206 items, 266 million WOTS	121 items, 176 million WOTS	92 items, 60 million WOTS
Overall Effect/Tone of Coverage for Sir Liam	86% positive Net Effect	88% positive Net Effect	83% positive Net Effect
Demographics	Skewing towards the higher social classes, good spread across age groups (except for over 65) and males	Skewing towards the higher social classes, younger age groups and males	Skewing towards the higher social classes, younger age groups and males
Top News Story	Organ donation , with 68 items, 103 million WOTS and 74% positive Net Effect	Smoking , with 26 items, 56 million WOTS and 80% positive Net Effect	Hospitals called to assess VTE risk , with 11 items and 10 million WOTS, all positive
Top Message	More than 1,000 patients on waiting list die each year , with 22 items, 40 million WOTS and 100% positive Net Effect	Higher alcohol taxes will reduce damage caused by drinking , with 14 items, 31 million WOTS and 96% positive Net Effect	VTE risk assessment could save lives , with 9 items, 10 million WOTS, all positive
Top Source Category	Internet , with 174 million WOTS and 89% positive Net Effect	Internet , with 134 million WOTS and 72% positive Net Effect	Internet , with 50 million WOTS and 75% positive Net Effect
Top Individual Source	Guardian Website , with 58 million WOTS and 100% positive Net Effect	Guardian Website , with 69 million WOTS and 71% positive Net Effect	Times Website , with 21 million WOTS and 79% positive Net Effect
Top Trade Source	British Medical Journal , with three items, 786,000 WOTS and 63% positive Net Effect	British Medical Journal , with nine items, 2.2 million WOTS and 82% positive Net Effect	British Medical Journal , with 12 items, 3.4 million WOTS and 56% positive Net Effect



Coverage	Nov 07 – Apr 08	May – Oct 07	Nov 06 – Apr 07
Top Internet Source	Guardian Website, with 58 million WOTS and 100% positive Net Effect	Guardian Website, with 69 million WOTS and 71% positive Net Effect	Times Website, with 21 million WOTS and 79% positive Net Effect
Top Named Journalist	Rebecca Smith (Daily Telegraph), with 19 million WOTS and 81% positive Net Effect	Audrey Gillan (Guardian Website), with 13 million WOTS and 69% positive Net Effect	Nigel Hawkes (Times Website), with 5.2 million WOTS and 61% positive Net Effect

Comment: During the period of November 2007 to April 2008, the CMO was mentioned in 228 items of coverage, generating a total of **288 million WOTS**. This means that every adult in the UK had **six opportunities** to see or hear about the CMO.

There was a 63% increase in the number of items compared with the last period studied (May to October 2007). This rises to 88% if we extend the comparison with the same period of analysis a year ago (November 2006 to April 2007). Internet coverage surpassed press coverage, both in volume and reach, and in positive Net Effect (by seven percentage points).

During the period of November 2007 to April 2008, the reach of coverage exceeded that of the last period analysed by 46%, and last year's similar period by 274%.

The quality of the coverage remained high and was slightly improved at **81% positive Net Effect**. This is an excellent result. The issues raised by the CMO's office are of evident concern to the general public and can sometimes give rise to opinionated views forcefully expressed. Overall, the media has responded favourably to the CMO's initiatives. Sir Liam was mentioned in 90% of the coverage and his positive Net Effect of 86% reflects a broad consensus of approval towards his contribution to the nation's health.

We identified a total of **23 news stories** between November 2007 and April 2008. Fifteen of these – **65%** – were **wholly positive**, one was neutral towards the CMO, and seven news stories contained negative coverage. The 23 news stories included six news stories that were classified under the miscellaneous section.

Concerns over **Organ Donation** dominated the coverage with a third of all items relating to this issue. The shortage of organs for transplant was, of course, one of the chapters in the last Annual Report and the proposal to introduce an opt-out system generated a fair amount of negative coverage at the time. Within the organ donation topic, we identified four news stories emerging over the six-month period under analysis, and they are tabled below:



	No of Items	WOTS in millions	Net Effect %
Brown backs 'presumed consent' plan to boost organ donation	34	53.603	59%
Organ Donation Taskforce report	20	33.455	85%
Use of sub-standard organs in transplants	5	10.844	100%
Organ donation crisis	9	5.588	100%

The main news story revealed the Prime Minister's backing for the opt-out system recommended by the CMO last July. The severe shortage of organs has engendered a crisis, which now calls for an 'organ transplant revolution' (Guardian website, 13/01/08). We tracked five separate messages, expressed by Sir Liam and all positively received, emphasising the urgency of the matter. Nevertheless, the plan to replace the voluntary 'gift' of organ donation with a compulsory harvesting (unless specified otherwise) was opposed by patient organisations. A particularly acerbic comment by Melanie Phillips in the Daily Mail (14/01/08) rebuked Sir Liam's intervention: *"Sir Liam attempts to defuse public hostility by saying soothingly that opting out would be an 'inalienable right'. On the contrary – being forced to opt out of automatic donation destroys our inalienable right to control what happens to us. It is a weaselly, back-door means of trapping people into having something done to them when they are declared to be dead which may be unacceptable to them in life"*. The CMO has committed himself to supporting the findings of the Organ Donation Taskforce report, which constituted the second main story within this topic. The controversial debate around the opt-out register will not be resolved until a separate report is published later this year.

Patient Safety generated a fifth of the coverage and an 82% positive Net Effect. The main story to emerge from the coverage was the CMO's proposal to fine hospitals should they offer poor quality care resulting in harming patients. The CMO was launching a progress report 'Safety First: One Year On' and was quoted in the Times (14/12/07) emphasising his argument: *"You can't have enough incentives to improve patient care and primary care trusts hold most of the budget for the NHS."* Commenting on the BBC News website, Martin Fletcher, NPSA Chief Executive, said: *"We support this as an important principle to create stronger incentives for safer care"*. Sir Ian Carruthers (former NHS chief executive) thought that the fines might not be a solution but that *"financial penalties were a welcome driver for change"* (Times, 14/12/07). Disagreement was voiced by the Taxpayers' Alliance who surmised that Sir Liam's scheme would be *"robbing Peter to pay Peter"* (Daily Mail, 14/12/07). This feeling was strongly echoed by three letters in the Times complaining that the proposal would undermine openness and transparency in the NHS. The failure by PCTs to report safety breaches was highlighted in six items of coverage. Sir Liam's drive to increase patient incident reporting was acknowledged in an editorial comment in the Nursing Times (18/12/07): *"Therefore the assurance from chief medical officer Sir Liam Donaldson while launching the NPSA report last week to staff that they must continue to report incidents, and that it is usually not their fault but that of the system, is welcome."*



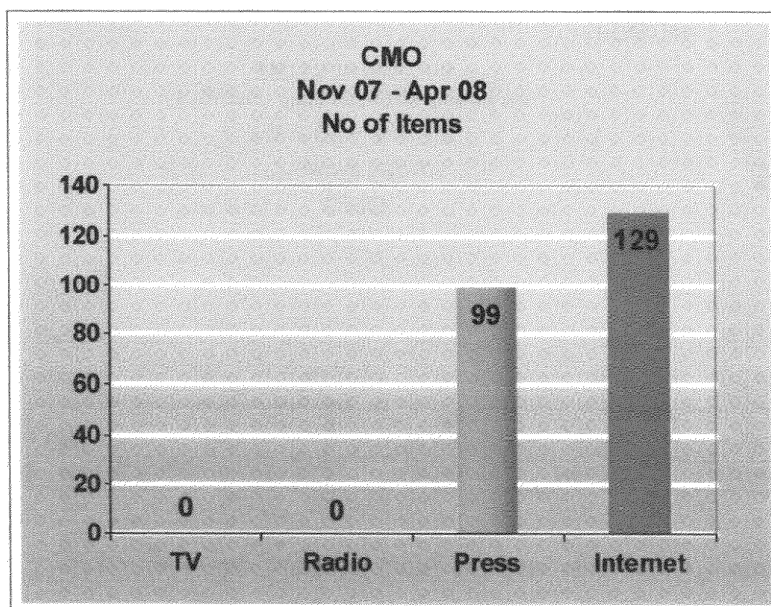
The period between November 2007 and April 2008 brought the CMO increasingly in the spotlight of the media, both in terms of number of items generated and in the extent of the reach achieved by the news stories. Some themes tend to strike a chord among the public and will elicit extensive coverage. The emotive nature of organ donation, for example, ensures that the issue is discussed passionately and expansively. Other debates – equally relevant – generate less coverage and remain in the shadow. The CMO's concerns and initiatives do not always coincide with the issues that pre-occupy the media at any one time. In his role as Chief Medical Officer, Sir Liam has the task to lead and reform in areas of healthcare. Even with the welfare of patients as his priority, his proposals do not always purchase approval. Nevertheless, the media coverage over the last six months suggests that, on the whole, his contribution to public health is perceived in an excellent light.



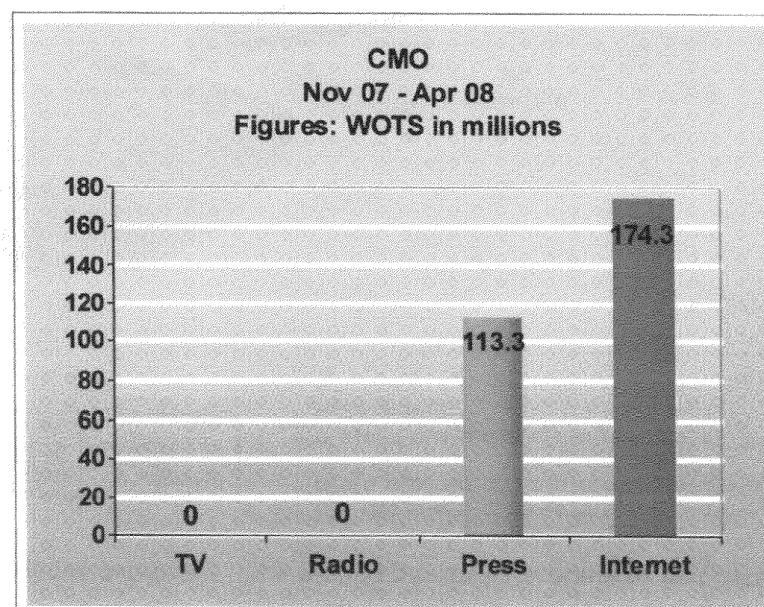
1 TOTAL COVERAGE

1.1 NUMBER OF ITEMS AND WOTS

In the period November 2007 to April 2008, there were **228 pieces of coverage** about or mentioning the CMO. These 228 items generated **288 million WOTS**, giving every adult in the UK six opportunities to see coverage of the CMO.



"Number of Items" is the number of individual press-cuttings, broadcasts (tapes transcripts or synopses) and online coverage mentioning the CMO which were supplied for analysis.



WOTS (Weighted Opportunities To See) are an estimate (based on readership/audience statistics) of the number of occasions on which members of the target audience had a chance to see the coverage. Panarc's WOTS figures take into account all the factors affecting the visibility of the coverage, including size/duration, position, illustration, etc.



1.2 EFFECT OF COVERAGE

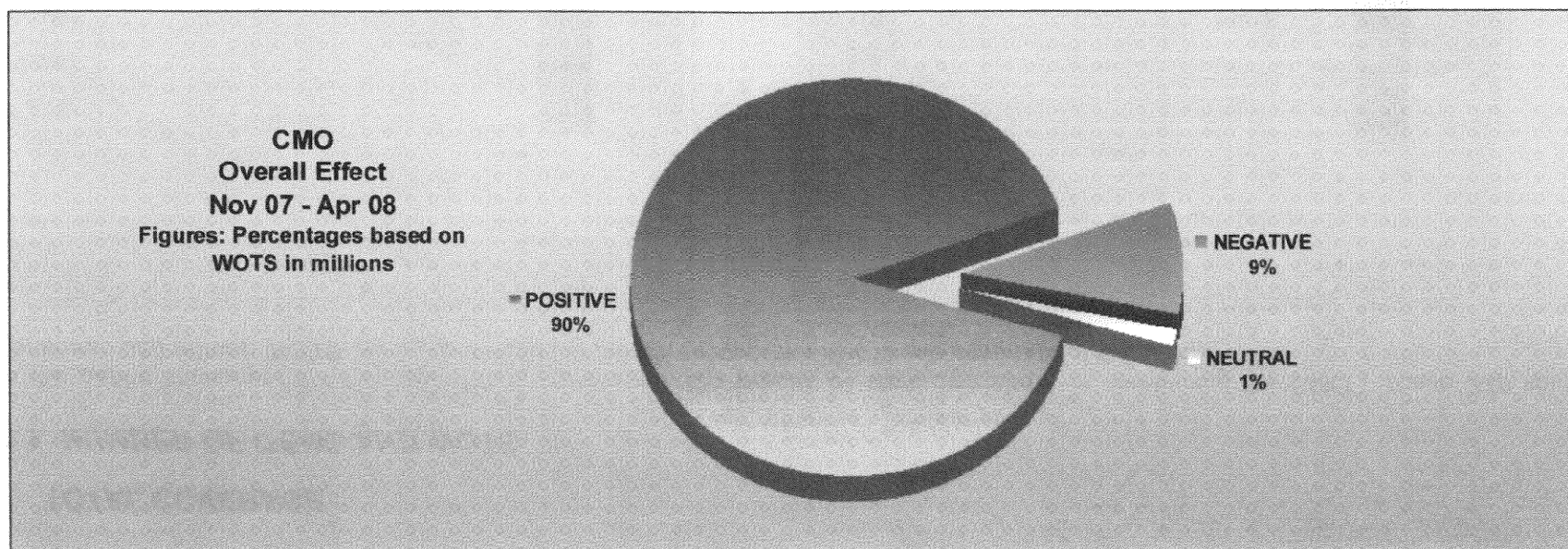
1.2.1 OVERALL EFFECT

The coverage was predominantly positive, with only 9% containing negative overtones, thus resulting in an **81% positive Net Effect**.

WOTS figures in millions	Positive	Neutral	Negative	Total	Net Eff
CMO:	258.609 90%	4.140 1%	24.880 9%	287.629 100%	+233.729 81%

The **Net Effect** is the positive WOTS minus the negative WOTS, often expressed as a percentage of total WOTS.

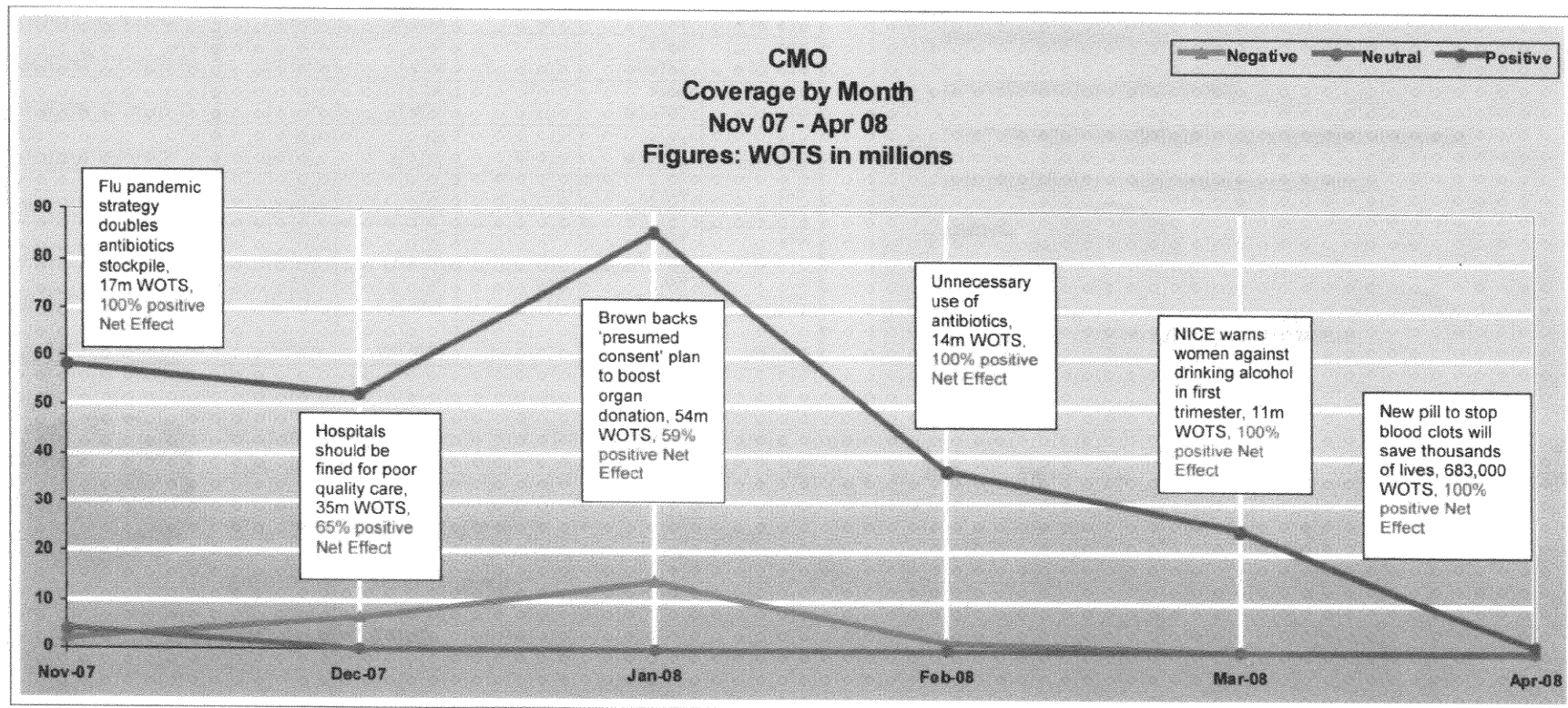
The Net Effect percentage range runs from 100% negative to 100% positive.





1.2.2 EFFECT BY MONTH

The following chart shows the effect of the CMO coverage from November 2007 to April 2008. The first three months of the period analysed generated the most coverage, with January producing 35% of the total coverage. This was partly due to the Organ Donation news story which yielded most of that coverage. The text boxes show the top story for that month.





2 DEMOGRAPHIC ANALYSIS

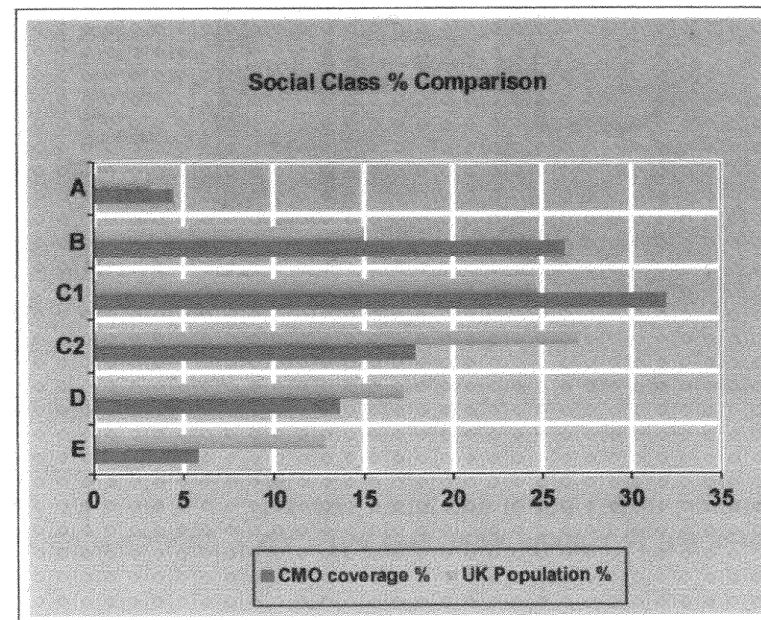
Who did the coverage reach?



2.1 SOCIAL CLASS

The social class analysis shows that Social Classes A, B and C1 were 'over-represented' in the audience for the coverage, while Social Classes C2, D and E were 'under-represented'.

WOTS figures in millions	Positive	Neutral	Negative	Total	Net Eff
SOCIAL CLASS A	10.843 88%	0.154 1%	1.318 11%	12.315 100%	+9.525 77%
SOCIAL CLASS B	64.752 89%	1.039 1%	7.001 10%	72.792 100%	+57.751 79%
SOCIAL CLASS C1	78.960 89%	1.309 1%	8.018 9%	88.287 100%	+70.942 80%
SOCIAL CLASS C2	44.651 90%	0.731 1%	4.235 9%	49.618 100%	+40.416 81%
SOCIAL CLASS D	34.224 91%	0.462 1%	2.979 8%	37.665 100%	+31.246 83%
SOCIAL CLASS E	14.592 92%	0.154 1%	1.179 7%	15.925 100%	+13.414 84%
UNALLOCATED	10.586 96%	0.291 3%	0.151 1%	11.028 100%	+10.435 95%
TOTALS:	258.609 90%	4.140 1%	24.880 9%	287.630 100%	+233.729 81%



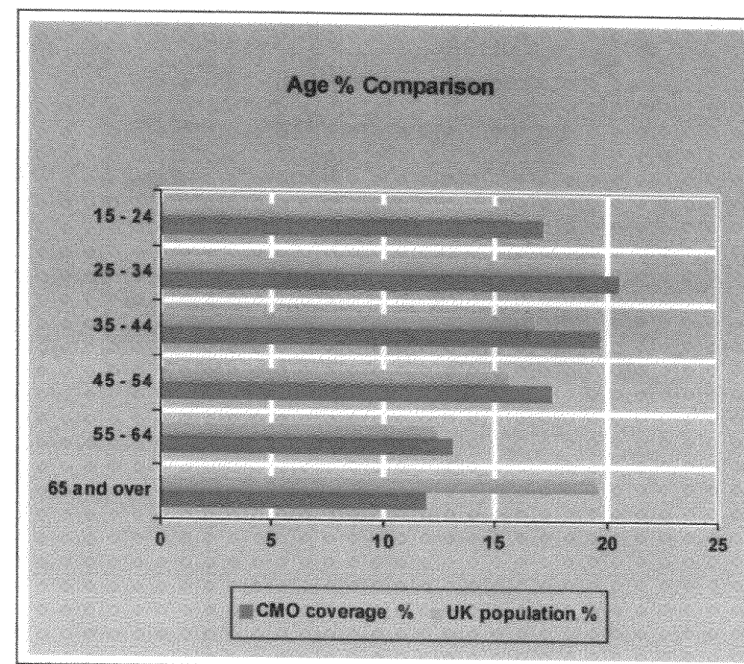


2.2 AGE



The age analysis shows that only one age group (adults aged 65 and over) was under-represented.

WOTS figures in millions	Positive	Neutral	Negative	Total	Net Eff
AGE GROUP 15 TO 24	42.941 92%	0.385 1%	3.574 8%	46.900 100%	+39.367 84%
AGE GROUP 25 TO 34	51.855 93%	0.385 1%	3.682 7%	55.923 100%	+48.173 86%
AGE GROUP 35 TO 44	48.557 90%	0.616 1%	4.485 8%	53.658 100%	+44.073 82%
AGE GROUP 45 TO 54	42.386 89%	0.731 2%	4.694 10%	47.812 100%	+37.693 79%
AGE GROUP 55 TO 64	31.058 87%	0.731 2%	4.020 11%	35.810 100%	+27.037 76%
AGE GROUP OVER 65	27.242 84%	1.001 3%	4.324 13%	32.567 100%	+22.918 70%
UNALLOCATED	14.569 97%	0.291 2%	0.101 1%	14.961 100%	+14.469 97%
TOTALS:	258.609 90%	4.140 1%	24.880 9%	287.629 100%	+233.729 81%



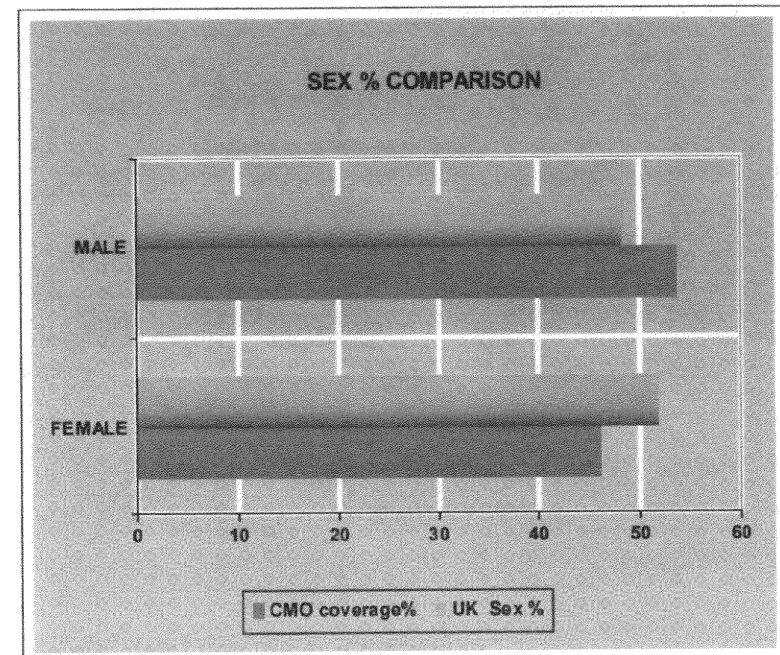


2.3 SEX

The Sex analysis shows that the coverage reached men more than women, although there are more women than men in the population as a whole.



WOTS figures in millions	Positive	Neutral	Negative	Total	Net Eff
FEMALES	111.649 89%	1.925 2%	11.876 9%	125.450 100%	+99.772 80%
MALES	131.254 90%	1.925 1%	12.712 9%	145.890 100%	+118.542 81%
UNALLOCATED	15.707 96%	0.291 2%	0.293 2%	16.290 100%	+15.414 95%
TOTALS:	258.609 90%	4.140 1%	24.881 9%	287.630 100%	+233.729 81%

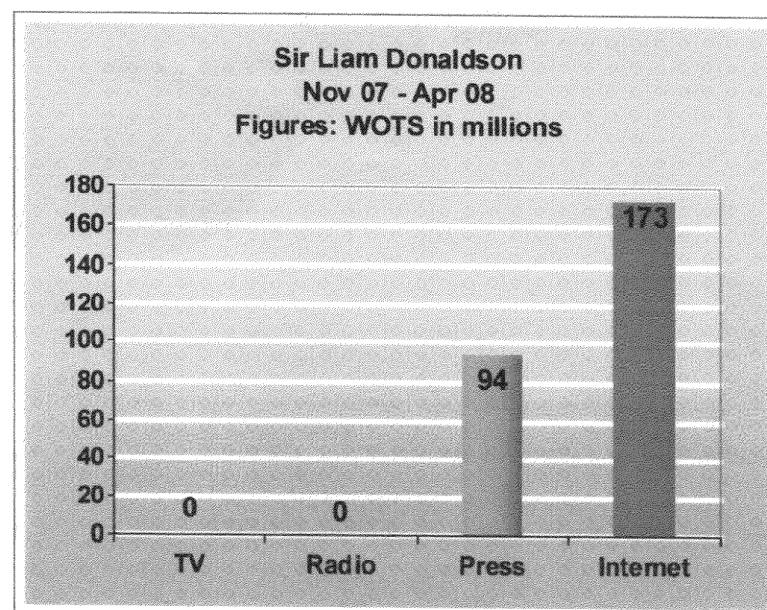
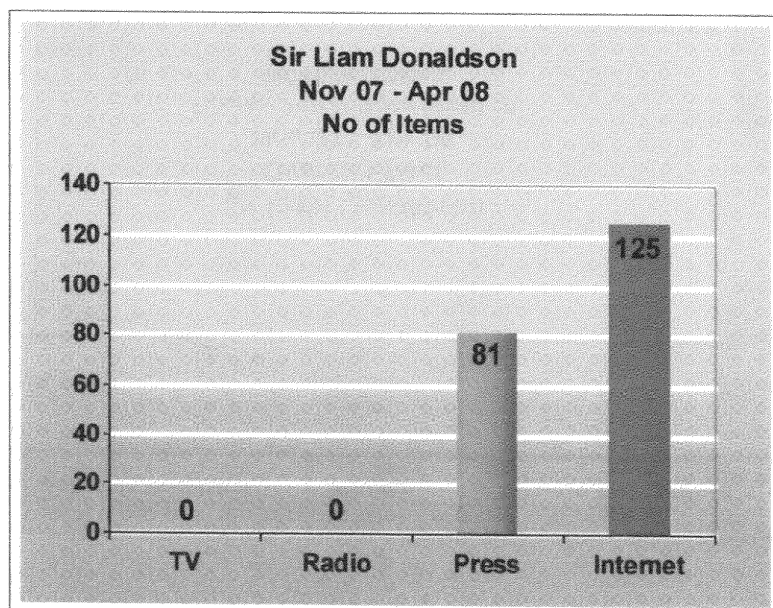




3 TOTAL COVERAGE OF SIR LIAM DONALDSON

3.1 NUMBER OF ITEMS AND WOTS

Of the 228 pieces of coverage, 206 (or 90%) mentioned Sir Liam by name. These 206 items generated 266 million WOTS, giving every adult in the UK over five opportunities to see coverage of Sir Liam.





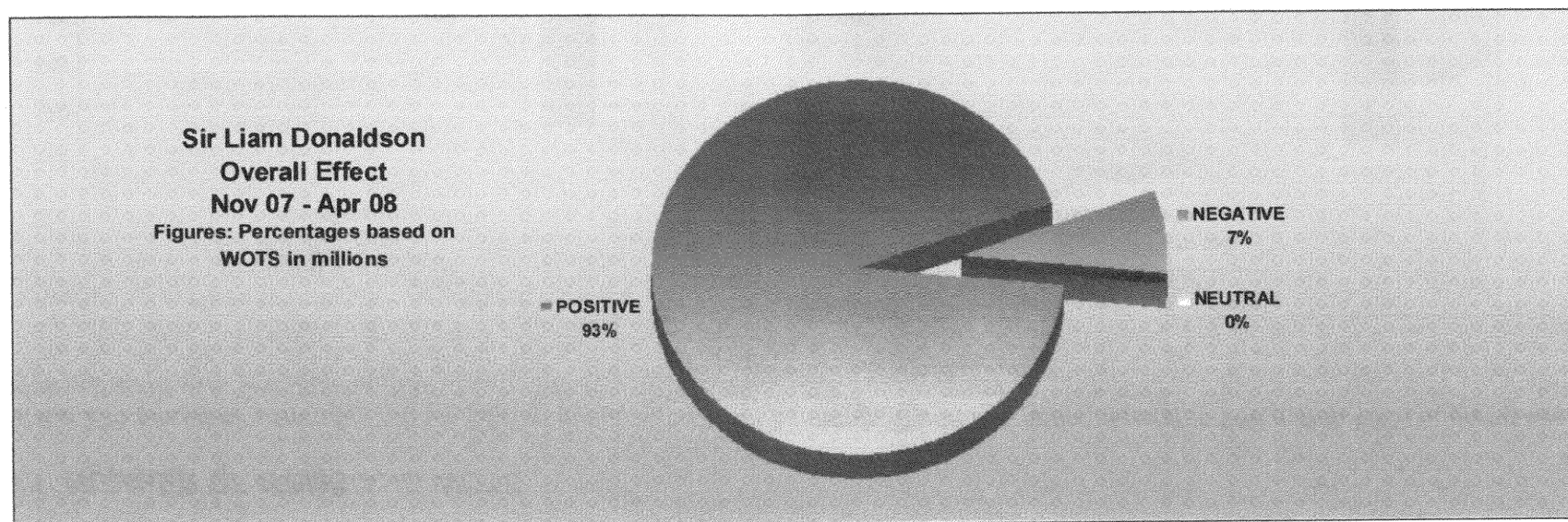
3.2 EFFECT OF COVERAGE

The 266 million WOTS were split **93% positive** and **7% negative**, giving Sir Liam an excellent **positive Net Effect of 86%**.

WOTS figures in millions	Positive	Neutral	Negative	Total	Net Eff
Sir Liam Donaldson:	247.588 93%	0 0%	18.893 7%	266.481 100%	+228.695 86%

The **Net Effect** is the positive WOTS minus the negative WOTS, often expressed as a percentage of total WOTS.

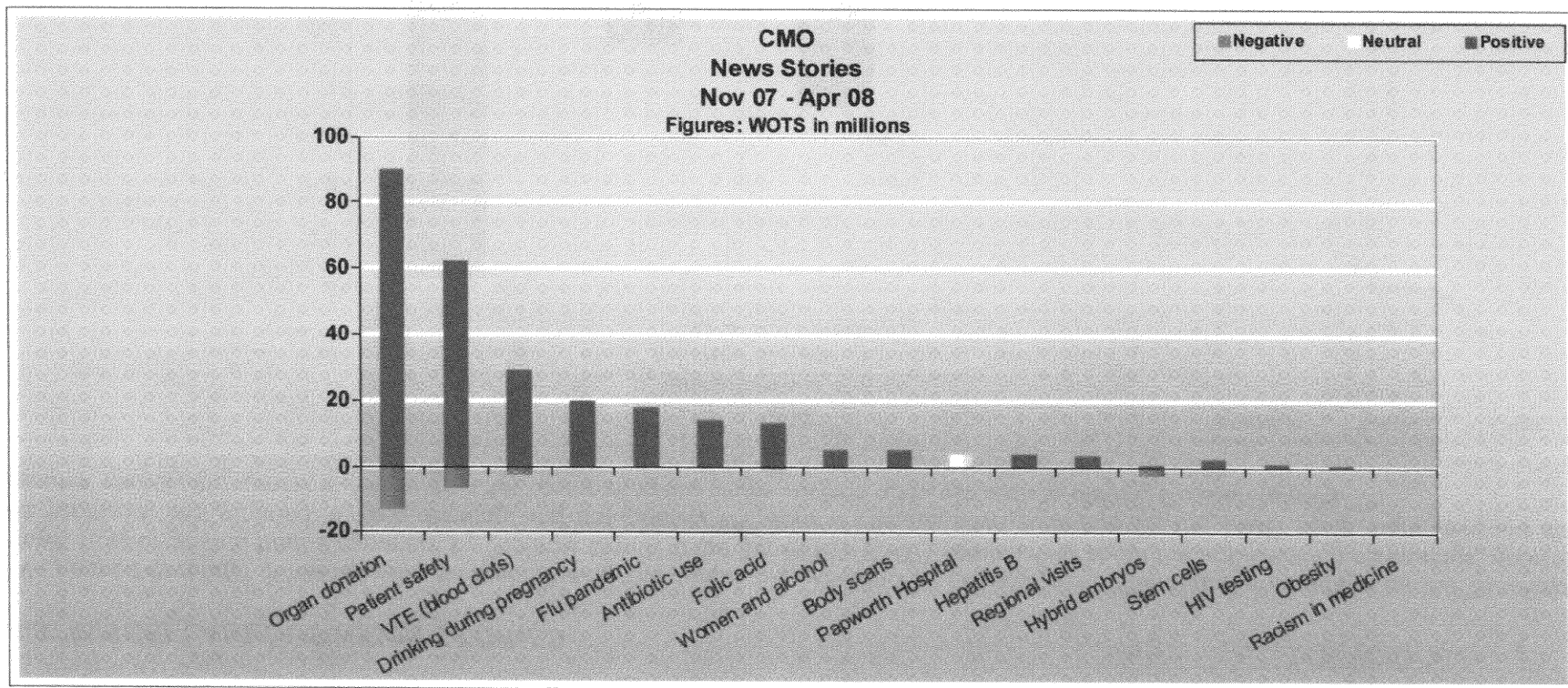
The Net Effect percentage range runs from 100% negative to 100% positive.





4.2 NEWS STORIES - WOTS

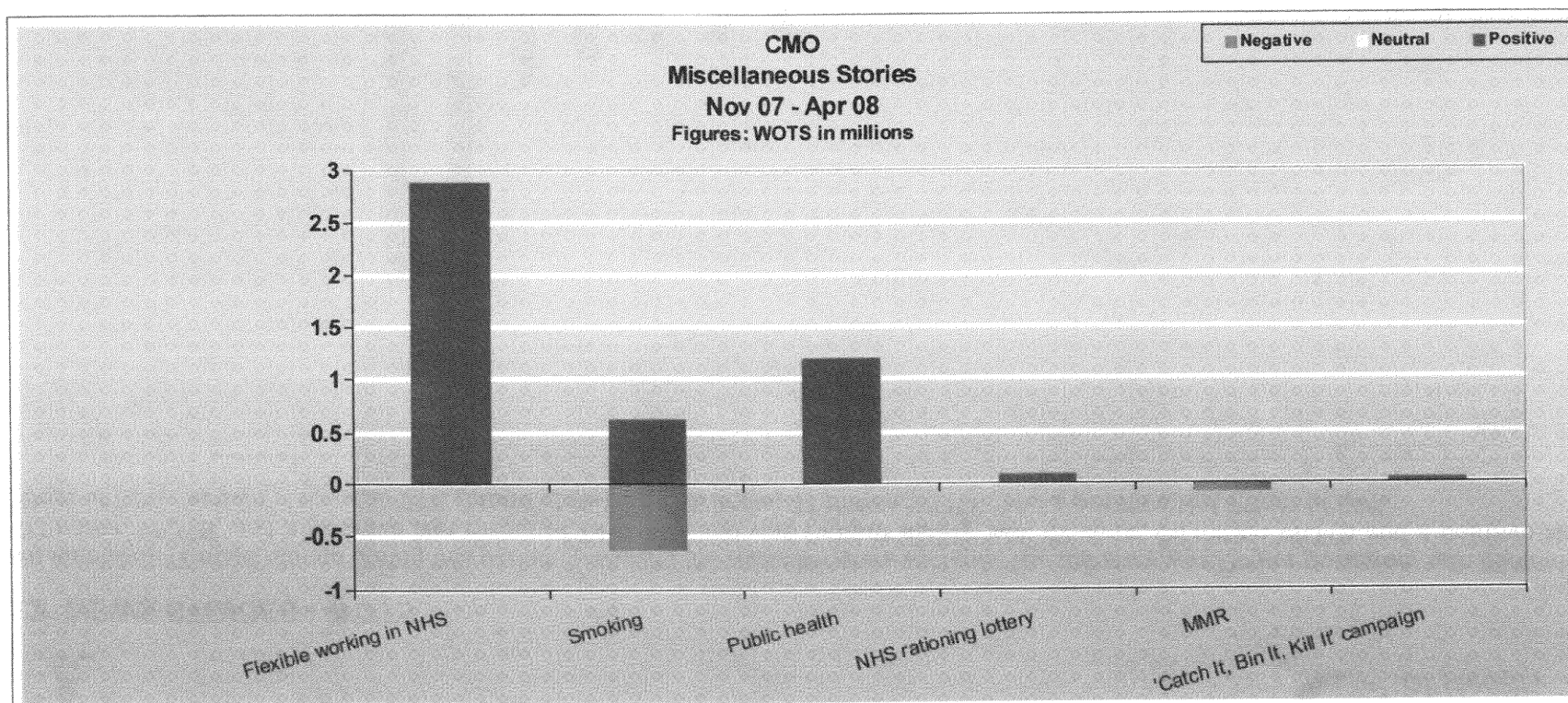
We identified 17 news stories during this period (excluding the miscellaneous section). The top story was **Organ donation**, with 68 items, 103 million WOTS, and a **positive Net Effect of 74%**. Second was **Patient safety**, with 42 items, 68 million WOTS and a **positive Net Effect of 82%**. In third place was **VTE (blood clots)**, with 16 items, 31 million WOTS, and a **positive Net Effect of 86%**.





4.3 MISCELLANEOUS NEWS STORIES

We tracked coverage of miscellaneous stories during this period and identified six news stories. The negative coverage on the 'Smoking' news story originated from a comment by Stefanie Marsh in the Times (31/12/07) complaining about the anti-smoking campaigns, soon to be replaced, she moaned, by anti-drinking and anti-obesity crusades. The negative coverage for the MMR news story revisited old ground, namely the remark made by the CMO comparing the single vaccine administration to playing Russian roulette.

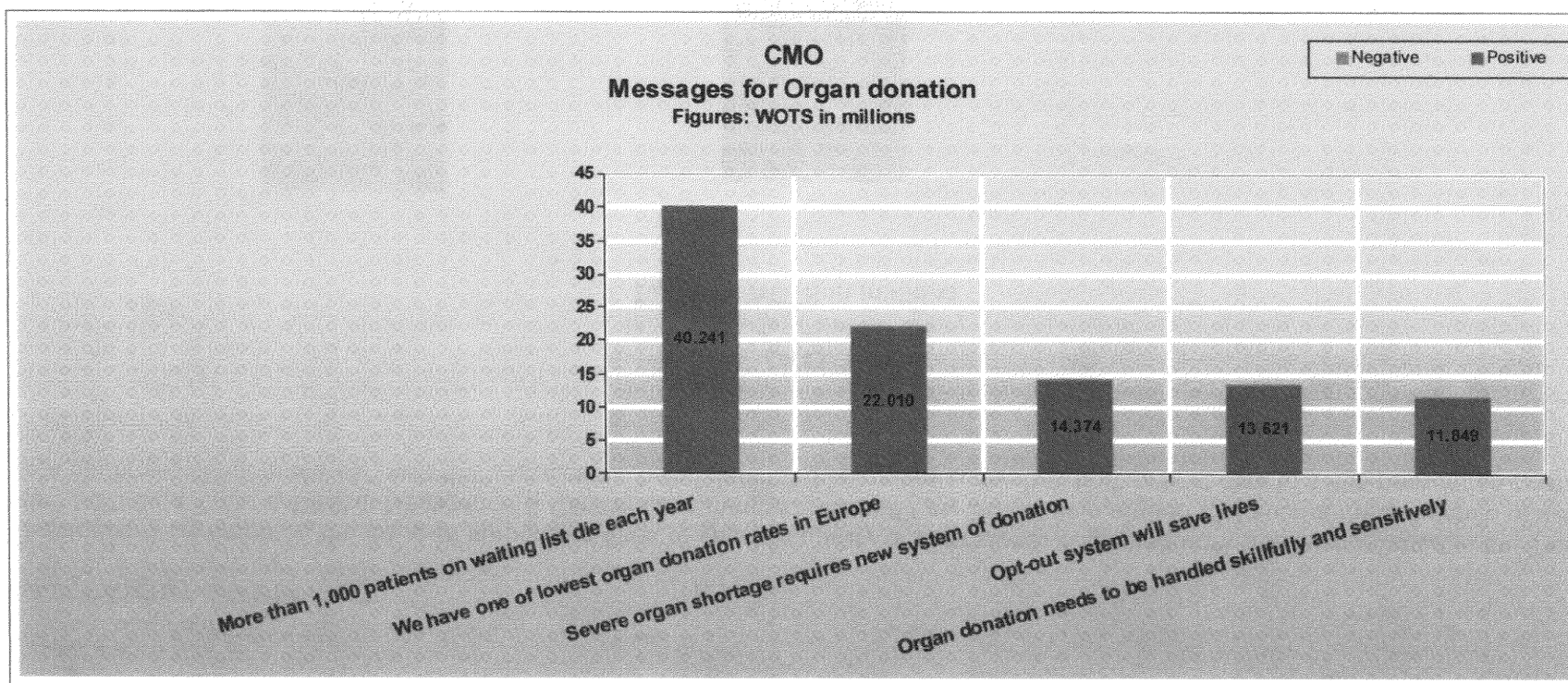




4.4 MESSAGES FOR EACH NEWS STORY

As well as tracking all the news stories, we also identified messages from the coverage of each news story.

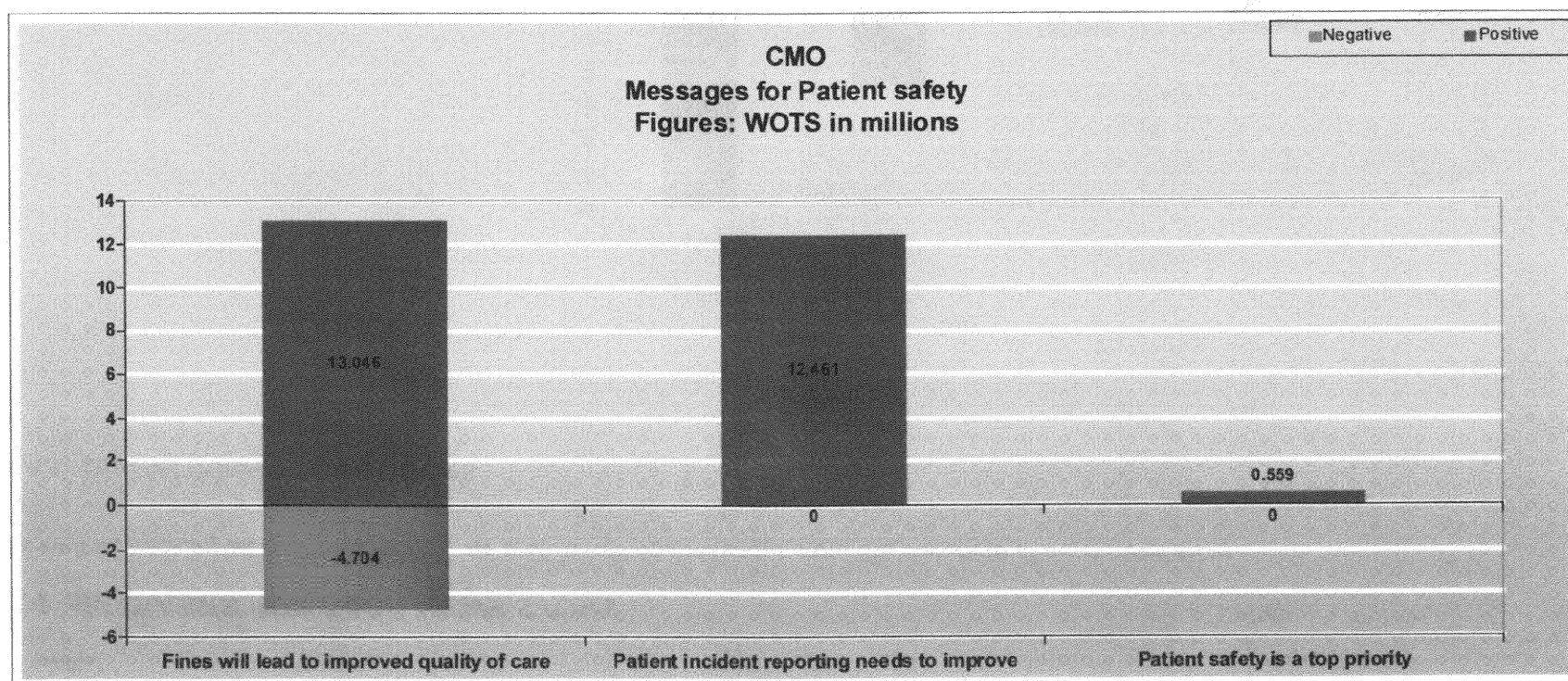
4.4.1 ORGAN DONATION MESSAGES





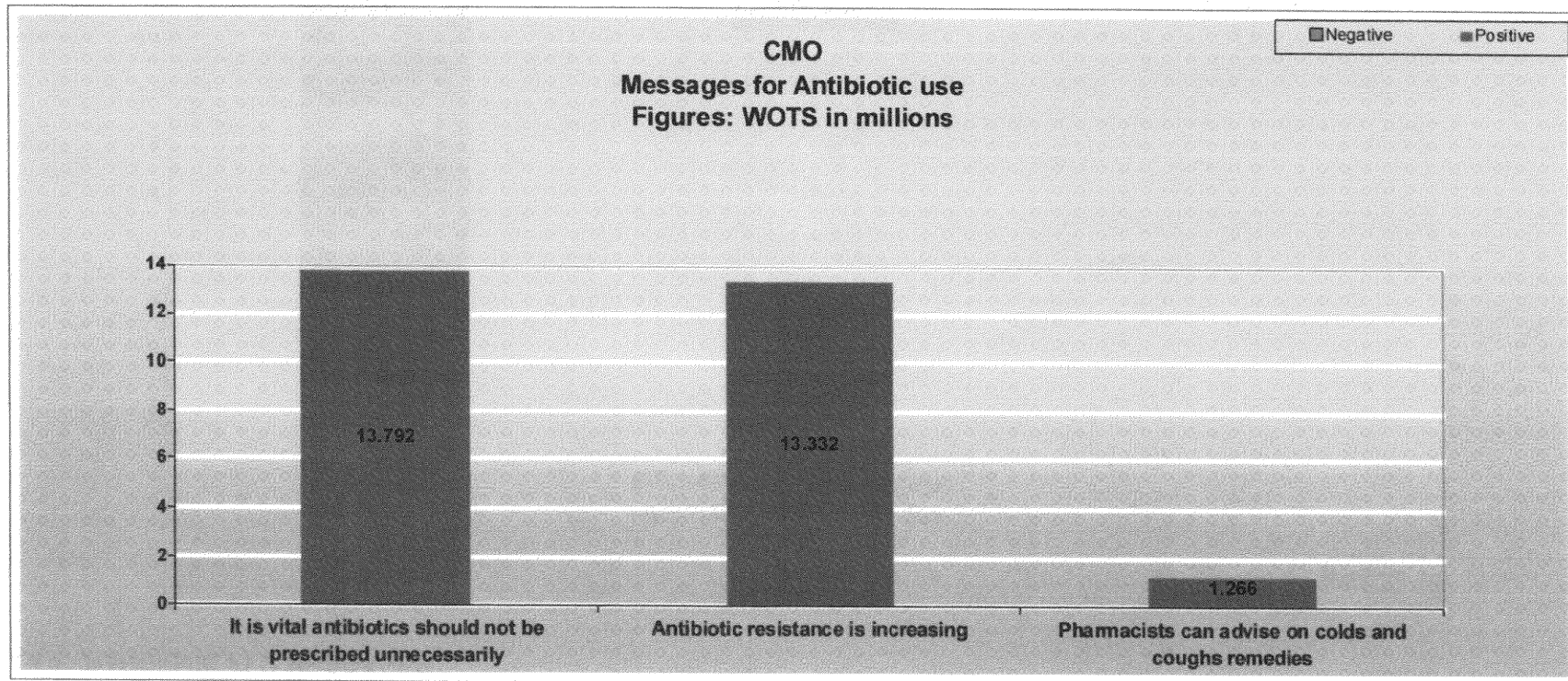
4.4.2 PATIENT SAFETY

The negative coverage on the issue of introducing fines to improve quality of care mostly originated from a letter published in the Times (15/12/07) by a Tutor in Clinical Negligence & Clinical Governance at Cardiff Law School who argued that such a system would result in "less openness about mistakes", with the taxpayer still being penalised as money is diverted from patient care to settle negligence claims.



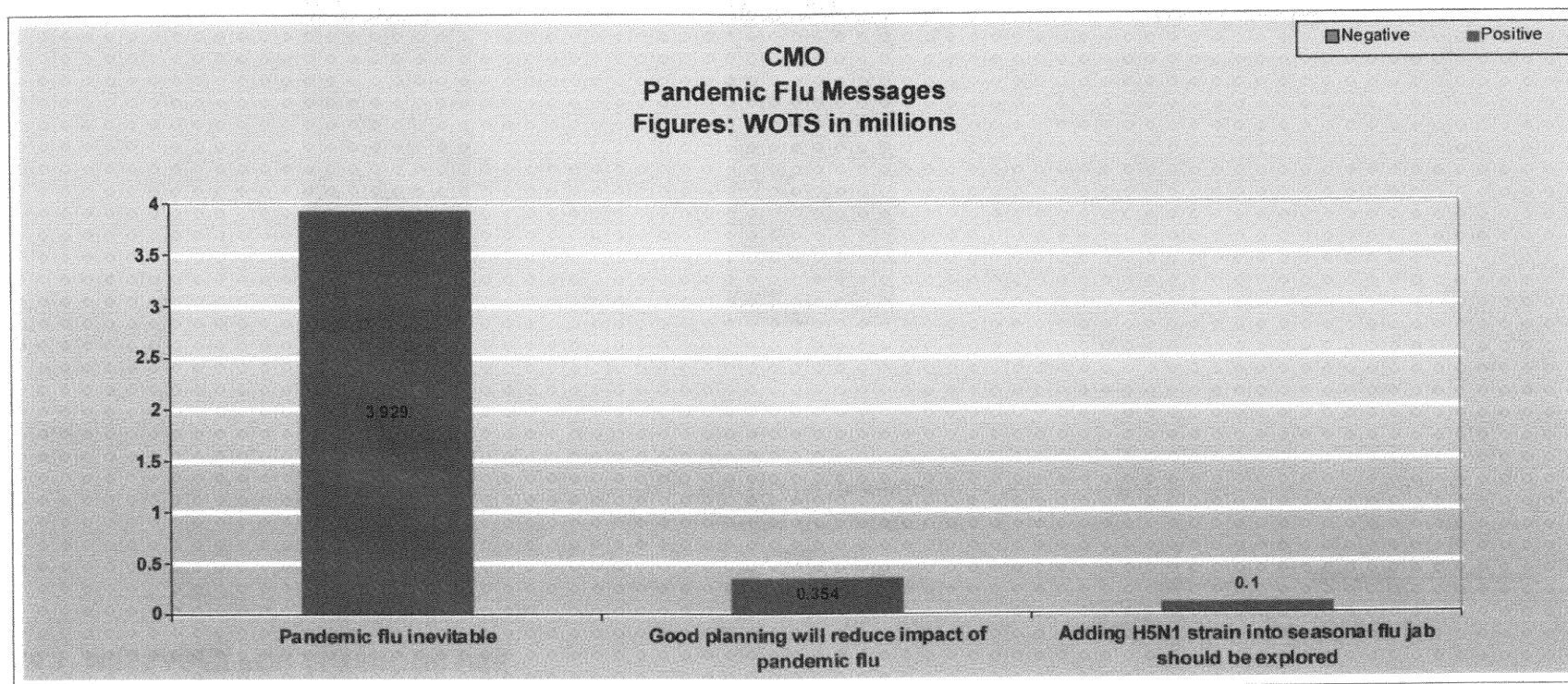


4.4.3 MESSAGES FOR ANTIBIOTIC USE





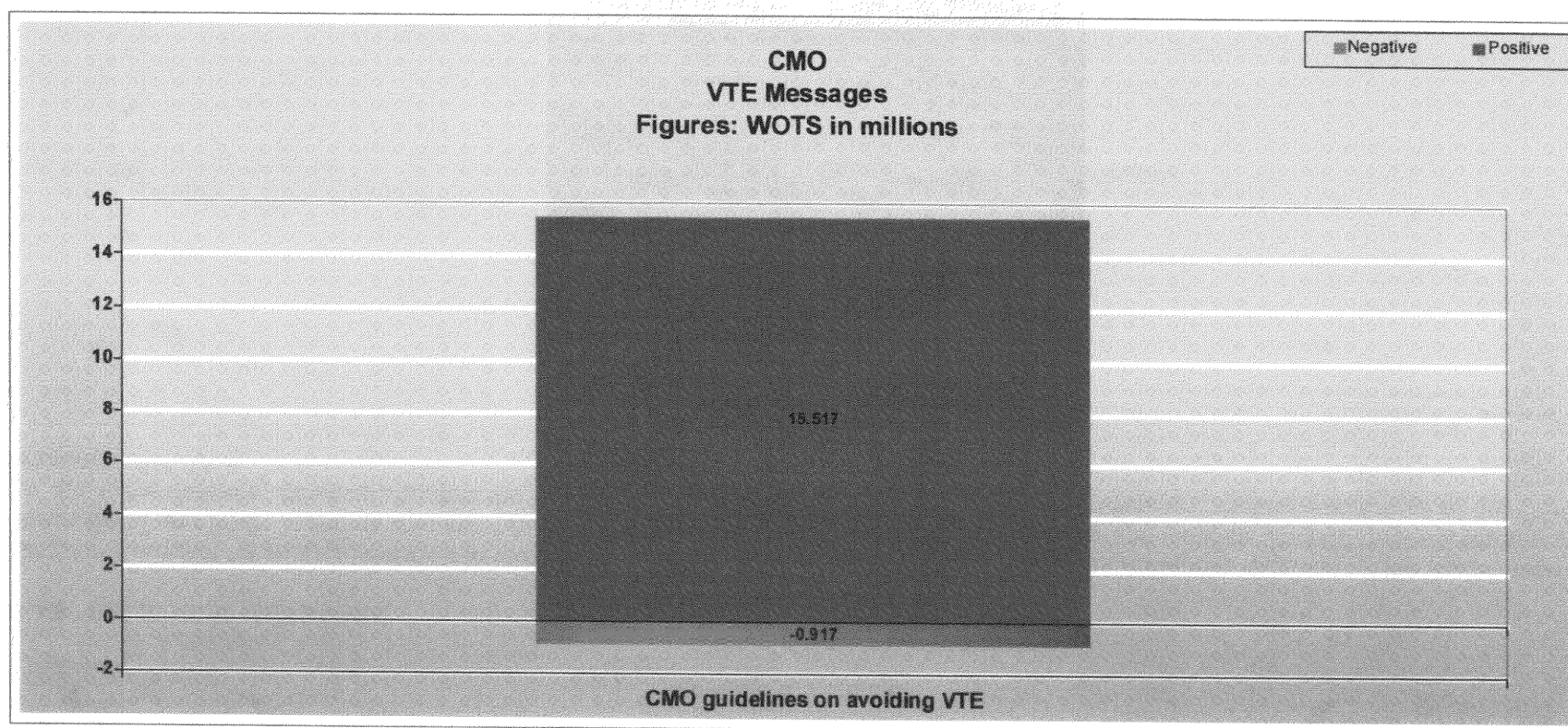
4.4.4 PANDEMIC FLU MESSAGES





4.4.5 VTE MESSAGES

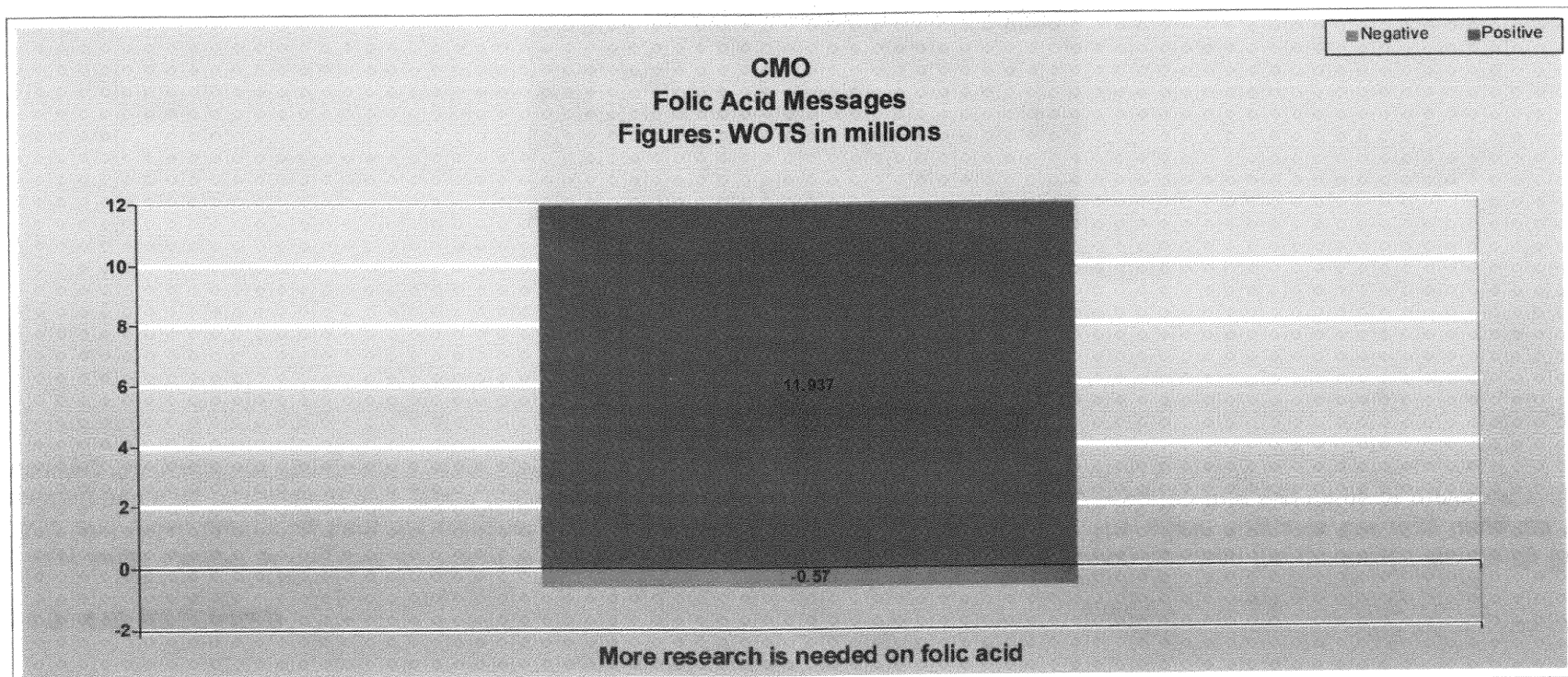
A very small amount of negative coverage in the Daily Mail (20/11/07) referred to the confusion between the guidelines issued by the CMO and those stemming from the National Institute for Health and Clinical Excellence. The article suggests this may have led to inaction by some hospitals after a report from the All Party Parliamentary Thrombosis Group reported that two-thirds of trusts were not following the guidelines introduced in April 2007.





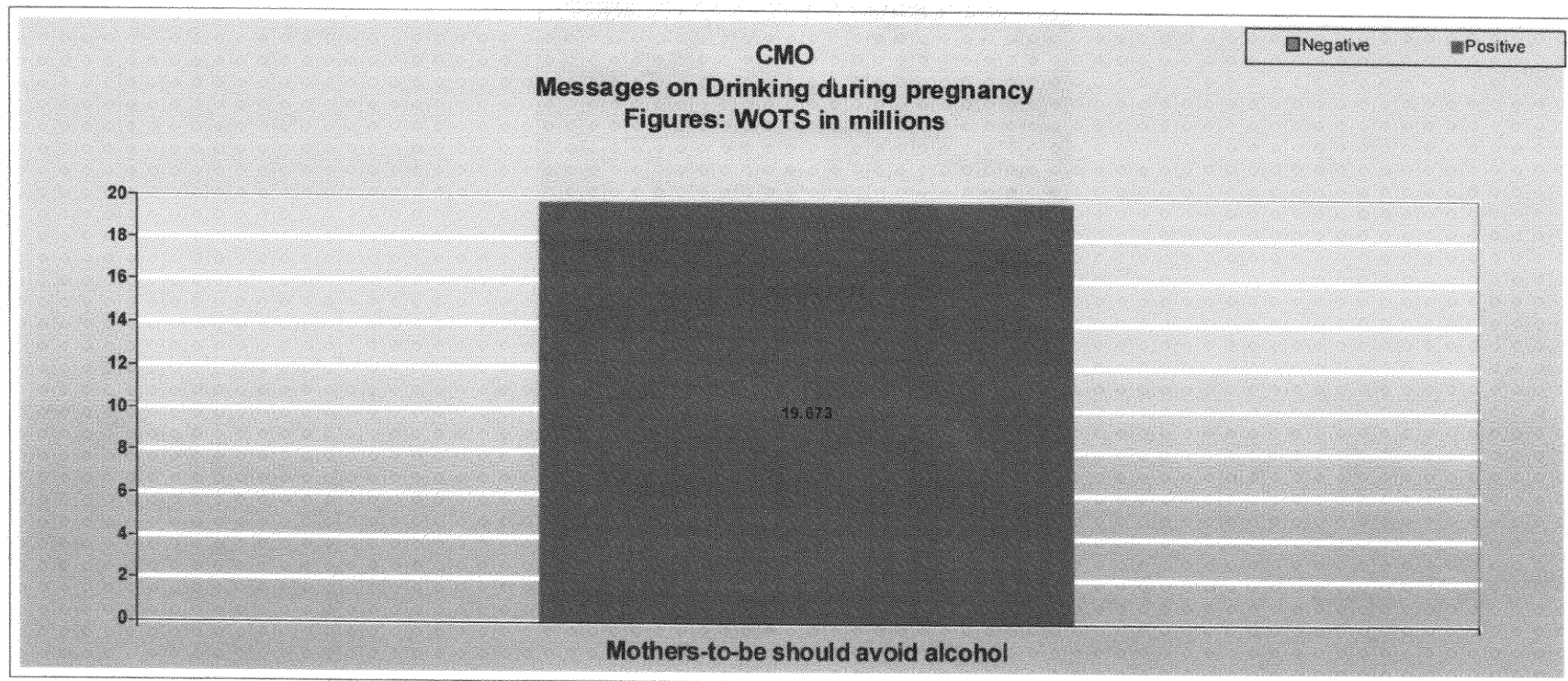
4.4.6 FOLIC ACID MESSAGES

Sir Liam's request for more research into the potential risks of fortifying flour with folic acid was unhappily received by the Association for Spina Bifida and Hydrocephalus who insisted that the over-riding issue was saving lives (Telegraph website, 25/11/07). A separate article on the same website, however, quoted the Food Standards Agency, who proposed the fortification, as fully supportive of the CMO's approach (04/03/08).



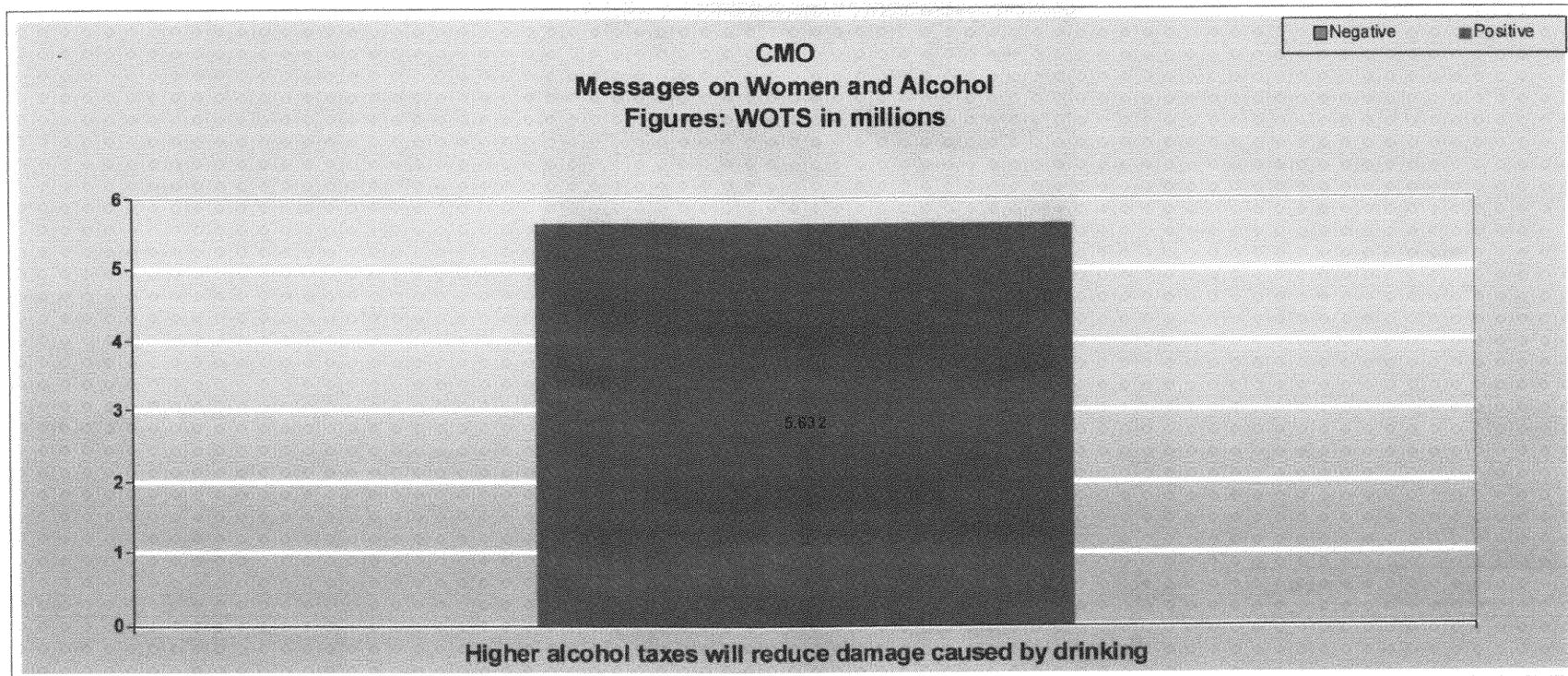


4.4.7 MESSAGES ON DRINKING DURING PREGNANCY



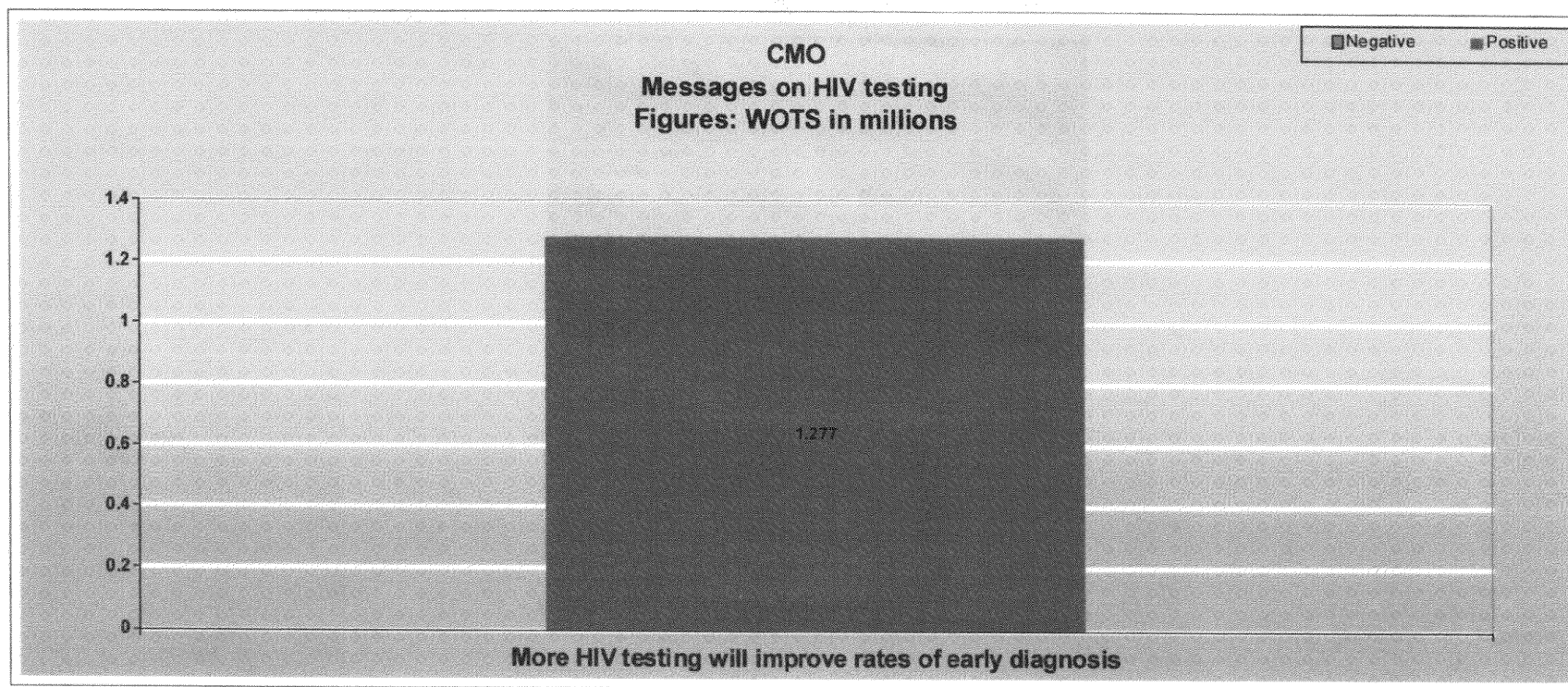


4.4.8 MESSAGES ON WOMEN AND ALCOHOL



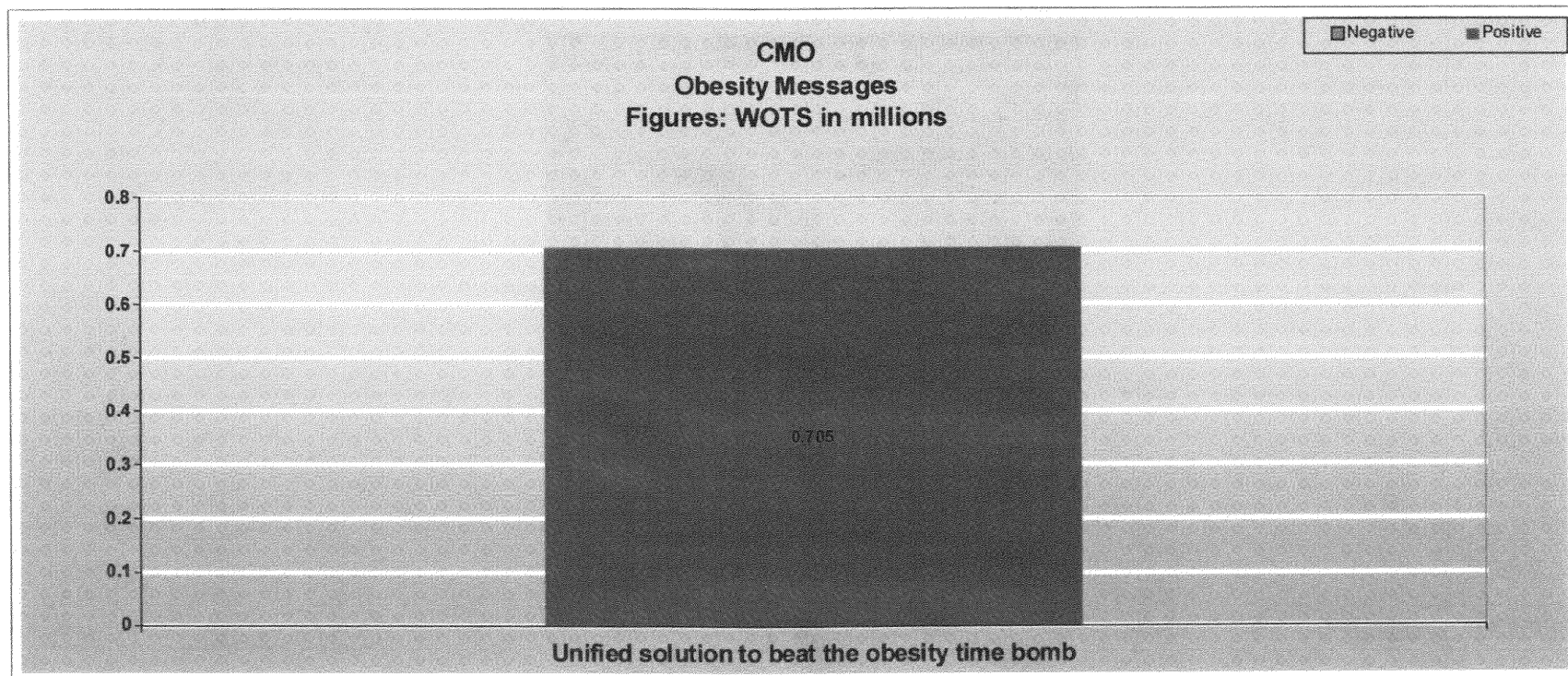


4.4.9 MESSAGES ON HIV TESTING



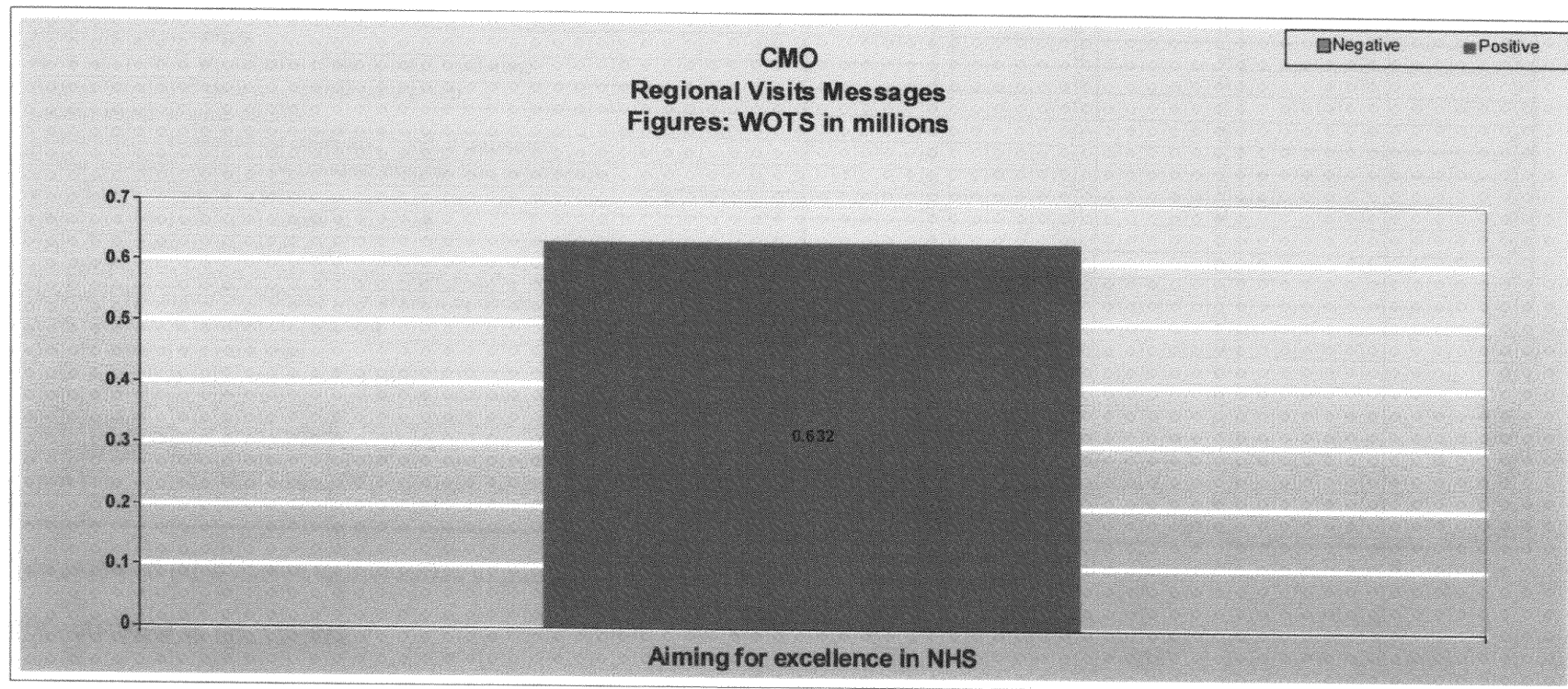


4.4.10 OBESITY MESSAGES





4.4.11 REGIONAL VISITS MESSAGES





5 ALL MESSAGES

5.1 NUMBER OF ITEMS

The following table shows all messages in term of number of items.

No of Items	Pos	Ambiv	Neut	Neg	Total
More than 1,000 patients on waiting list die each year	22	0	0	0	22
It is vital antibiotics should not be prescribe unnecessarily	16	0	0	0	16
Antibiotic resistance is increasing	14	0	0	0	14
Mothers-to-be should avoid alcohol	11	0	0	0	11
Fines will lead to improved quality of care	8	1	0	2	11
Opt-out system will save lives	10	0	0	0	10
More research is needed on folic acid	9	1	0	0	10
Severe organ shortage requires new system of donation	10	0	0	0	10
We have one of lowest organ donation rates in Europe	10	0	0	0	10
CMO guidelines on avoiding VTE	6	1	0	0	7
Patient incident reporting needs to improve	7	0	0	0	7
Aiming for excellence in NHS	6	0	0	0	6
Organ donation needs to be handled skillfully and sensitively	6	0	0	0	6
Pharmacists can advise on colds and coughs remedies	5	0	0	0	5
Patient safety is a top priority	4	0	0	0	4
Unified solution to beat the obesity time bomb	3	0	0	0	3
More HIV testing will improve rates of early diagnosis	3	0	0	0	3
Pandemic flu inevitable	3	0	0	0	3
Higher alcohol taxes will reduce damage caused by drinking	2	0	0	0	2
Good planning will reduce impact of pandemic flu	2	0	0	0	2
Adding H5N1 strain into seasonal flu jab should be explored	1	0	0	0	1