

CASE STUDY

Castlebeck

PR and Crisis Management Support



Background

Castlebeck is a leading provider of specialist healthcare and rehabilitation services for adults with learning disabilities. It provides particular expertise in delivering care to those with challenging behaviours, dual diagnoses and complex needs. The company also operates specialist treatment centres for adults with autistic spectrum disorders who exhibit challenging behaviours.

Brief

Given the complex and challenging needs of the people Castlebeck cares for, there is the danger of incidents taking place that could have potentially damaging effects on the company's reputation.

DTW was retained to provide 24-hour crisis management PR support, as well as providing a proactive media relations service to promote the work of Castlebeck.

Approach

DTW began by refining Castlebeck's crisis management guidelines and then delivering media training to staff, from the Chief Executive down to the secretaries of individual units who would be the first point of contact for media enquiries.

We also educated staff to immediately inform DTW of any incidents, so holding statements could be prepared and released, if necessary, to the media.

On the proactive media relations, DTW began researching, writing and issuing news releases on a variety of subjects, including new appointments, planning issues and the opening of new units.

Outcomes

The media training sessions run by DTW helped raise awareness of what constitutes a crisis and what steps staff need to take following an incident at a unit.

This awareness raising resulted in staff regularly bringing DTW's attention to a number of incidents so we can produce statements for the media in advance of any enquiries.

The media relations campaign resulted in Castlebeck receiving very positive news coverage with one story in particular, involving the opening of an autism centre of excellence, featuring on the international news channel CNN.

DTW also arranged for the Chief Executive of Castlebeck to meet with the Editor of Healthcare Market News, the most highly regarded publication in the healthcare sector, to discuss story ideas.



www.dtw.co.uk