

## The Mission Marketing Group plc

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### **Big wins NHS same-sex accommodation brief**

08 June 2009

Mission agency Big Communications has been awarded the NHS East Midlands' contract to promote same-sex accommodation provided in the region's hospitals to patients and public.

The campaign will explain what patients can expect when they're staying overnight in East Midlands hospitals including sharing sleeping bays, toilet and washing facilities with members of the same sex.

The campaign will be developed using results from independent public polling and focus groups of patients and public, and will include local radio and literature for use in all NHS facilities in the region.

Lynn Andrews, Assistant Director of Nursing at NHS East Midlands, said, "I'm really pleased to be working with Big Communications on such an important project. This campaign is about making patients and their visitors aware of what they can expect when they stay in one of our region's hospitals and running it regionally to ensure the messages are consistent regardless of where they are in the NHS."

Mission Chief Executive Iain Ferguson commented "We are delighted that NHS East Midlands has chosen to work with Big Communications on this important initiative. Connecting with patients and helping them to understand what to expect in an environment which may be unfamiliar is an interesting and challenging brief....and one where Big can bring real consumer understanding.

This is the second NHS project awarded to the agency which recently created a through-the-line campaign about fighting hospital infections as part of the SHA's ongoing Hand in Hand, fighting infections together.

Notes to editors:

[www.themission.co.uk](http://www.themission.co.uk)

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