

<b>NHS Greater Glasgow and Clyde</b>	<b>Paper No. 25/155</b>
<b>Meeting:</b>	<b>NHSGGC Board Meeting</b>
<b>Meeting Date:</b>	<b>18 December 2025</b>
<b>Title:</b>	<b>Communications and Public Engagement update – December 2025</b>
<b>Sponsoring Director:</b>	<b>Sandra Bustillo – Director of Communications and Public Engagement</b>
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## 1. Purpose

The purpose of the attached paper is to provide an update on the key communications and engagement activities carried out in November – December 2025.

## 2. Executive Summary

The importance of effective stakeholder communications and engagement as a key function of Board governance is set out in the Blueprint for Good Governance. This report aims to:

- Inform Board members on the progress and impact of various initiatives and campaigns undertaken to enhance stakeholder engagement and improve service delivery.
- Provide details on key areas such as patient experience, stakeholder engagement, service support, and major communications campaigns and activity.

## 3. Recommendations

The NHS Board is asked to consider the following recommendations:

- To note the content of the report

#### **4. Response Required**

This paper is presented for awareness

#### **5. Impact Assessment**

The impact of this paper on NHSGGC's corporate aims, approach to equality and diversity and environmental impact are assessed as follows:

- |                        |                 |
|------------------------|-----------------|
| • Better Health        | <u>Positive</u> |
| • Better Care          | <u>Positive</u> |
| • Better Value         | <u>Positive</u> |
| • Better Workplace     | <u>Positive</u> |
| • Equality & Diversity | <u>Positive</u> |
| • Environment          | <u>Positive</u> |

#### **6. Engagement & Communications**

The issues addressed in this paper were subject to discussion within the Communications and Public Engagement Directorate.

#### **7. Governance Route**

N/A

#### **8. Date Prepared & Issued**

Date prepared: 3 December 2025  
Date issued: 10 December 2025

# Communications and Public Engagement Update

December 2025



## 1. Introduction

1.1 This report covers the period November - December 2025 and provides a summary of some of the main activities delivered by the Communications and Public Engagement Directorate in this period.

## 2. Engaging Stakeholders



### 2.1 Interface Public Focus Groups

The PEPI Team held three focus groups with members of the public to explore awareness and understanding of virtual care pathways. A total of 37 people of different age groups participated with a mix of direct experience of virtual care.

Participants discussed the benefits and challenges of virtual care, shared ideas and suggestions for engaging effectively with patients and communities on the Transforming Together strategy and reviewed a selection of sample communications materials, with a particular focus on language, tone and design.

Across all three focus groups, the increasing use of virtual care pathways was broadly viewed as positive, with many participants highlighting the convenience, potential for improved access and sense that virtual care can empower patients to take more control over their health, with easier access to information and support.

A more detailed report is being produced to support Interface public communications and inform next steps.

## 2.2 Community Outreach and Relationship Building

Over the last few months, the PEPI Team has actively engaged with a range of community groups and networks to inform ongoing service development and improvement. Our outreach has focused on building relationships and gathering feedback from communities and partners.

Highlights in this period include attending the Strengthening Opportunities for Older People event in Renfrewshire to discuss deprescribing and a Winter Health Information Event in Inverclyde alongside the Vaccination team.



*'Strengthening Opportunities for Older People', Renfrewshire November 2025*

## 2.3 Care Opinion Bear

In November 2025, the Royal Hospital for Children launched Care Opinion Bear.

Care Opinion Bear is an adaptation of the Care Opinion platform, which has been specifically redesigned for children and young people. It provides age-appropriate visuals, simple prompts, and interactive features like picture tiles to make feedback easy and engaging. A range of materials have been produced to encourage children and young people to give feedback about their hospital care. Since its launch on 3<sup>rd</sup> November, NHSGGC has received twice the number of stories in November for paediatric services than it did in the month beforehand showing a positive increase in feedback.





## 2.4 Service Support

The PEPI Team supports a wide range of service areas throughout the year in aspects of involvement and capturing patient experience and feedback. To date, during 2025-2026 the team has been involved in supporting over 70 teams and service areas across NHSGGC with a range of current examples included below.

Service	Support Request Activity	Category
<b>NHSGGC Healthcare Charity</b>	Planning public engagement to test awareness of charity aims, better understand patient and community needs, including underrepresented groups, and use insights to inform development of an organisational strategy.	Understanding people's experiences
<b>NHSGGC Renal Transplant Psychology Support</b>	Supporting the development of patient experience engagement to understand what is working well and how the service can improve its approach to care. The service will use the results alongside a wider gap analysis and further stakeholder engagement to drive service improvements.	Understanding people's experiences
<b>Home Subcutaneous Immunoglobulin (SCIg) Service Evaluation Beatson West of Scotland Cancer Centre</b>	Supporting the development of approaches to capturing feedback from patients receiving treatment.	Understanding people's experiences

## 3. Communications



### 3.1 Flu campaigning

This winter, flu season has hit earlier than previous years with cases higher in early December than they normally would be. In response, the Corporate Communications Team worked with colleagues to rapidly organise activity in support of services to try and encourage the public not to attend Emergency Departments with mild to moderate flu symptoms and to get vaccinated.

This included:

- Media interviews with Dr Emilia Crighton, Director of Public Health and Dr Claire Harrow, Deputy Medical Director (Acute). We used the interview with Dr Harrow to obtain voice clips for radio to reinforce key flu messages.
- Social Media Activity – we shared posts across NHS Greater Glasgow and Clyde platforms including. We boosted a social media post to increase reach and engagement among the public.
- IPN – we distributed flu messaging via our Involving People Network, urging the public not to visit hospitals with mild or moderate flu symptoms. This reached over 45,400 people.
- Press Releases - Two press releases were issued to media outlets, highlighting our flu messaging, with significant pickup across online, TV and radio and print media.
- Primary Care Communications - We sent a communication to General Practices, asking them to share information via text or online with patients about treating mild or moderate flu at home and to avoid visiting GPs and hospitals.
- School 'bag drops' – we arranged for schools to issue a letter to parents with advice about managing mild and moderate flu and respiratory illnesses
- Infection prevention and control Core Brief with important information for staff
- As part of a national drive to encourage as many staff and patients to take up the opportunity to receive the flu vaccination, we have also delivered a multi-platform campaign to spread the message as far as possible.



## Recent media coverage

**GlasgowLive**

**NHS urges people with flu symptoms to not attend A&E**

Man in hospital after emergency services called to Glasgow street

**GlasgowTimes**

**NHS Greater Glasgow and Clyde urges parents to get under-fives vaccinated as flu cases rise**

Beth Oliver  
Tue 2 December 2025 at 10:29 am GMT  
3 min read

**Clydebank Post**

**Large surge in flu cases as new strain takes hold**

The spread of flu is more serious than last year

In NHS Greater Glasgow and Clyde there were 272 flu cases in the week ending 23 November - an 18% increase on the previous week when 230 cases were recorded.

The infection rate stood at 22.3 per 100,000 people - an increase from 18.9 per 100,000 the previous week.

The health board has been telling patients to stay at home to treat themselves, and to avoid A&E when suffering from the flu.

GP practices have been sending out texts and some parents have received a letter from the health board via their children's schools.

It says the A&E department at the Royal Hospital for Children has experienced an increase in the number of young patients presenting with respiratory conditions in recent weeks.

And it offers advice on the best way to seek treatment, while avoiding A&E for less serious cases.

**NHS Greater Glasgow and Clyde urges people to get flu jabs**

Dr Kim Marshall and Gary Cooke are urging those eligible to get their flu jabs as soon as possible (Image: NHS Greater Glasgow and Clyde)

By Stephen Kinnear

## Social media flu posts

**NHS Greater Glasgow and Clyde**

96 5 52

**NHS Greater Glasgow and Clyde**  
Nov 26 •

If you have mild or moderate flu symptoms, please don't go to A&E as you risk spreading the virus to vulnerable people in our waiting rooms. ... See more

**NHS Greater Glasgow and Clyde**

If you have mild or moderate flu symptoms, please don't visit loved ones in hospital or attend A&E.

You risk spreading the virus to vulnerable people.

**NHS Greater Glasgow and Clyde**

Right Care, Right Place  
We use the Right Care, Right Place m... [LEARN MORE](#)

186 34 Comments

186 34 80

**nhs ggc**

Has your pre-school child missed their flu vaccination appointment?

Flu cases are rising across Greater Glasgow and Clyde, and there's still time to protect under-fives before the programme ends Friday 19th December.

Call 0800 917 6115 to rearrange  
Or attend one of our drop-in clinics - no appointment

**NHS Greater Glasgow and Clyde**  
3d •

Tomorrow's Mobile Vaccination Unit will be at - The Foundry.... See more

**NHS Greater Glasgow and Clyde**

**Mobile Vaccination Unit Flu & Covid-19 Drop-in**  
Tuesday 2<sup>nd</sup> December 2025  
10:00-16:00  
No appointment needed

The Foundry, Main Street, Barrhead, G78 1SW

Ensure you're eligible by visiting [www.nhs.uk/your-health/seasonal-flu/](http://www.nhs.uk/your-health/seasonal-flu/)

10 13 Comments

10 13 11

**NHS Greater Glasgow and Clyde**  
4d •

Tomorrow's Mobile Vaccination Unit will be at - Erskine Sport Centre.... See more

## 3.2 Strengthening Leadership Visibility across NHSGGC

Improving leadership visibility remains a key objective within our Internal Communications and Employee Engagement Strategy. Over the last two months Board members and members of the senior leadership team have continued to connect with staff both in-person and through our internal communications channels.

The Chair, Dr Lesley Thomson KC, and Chief Executive, Professor Jann Gardner, have continued their series of visits to meet staff. These visits have been shared with staff through our Staffnet Hub, Core Brief, and LinkedIn pages providing an opportunity to spotlight innovation and person-centred care being delivered by our services.



### *Recent visits to the RHC and the GRI*

To support the establishment of the People Committee, we have been working closely with Non-Executive Board Member, Cath Cooney, to highlight the Committee to staff and to provide an overview of its function. Since then we've also published a further People Committee key message to encourage our staff to undertake PDP conversations. We will continue to use this approach to promote key messages in relation to the work of the Committee as part of our drive to build a positive culture within NHSGGC.





As we prepared for the System Reset which launched on 20 November, we created a series of videos by our Chief Executive, Deputy Chief Executive, Medical Director and Nurse Director to explain the Reset. Further to this, we hosted a Teams event for more than 300 staff when the Chief Executive and Deputy Chief Executive presented details of the Reset and took questions.



### 3.3 Team Talk audit

Another key way we have been increasing leadership visibility is via Team Talk. Team Talk is NHSGGC's monthly manager-led briefing designed to foster consistent, two-way conversations across teams, providing an opportunity to spotlight key messages with content sponsored by members of the Executive Team within NHSGGC.



Team Talk helps us engage with staff on four key themes each month, delivered in a flexible format to encourage managers to discuss with their teams at team huddles and meetings. Each manager is encouraged to look at how each key theme might impact their team locally, and teams have the ability to feedback and ask questions.

As the team briefing system has now been in place for a year, we undertook an internal audit of Team Talk. Our audit included a blend of face-to-face focus groups and online survey responses. The audit explored awareness, frequency of engagement, preferred formats, and perceptions of Team Talk's clarity, relevance, and effectiveness. The findings provide valuable insights into how well Team Talk is connecting staff with organisational priorities, where it is working best, and where there are opportunities to improve.

The results highlight strong overall awareness and recognition that Team Talk builds stronger links between frontline teams and Board priorities. There was positive feedback on the briefing's clarity and design, with praise for its concise, practical format which was seen to suit busy clinical/operational settings. Team Talk was also noted as promoting local discussion and leadership visibility.

The audit also revealed areas for further development - such as increasing local relevance, supporting managers, and ensuring all staff groups can access and benefit from the monthly briefings.

