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| <b>NHS Greater Glasgow and Clyde</b> | <b>Paper No. 25/03</b>  |
| <b>Meeting:</b>                      | <b>NHSGGC Board Meeting</b>   |
| <b>Meeting Date:</b>                 | <b>25 February</b>  |
| <b>Title:</b>                        | <b>Communications and Public Engagement Update – February 2025</b>  |
| <b>Sponsoring Director:</b>          | <b>Sandra Bustillo – Director of Communications and Public Engagement</b>   |
| <b>Report Author:</b>                | <b>Neil McSeveny – Deputy Director of Communications<br/>Daniel Connelly – Deputy Director of Public Engagement</b> |

## 1. Purpose

The purpose of the attached paper is to provide an update on the key communications and engagement activities carried out in January 2025 – February 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 is the latest regular activity report to be presented to the NHS Board highlighting key activities being taken forward to communicate and engage with our patients, public and staff.

## 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> impact |
| • Better Care          | <u>Positive</u> impact |
| • Better Value         | <u>Positive</u> impact |
| • Better Workplace     | <u>Positive</u> impact |
| • Equality & Diversity | <u>Positive</u> impact |
| • Environment          | <u>Positive</u> impact |

## 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

Prepared on 13 February 2025

Issued on 17 February 2025

# Communications and Public Engagement Update

February 2025



## 1. Introduction

1.1 This report covers the period January – February 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 Realistic Medicine

Realistic Medicine aims to encourage and promote shared decision-making and reduce unnecessary interventions.

To support the embedding of Realistic Medicine, a public awareness and communications campaign has been delivered throughout the year, and a follow-up survey was launched on 28 January 2025 to capture public awareness and understanding of Realistic Medicine among the general population, using the Involving People Network and NHSGGC social media networks.

To date, feedback has been captured from 575 members of the public, with over 200 public expressing interest in further involvement through focus groups or events.

This work follows on from activity undertaken in 2023-2024, which indicates an approximate 8% increase in public awareness of Realistic Medicine.

As part of this current work, we also saw 72% of people share that they felt confident starting a Shared Decision-Making conversation with a healthcare professional. The

public comments and wider data analysis will form a key component of the upcoming NHS Greater Glasgow and Clyde Kind & Careful Care Event 4th March 2025 focusing on Realistic Medicine and Quality Improvement.

## 2.2 Maternity Services

Our recent engagement initiatives, including the Maternity Voices Partnership and Third Sector Network, have provided valuable insight into maternity service experiences through 2024/25, allowing women and third sector partners more direct influence in shaping care.

Key elements of work that are underway in Quarter 4 of 2024/25 are:

- Developing approaches to further engage with women around maternity bereavement, building on the already excellent work of bereavement midwives to evaluate their service. This enhancement will focus on developing safe appropriate ways to support families use their voices to shape their bereavement services.
- The initial 2024/25 engagement focused on travel and appointments. The current survey work, launched in February 2025, focuses on capturing insights into mental health and wellbeing alongside women's experiences of visiting.
- The Maternity Voices Partnership, launched in 2024, brings together women and healthcare professionals to discuss and co-produce maternity services with the first meeting taking place in February, focusing on Mental Wellbeing, approaches to visiting and how we provide information through digital services such as the Right Decision Service.
- The second meeting of our Third Sector Participation Group will occur in March 2025 using the current survey findings to inform the discussions.

## 2.3 Organisational Support:

### Service Change Engagement Flowchart

In January 2025, the Patient Experience Public Involvement (PEPI) Team produced a flowchart to support a consistent approach to delivering engagement and supporting governance in relation to service change within NHS Greater Glasgow and Clyde.

National guidance, '[Planning with People – engagement and participation guidance](#)' (Planning with People) was issued in 2024 by Scottish Government and COSLA to support NHS Boards and Health and Social Care Partnerships deliver their statutory duties to involve people.

This flowchart does not replicate the detailed engagement guidance outlined in Planning with People, but identifies the key steps and how this engagement will be delivered in line with organisational governance including:

- How each service change would be supported by the Patient Experience Public Involvement Team to deliver proportionate engagement.

- Demonstrate the different steps for major service change, non-major service change and service redesign to assist the planning and delivery of all service change and redesign activity.

## 2.4 Organisational Support:

### Stakeholder Engagement Short Life Working Group

Following a Board Development Session in 2024, there was an agreed action to establish a Short Life Working Group to focus on stakeholder engagement. The primary role of the group is to:

- Define the Board role in stakeholder engagement
- Clarify expectations and impact of engagement in decision making
- Review key stakeholders and existing networks
- Consider other stakeholder, e.g. academia/community planning partners etc

Membership includes five Non-Executive Directors, two Chief Officers and the Director of Communications and Public Engagement, meeting three times, with the first meeting taking place on 29 January 2025 focusing on Patient and Public Engagement.

## 2.5 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 2024-2025 the team has been involved in supporting 108 teams and service areas across NHSGGC with a range of current examples included below.

| Service  | Support Request Activity  | Category                             |
|--|---|--------------------------------------|
| <b>Innovation Hub</b>  | Providing guidance and advice on patient engagement to a project team developing and testing a new Menopause App (Adora App).   | Patient engagement and understanding |
| <b>Royal Hospital for Children, understanding patient and parent experiences of Virtual Consultation</b> | Ongoing work to better understand virtual experiences, this focuses on co-designing an engagement approach with consultants to evaluate experiences.                    | Evaluating service impact            |
| <b>Spinal Cord Simulator Service</b>   | Ongoing work to support service to engage on patient experience to inform peer support resources, this will support potential future patient's expectations of service. | Patient engagement and understanding |

## Right Decision Service Platform Design

Ongoing work to support service to engage with users to inform design of apps and accessibility. This will also include specialist learning support groups in partnership with HSCPs.

Patient engagement and understanding

## 3. Communications



### 3.1 Reinforcing winter messaging and supporting direction and patient flow

Building on successes in November-December, our integrated winter communications campaign continues to target the public with a multi-platform approach to secure broadcast, print, online, and achieving significant social media engagement across Facebook, Twitter, Instagram and LinkedIn.

A major aim of the campaign has been to help inform, encourage and equip the public with the knowledge to consider alternative routes to A&E to direct footfall away from ED front-doors wherever possible by reinforcing simple signposting messaging across channels.

Using insights from patient data on ED presentations, we have been able to identify interesting news hooks to keep up momentum in the media by highlighting winter ailments, sprains and strains and other conditions which could otherwise be seen elsewhere. All activity has been delivered under the 'Think ABC before A&E' brand established in 2023:

A: Ask yourself if A&E is correct, B: Be aware of alternatives, C: Call 111 ahead of visiting A&E.



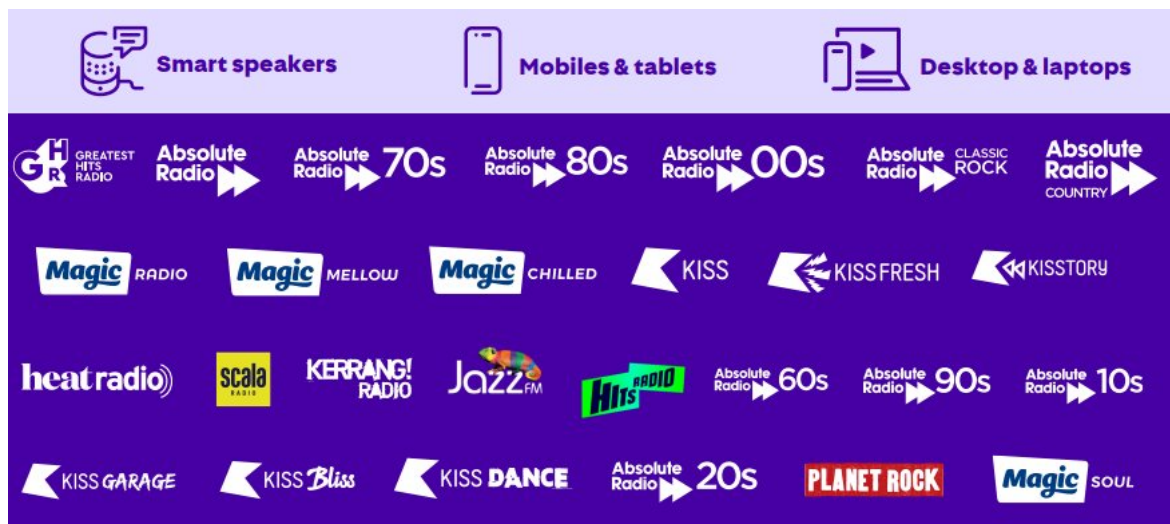


## Using data-driven news hooks to maximise publicity

Supplementing organic winter messaging has been a radio advertising campaign targeting the Bauer network (Clyde 1, Clyde 2 etc) across the West of Scotland and through the digital app. Running through the last two weeks in January, the messaging focuses specifically on sprains and strains and where to go instead of ED and complements national messaging and a similar campaign from NHS24.

| DELIVERY – ADULTS 15+ | HOW MANY TIMES WILL EACH PERSON HEAR YOUR ADVERT | HOW MANY TIMES WILL IT BE HEARD | HOW MANY COMMERCIALS | HOW MANY DIGITAL AUDIO IMPRESSIONS? |
|-----------------------|--|---------------------------------|----------------------|-------------------------------------|
| 511,179               | 2.92   | 1,305,208                       | 74                   | 187,500                             |

The advert was heard more than 1.3 million times



The advert was heard across the Baur network

Alongside the usual ABC messaging, an NHS heroes campaign has been underway featuring videos, infographics and news stories about different health care specialists and how to access them – Again this campaign supports an overall objective of informing the public of alternatives to ED such as pharmacy, primary care, the FNC etc. and the content is designed to be shared across multiple-platforms to reach as many people as possible.



### Meet our NHS Heroes



**Hi, my name is:** Lindsay

**My role:** Advanced Practice Physiotherapist

**I can help you with:**  
The diagnosis, management, and treatment of musculoskeletal conditions such as problems with bones, joints, soft tissues, and muscles.

**How to find me:**  
An Advanced Practice Physiotherapist may be based at your GP Practice, and you can book in with me directly. You can also find self-help guides online via the NHSGGC website.

## Think ABC before visiting A&E.

Supporting the overall ABC winter messaging, our Home For Lunch campaign which has been promoting pre-noon discharges through Christmas is now complete, with significant engagement from the media and the public to help inform the important of



planning for discharge, while demonstrating the benefits for both the patients and the hospital. Coverage secured included:

- Broadcast: BBC Scotland – TV, Radio
- Print and online: Herald and locals including Glasgow Times, Greenock Telegraph
- 25,000 video views of Home for Lunch case study shared on social channels.

In February, the Home for Lunch campaign focuses on Power of Attorney through with additional broadcast opportunities being considered alongside updating current patient information available on wards, the website and through social media.

As we move beyond winter, we will continue to tell the same story to the public in new ways both to support direction and raising awareness of alternatives to ED, while also building on the Home for Lunch / POA campaigns which support patient flow through our hospitals, year-round.

## 3.2 Innovation

Innovation at the heart of care has been a key focus through January and February as we continue to tell the story of the positive impact of new treatments and technologies helping our patients in ways like never before.

Innovation and its role in driving advances in care at NHSGGC will play an important strand in promoting the health board to the public as we position NHSGGC as a clinical leader and trusted partner to the public in delivering the best health care, with the best expertise and treatments in the country.

In January we saw the 10,000<sup>th</sup> robotic assisted surgery (RAS) take place in Scotland at Glasgow Royal Infirmary since 2021, following a major expansion of da Vinci surgical systems. The work saw the BBC on site to film the procedure, with a follow-up case study being drawn up and published through our own channels resulting in blanket coverage through the media and strong engagement on social media. Cabinet Secretary for Health and Social Care, Neil Grey, MSP, voiced his own support for the surgery highlighting the benefits of the RAS in supporting surgeons and care teams.





February also saw Glasgow Royal Infirmary become the first hospital in the UK to use the Persona Revision knee system implant on a patient, which is a piece of technology which accurately reproduces the anatomy of a patient's knee to help improve the implant build, and therefore the patient outcomes. Again, the BBC covered the piece, with supporting comms ensuring more exposure through NHSGGC's own direct channels.



**Mark Blyth and the orthopaedic team**

Another key piece of innovation work ongoing is supporting services across NHSGGC to use virtual appointments where possible and appropriate. Utilising case studies and data from patient feedback, we are focusing on highlighting the real benefits of virtual consultations experienced by the vast majority of patients using them. Most recently the data has shown more than two-thirds of patients reporting

satisfaction with their experience. This campaign is running externally to build trust in digital and encourage patients to ask for digital appointments, and internally to demonstrate to staff that patients are genuinely benefiting from Near Me appointments. Threading this narrative through communications will continue to play a key role as we look to 2025/2026 and in normalising virtual care.



**Near Me feedback has been largely positive**

