

NHS Greater Glasgow and Clyde	Paper No. 26/70
Meeting:	NHSGGC Board Meeting
Meeting Date:	25 June 2026
Title:	Communications and Public Engagement update – June 2026
Sponsoring Director/Manager	Neil McSeveny – Interim Director of Communications
Report Author:	Neil McSeveny – Interim Director of Communications Daniel Connelly – Deputy Director of Public Engagement

1. Purpose

The purpose of the attached paper is to provide an update on the key communications and engagement activities carried out in May 2026 – June 2026.

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.

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>

5. Engagement & Communications

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

6. Governance Route

N/A

7. Date Prepared & Issued

Date Prepared: 11 June 2026

Date Issued: 17 June 2026

Communications and Public Engagement Update

June 2026



1. Introduction

1.1 This report covers the period May 2026 - June 2026 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 Annual Engagement and Involvement Overview Report

The PEPI team are currently finalising NHS Greater Glasgow and Clyde's Engagement and Involvement Overview Report 2025-2026. This provides a comprehensive, organisational-wide summary of how feedback, involvement and lived experience have informed service development across NHSGGC.

The report brings together examples from across NHSGGC and all six Health and Social Care Partnerships, illustrating how engagement activity, from large-scale programmes, to targeted, person-centred work is shaping pathways, improving services and supporting decision-making.

This includes insights and involvement from over 21,000 people, through wide ranging engagement including surveys, focus groups, outreach and co-design activities, reflecting the breadth and maturity of involvement approaches across NHSGGC and the HSCPs. This report continues to provide valuable insights into how teams across NHSGGC continue to strengthen how members of the public

are engaged and involved through this activity. Once finalised, the report will be published and circulated through relevant channels.

2.2 Glasgow Climate Week 2026 – Medicines Waste and the Environment Public Session

As part of our ongoing programme of public engagement on medicines waste and deprescribing, NHS Greater Glasgow and Clyde hosted an information and awareness event as part of Glasgow's Climate Week.

The online event explored medicines waste, deprescribing and medicines reviews, and featured a range of presentations, interactive polls and a question-and-answer session led the Deputy Medical Director for Primary Care, Head of Sustainability, and Lead Pharmacist for Clinical Services. Themes included the environmental and financial cost of medicines waste, returning and disposing of medicines and help with medicines reviews.

Participants heard that medicines waste is a significant issue for all NHS boards and were able to explore some common misconceptions, such as why medicine can't be reused once it's been taken out of a pharmacy – even if the packet or bottle isn't opened.



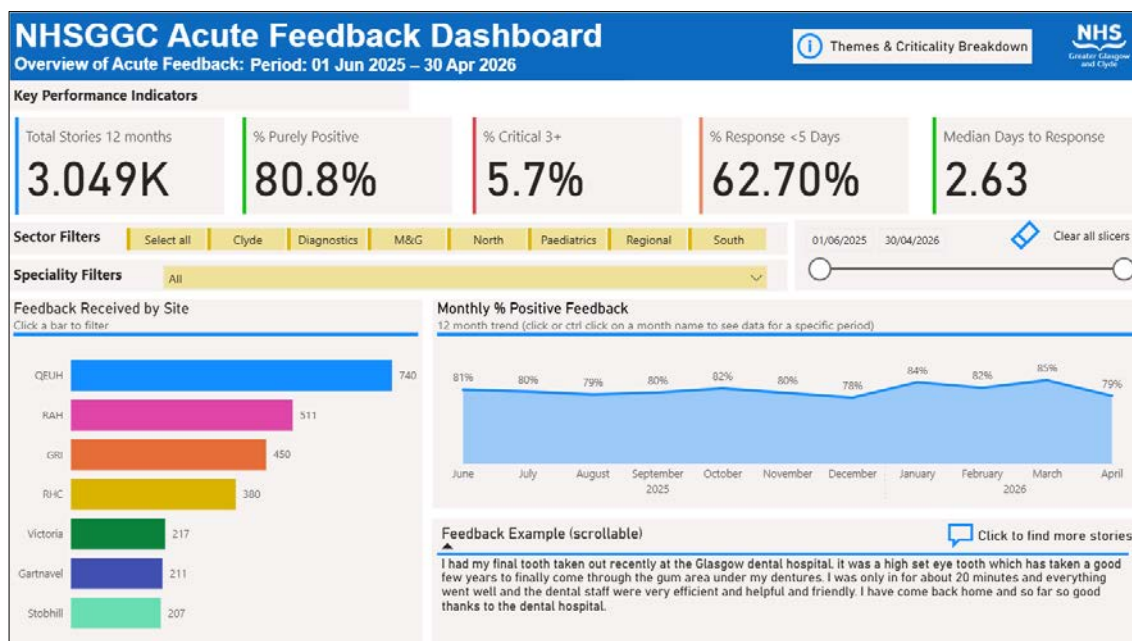
Participants were also invited to join the Public Reference Group that is helping to inform the ongoing programme of engagement for deprescribing.

To watch a recording of the session, click [here](#).

2.3 Supporting Staff: Feedback Dashboard Development

Work has progressed to develop an NHSGGC Care Opinion feedback dashboard for staff over the last few months, with a focus on supporting accessibility, readability and clarity of key performance information for teams.

The dashboard provides a streamlined view of feedback data, with clearer presentation of Key Performance Indicators to support quicker interpretation and use in service-level activities.



The updated dashboard is now accessible by Sector/Directorate Senior Management Teams, supporting more consistent access and use of feedback data across services. The PEPI team are currently exploring approaches to widen access further to all staff, potentially via StaffNet.

2.4 Service Support

The PEPI Team supports a wide range of services areas throughout the year in aspects of involvement and capturing patient experience and feedback. To date, during 2026-2027 the team has been involved in supporting over 30 teams and service areas across NHSGGC with a range of current examples included below.

Service	Support Request Activity	Category
East Dunbartonshire HSCP	Provided guidance on proportionate and appropriate approaches to involving users, carers and communities in developing Equality Outcomes	Understanding People's Experiences
Mental Health Services	Facilitation of public focus group to inform an evaluation of MyApp:My Mental Health, currently hosted on the Right Decision Service platform	Evaluating Service Impact
Palliative Care and Care Around Dying Draft Strategy Engagement	Initial testing of the 5 priorities for the draft strategy hearing with over 240 responses from lived experience, the public and staff to support next steps.	Understanding People's Experiences

3. Communications



3.1 Civility Saves Lives

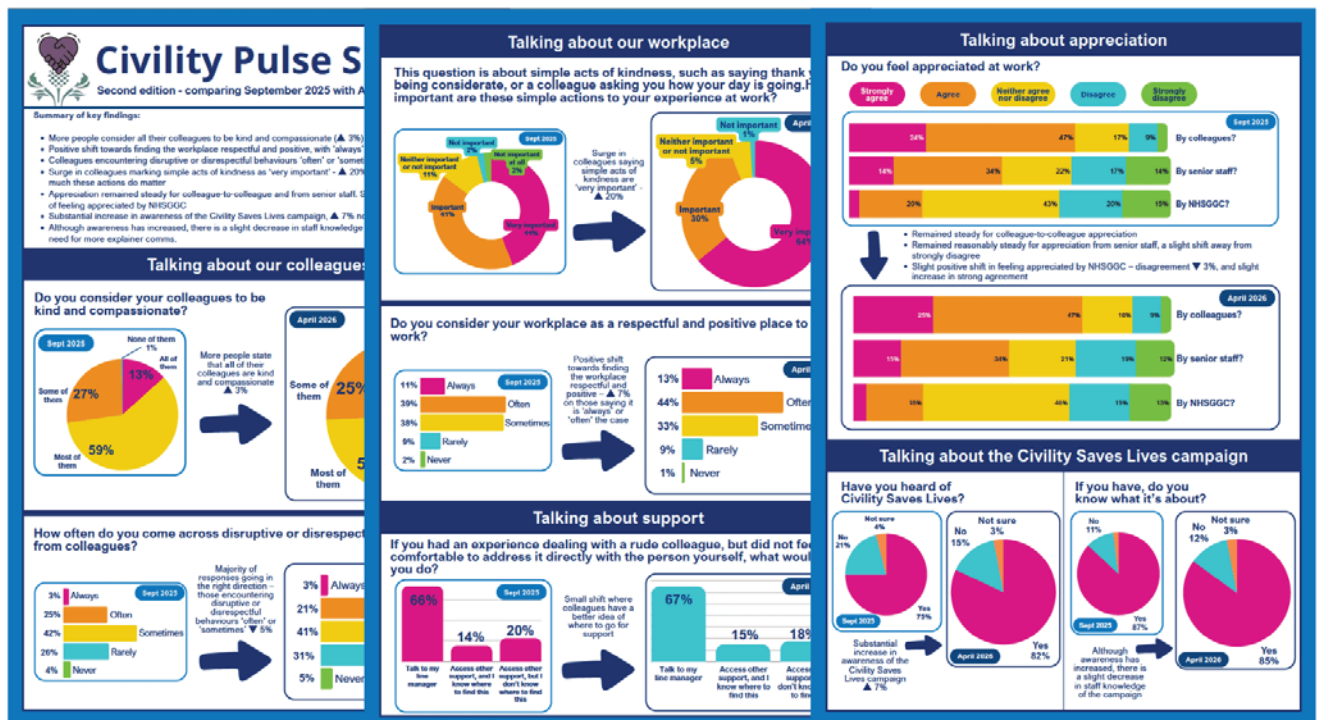
Over the past year, we have run a communications campaign to support the Civility Saves Lives work, including activations around World Kindness Day. This campaign promotes positive working relationships and raises awareness about how our behaviour with colleagues can have a direct impact on patient care and outcomes, and staff experience and wellbeing.

In September 2025, we ran our first Civility Pulse Survey – a chance to check in with staff and gain their perspective on behaviours at work, rudeness, kindness, and appreciation. In April 2026, we ran the survey again to assess how our internal communications campaign was progressing, identify areas that require focus, and build out a plan for the next six months.

Between September 2025 and April 2026, we saw:

- More people consider all their colleagues to be kind and compassionate (▲2.9%)
- Positive shift towards finding the workplace respectful and positive, with 'always' or 'often' ▲7.1%
- Colleagues encountering disruptive or disrespectful behaviours 'often' or 'sometimes' ▼5.1%
- Surge in colleagues marking simple acts of kindness as 'very important' - ▲19.6% to 63.9% (94.3% of staff state they are 'very important' or 'important')
- Appreciation remained steady for colleague-to-colleague and from senior staff. Small positive shift in sentiment of feeling appreciated by NHSGGC
- Increased awareness of the Civility Saves Lives campaign, ▲6.7% now sitting at 81.7%.





Civility Pulse Survey report

We also identified where to focus our efforts into our refreshed communications plan, including sharing best practice, delivering more staff recognition communication, and continuing to raise awareness of the campaign's key messages.

3.2 Celebrating Volunteers' Week

During the first week of June, we delivered a coordinated programme of activity to support Volunteers' Week, a national campaign recognising the vital contribution of volunteers. Across NHSGGC, volunteers play an essential role in supporting patients, visitors and staff, contributing to the overall experience of care. This year's communications activity was designed to recognise, thank and celebrate our volunteers, while reinforcing the position that volunteering is embedded as part of NHSGGC's core business and service delivery. We developed and promoted a series of case studies highlighting the diversity and impact of volunteering, including:

- A young volunteer from New Victoria Hospital, showcasing how volunteering supports future careers in healthcare while providing meaningful support to patients and staff.
- A powerful patient story from Glasgow Royal Infirmary, following an individual who, having recovered from critical illness, has returned to support others as a volunteer.
- A feature demonstrating the scale of volunteer contribution across sites, including Welcome Guides at the Queen Elizabeth University Hospital who collectively support around 150,000 people annually.



NHS Greater Glasgow and Clyde volunteers

These stories were framed to highlight both the human impact of volunteering, and the role volunteers play in enhancing compassionate care, patient experience and recovery. We had coverage in the Daily Record, Glasgow Times, Glasgow Live and the East Kilbride News. Content related to Volunteers' Week reached over 136,000 people through our social media channels and had nearly 76,000 opens on our Involving People Network.

We also supported coverage of a Volunteers' Week celebration event, delivered in partnership with Greater Glasgow and Clyde Healthcare Charity. This collaboration provided an opportunity to recognise long-term service, including volunteers reaching 10-year milestones, and highlighted the wider network of third-sector partners who contribute to patient care within NHSGGC. Our communications activity amplified this partnership approach, reinforcing the importance of joint working in delivering high-quality, person-centred services.

3.2 Celebrating Success 2026 Awards launch

This year's NHSGGC Excellence Awards will be held on 30th October. Categories have refreshed for 2026, introducing a new range of award categories designed to effectively reflect the breadth and impact of the outstanding work taking place across our organisation.

The updated awards recognise excellence in patient care, innovation, leadership, sustainability, staff wellbeing, volunteering and tackling health inequalities. These refreshed categories highlight the diverse contributions being made across services and provide greater opportunities to celebrate the individuals, teams and initiatives that make a real difference to patients, colleagues and communities every day.

By showcasing examples of best practice, collaboration and continuous improvement, the awards aim to recognise achievements, share learning and inspire others across NHSGGC. The 2026 awards will shine a spotlight on the dedication, compassion and expertise that underpin the delivery of high-quality care and services throughout the organisation.

Categories include:

- Chair's Award of Excellence
- Chief Executive's Award of Excellence
- Fairer Health Award

- Nursing and Midwifery Award
- Outstanding Care Award
- Supporting Our People Award
- Sustainability and Value Award
- Transforming through Technology Award
- Volunteer Award
- People's Choice Award

New for this year, the People's Choice Award gives and members of the public the opportunity to recognise and celebrate those who have made a positive difference to their lives. To encourage widespread participation, the award will be promoted through the Involving People Network, NHS Greater Glasgow and Clyde channels, community partners, and local media. This approach will help raise awareness of the inspiring stories behind the finalists, ensuring that people across Greater Glasgow and Clyde have the opportunity to support and celebrate the outstanding contributions of those who go above and beyond in delivering care and improving lives.

The closing date for entries is Wednesday 17 July 2026.

Details of the awards and the nomination form are available on our [website](#).

Celebrating Success



Staff Awards 2026

The Celebrating Success Staff Awards event will be held on the evening of the 30 October 2026. It is a chance to recognise our staff from across NHSGGC and celebrate their achievements in style.

The incredible commitment, passion, professionalism, and innovation of staff is inspirational and showcases the core NHS values embedded in NHSGGC. This is what helps us to navigate even the most challenging of times.

We deliver vital services under day-to-day pressures, at the same time evolving and innovating across the Board. Our staff strive to provide our patients with the best possible experiences, and it is a testament to every staff member that, despite ongoing challenges, outstanding levels of care are provided.

Before the excitement of the Awards Ceremony on the 30 October 2026, find out about the nominees in each of the award categories, by using the links below.

The winners will be announced live on the night on our social media channels (follow the #ggcawards tag).

The Local Awards continue to be delivered across Directorates and Health and Social Care Partnerships (HSCPs), providing an important opportunity to recognise and celebrate the achievements, dedication and impact of colleagues working within local teams and services. These awards play a key role in fostering a culture of appreciation, highlighting examples of excellence, innovation and collaboration, and ensuring staff contributions are acknowledged at a local level.

The continued promotion of award winners through the new *Celebrating Our People* branding will showcase winners and share their stories more widely.



Some recent award winners