

NHS Greater Glasgow and Clyde	Paper No. 26/07
Meeting:	NHSGGC Board Meeting
Meeting Date:	26 February 2026
Title:	Communications and Public Engagement update – February 2026
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Report Author:	Neil McSeveny – Deputy 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 January 2026 – February 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 February 2026

Date issued: 19 February 2026

Communications and Public Engagement Update

February 2026



1. Introduction

1.1 This report covers the period January 2026 - February 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 Understanding Experiences of our Emergency Departments

The PEPI Team continues to strengthen the organisation's understanding of patient experience in Emergency Departments (EDs) through the Right-time feedback survey capturing feedback from patients following their attendance.

This approach enables the timely capture of both quantitative and qualitative insights, including reasons for attendance and awareness of alternative care pathways. During the latest cycle, the survey gathered responses from 661 patients across ED sites.

To align with wider work currently being taken forward collaboratively across the organisation, the team has included additional questions focusing on key indicators of person-centred care and the principles of Realistic Medicine supporting strategic alignment across this work.

Early findings have provided strong evidence of positive patient experience, with 90% of respondents reporting they were treated with dignity and respect and 95% stating they had adequate privacy during examinations.

2.2 Older People's Services (South Sector)

The PEPI team supported the Older People's Service (South Sector) with a project to explore understanding and experience of rehabilitation and the role it can play in reducing overall length of stay. Over a three-week period the team carried out 12 in-depth qualitative interviews on Wards 6A and 6C at Gartnavel General Hospital to gather feedback on three key areas; understanding treatment and care expectations, communication and experiences of sharing feedback.

Feedback reflected a broadly positive inpatient experience, where the opportunity to be on a dedicated rehabilitation ward was welcomed. Patients and relatives highlighted the high quality of care, with staff kindness and compassion widely acknowledged. Opportunities to strengthen communication, clarify care plans, and make feedback processes more accessible and responsive were noted.

This work was undertaken in partnership with the service and recommendations have been shared with the team and an action plan will be developed to support service improvements.

2.3 Care Opinion

During Quarter 3, 831 stories were shared via Care Opinion, 79% of these stories were positive. 74% of stories were posted by people identifying themselves as a service user or patient.

Of the feedback received respondents particularly valued the clear explanations offered, the reassuring and empathetic approach taken, and the strong commitment to delivering care that goes above and beyond expectations.

The visual below highlights the key positive themes most commonly used by patients in describing 'what was good'. Feedback from patients consistently highlights the professionalism, compassion and kindness of staff across NHS Greater Glasgow and Clyde, recognising the high level of attentive, supportive and efficient care provided by both nurses and doctors.





2.4 Lunchtime Learning Sessions

In The PEPI Team's most recent series of lunchtime learning sessions was delivered to 54 staff to support the development of capacity in patient engagement and the effective use of feedback tools.

The sessions were designed to build confidence, deepen understanding and support the consistent application of feedback mechanisms in day-to-day practice. The sessions focused on; involving public partners; using social media for engagement; Our Care Opinion feedback platform alongside Microsoft Forms and a practical tutorial of this.

The PEPI Team will also be launching bitesize videos in March 2026 which will be targeted to frontline staff who may not be able to make the sessions, with an aim to make these sessions and the information within as accessible as possible to staff.

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 2025-2026 the team has been involved in supporting over 110 teams and service areas across NHSGGC with a range of current examples included below.

Service	Support Request Activity	Category
Gastroenterology Dietetic Service	Supported the service to evaluate the impact of a new referral system designed to reduce appointment waiting times, as well as overall patient experience of the service.	Evaluating Service Impact

Paediatric Hospital @ Home Service	Supporting the service to capture feedback on this new development this new service the development	Capturing Feedback
Stoma Services	Supporting NHSGGC's Stoma Forum to capture feedback from people who have a stoma as part of ongoing work with the service to improve the experiences of people.	Capturing Feedback
Exercise Precautions For Teenager and Young Adults with Cancer	Supporting colleagues in Physiotherapy at the Beatson to develop their own feedback tool. This is to help them improve their communication materials alongside their methods of communications with young people.	Capturing Feedback

3. Communications



3.1 Winter Communications – interim update

Our winter communications have now carried us through the busiest period of the year, and in the lead up to and during the peak, we've run a strong, multi platform vaccination campaign, using media, social content, targeted adverts and GP supported messaging to encourage flu and COVID uptake among staff and the public to reduce avoidable pressure on services.

Alongside this, our annual student campaign helped direct thousands of students to the right place for care- reinforcing FNC+, virtual pathways and alternatives to A&E, backed by ABC "Right Care, Right Place" messaging developed for winter pressures.

We also supported national work on Power of Attorney, helping people plan ahead and get home for lunch in keeping with our pre-noon discharge campaign.

More broadly, our primary care messaging has focused on informing people on how to treat minor illness at home, use pharmacies and GP practices more effectively, and understand when emergency care is truly needed - ensuring consistent winter guidance reaches patients, staff and communities across NHSGGC.

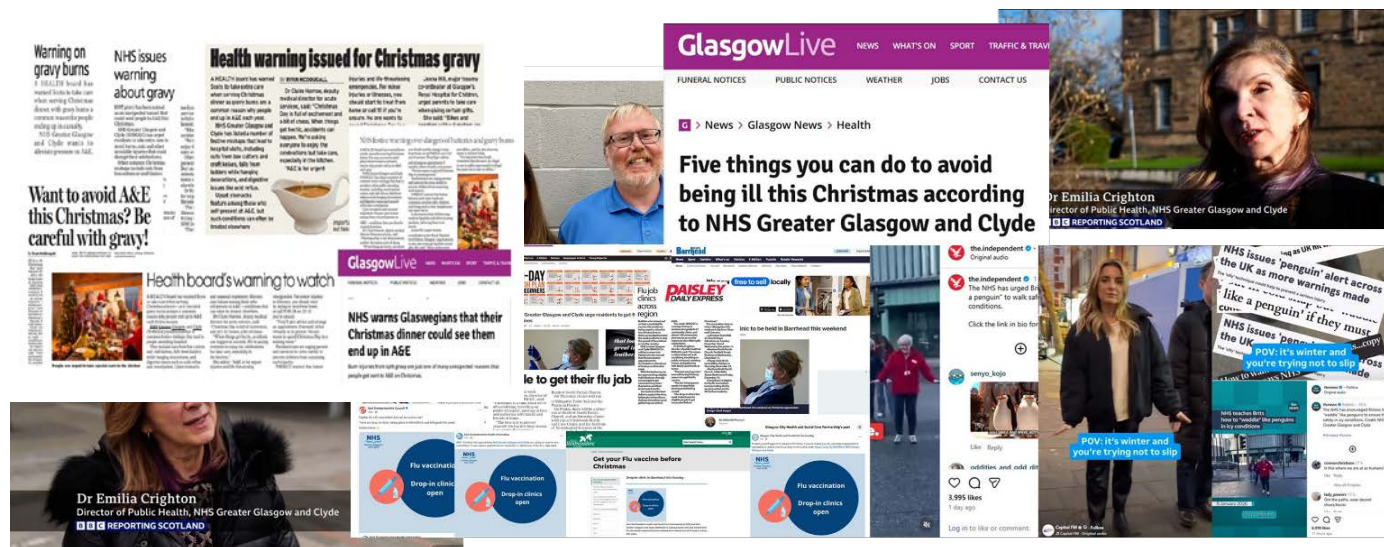
FNC+ Freshers week key highlights:

- The campaign achieved 117,211 social media views, and a further 84,745 people reached through IPN channels

- A four-week physical advertising campaign on the Glasgow Subway reached over 800,000 people, further amplifying messages in high-footfall student areas.
- Media coverage was secured across major outlets including The Sun, Glasgow Live, and the Daily Record.
- 553% increase in student hub views (Sept-Oct 2025) compared to the previous six weeks and a 272% increase on the previous year
- In January, we posted social media content encouraging the use of FNC+Plus, timed with the start of the new term, reaching more than 12,000 people on our channels.

Right Care, Right Place

In line with wider messaging around accessing care appropriately, an integrated campaign developed to help inform the public of key services has seen an increase in promotion over peak period, generating positive coverage in titles from local through to UK National including BBC, STV, Capital FM and ITV. A mix of broadcast, print and online coupled with regular website and IPN updates has played a key role in driving up exposure to key messaging, and in increasing web traffic over the winter period.

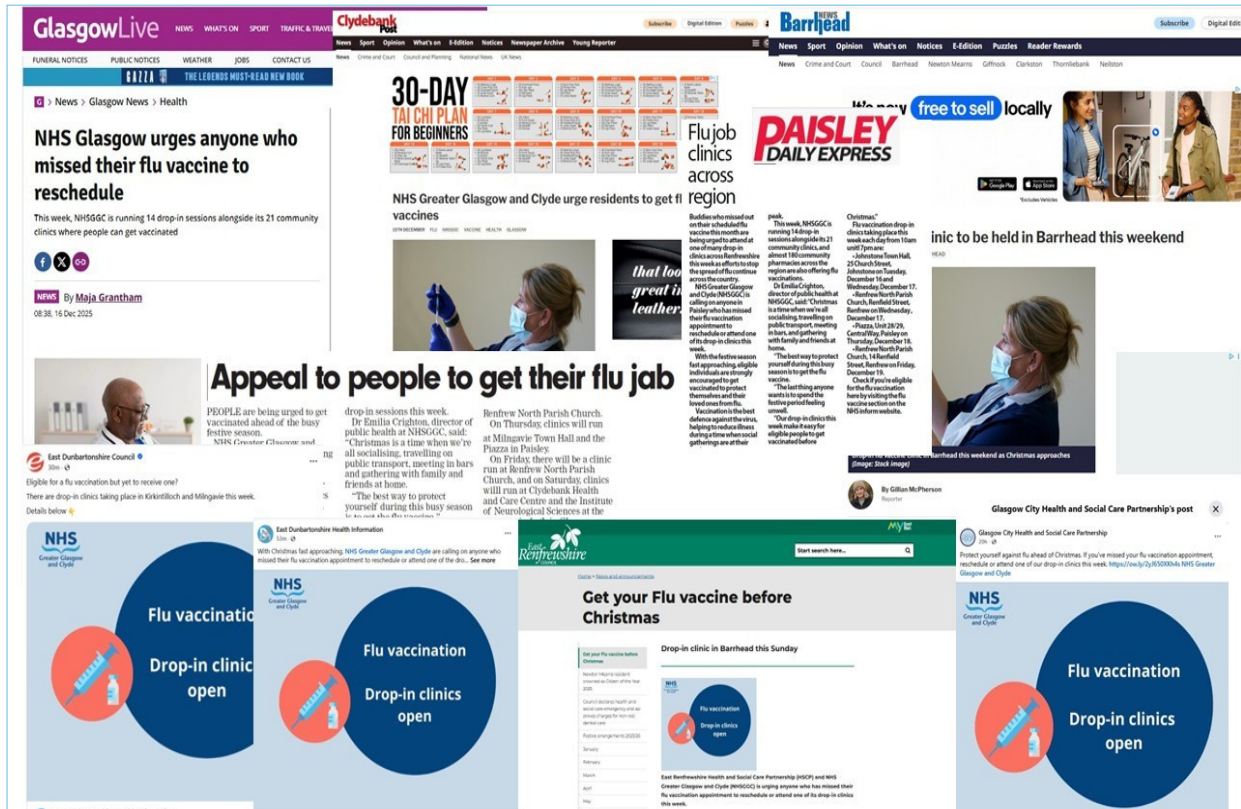


Example coverage

Vaccination

Since September 2025, NHSGGC has delivered a comprehensive winter vaccination communications programme which is currently ongoing. The internal staff flu drive used a strong multi-channel approach, including twice-weekly Core Briefs, CEO and staff video messages, TrakCare and Portal prompts, email signature branding, director-level communications, onsite messaging, posters, and flyers to maximise uptake. Support for the child vaccination programme has centred on regular parent-focused content and consistent media coverage.

The adult winter vaccination campaign launched with headline TV coverage on BBC Reporting Scotland and STV News, followed by monthly media releases, ongoing reactive media engagement, increased December activity in response to rising flu pressures, and high-frequency social media promotion of drop-in clinics and availability.



Vaccine media and social media coverage

Results



- **Over 3.3 million impressions** and a total reach of **2.15 million** across social media
- **Over 110,000 engagements**, with an engagement rate of approximately **3.32% per impression**
- More than **225,000 IPNs (newsletters)** opened
- Website users increased by **165%**, with page views up **75%** compared to Winter 2024/25
 - Vaccination page views rose by **60%**, including a **200% increase** for childhood vaccination content



Some interim digital impact measurements

3.2 Interface Update

Communications is helping colleagues understand and feel part of the Interface journey by sharing clear, practical updates about how services are changing and why it matters for patients and staff. Through regular Core Brief pieces, Staffnet features, Team Talk content and stories that show real examples of new pathways in action, we're making Interface feel accessible, human and relevant across the system. Our focus has been on explaining the Virtual Hospital, FNC+, new roles, improved flow, and the benefits of more joined-up care, while giving teams the reassurance, context and confidence they need as this work develops. As the service beds in we're also highlighting key benefits to the public via services like OPAT and Hospital at Home.

As we continue to grow the core pages, we've seen more 17,000 views to our dedicated staffnet hub, inclusive of milestone news updates, FAQs and other resources.

A regular Interface Core Brief update has averaged an open rate of 42% since launching late in 2025, and has shown to be effective in driving interest and applications for recruitment positions. We've also had positive feedback regarding the update through a number of Ask Me Anything Interface sessions, which were hosted throughout January.



Interface Update (8 December 2025, 10.45am)

In this edition of the [Interface](#) update, we dive into new patient pathways launched in the Flow Navigation Centre Plus (FNC+Plus), continue our recruitment drive, and welcome new members to the team.

New pathways enhancing care for patients at the FNC+Plus

It's been a busy time for the team at the FNC+Plus as we roll out new patient pathways at scale and pace.

These new pathways have been designed to turn unplanned care, such as presentations at emergency departments, into planned care, such as pre-booked appointments and scans. This means that we can give patients the option to continue their care at home, rather than lengthy waits in hospital.

In their first week, 20-27 November, **99 patients** used these alternative pathways reducing their length of stay in hospital by an average of **2-3 days**.

The team has handled **thousands of calls** so far through these new pathways, routing patients to the right care, at the right time, in the right place for their needs. The number of patients is set to increase rapidly as our FNC+Plus and Virtual Hospital services expand, and these pathways will continue to play an important role in 2026 and beyond.

Discharge to Scan

Interface updates shared to all staff

In 2026, we've produced seven new videos which will bring new pathways to life, including patient case studies, and interviews with key experts on how the FNC+ is and how it's working with existing services to expand further.



New pathway videos

3.3 Hackathon communications update

Our recent hackathons are designed to bring large, multidisciplinary teams together to rapidly co-create solutions, build consensus and generate clear, actionable outputs around priority clinical pathways and service redesign. This format-well-established across NHSGGC-brings 200+ stakeholders into shared space to align around common goals and produce tangible next-step actions, as outlined in the organisational guidance for hackathon design and delivery. Communications plays a key role in amplifying the Hackathons to attendees and to wider staff groups, supporting on pre-event engagement, presentation packs and videos, and post-event production of comprehensive video summaries that capture challenges, key decisions and priority actions across specialties.



December saw our Culture Hackathon, which marked a chance for colleagues from across NHSGGC to come together and openly explore what our culture feels like today and what we want it to become. It helped build shared understanding, surfaced everyday challenges, and generated simple, practical ideas to support a healthier workplace culture.

For comms, it reinforces our role in helping staff feel heard, making sure their ideas are reflected back through clear updates and visible follow-through, and supporting a more open, trusting environment where staff feel comfortable contributing to change.



Our culture wrap-up video featured a number of key speakers

In January we hosted our 5th official Hackathon, which again was supported through a range of comms, with a robust video programme in the lead up to, during, and following, with a number of presentations set to be published on our internal networks in coming days to allow all staff to benefit from and see the insights from the Women and Children Hackathon. We will continue to support the organisation in the delivery of future Hackathons to help promote and share insight from the Hackathons.