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| <b>NHS Greater Glasgow and Clyde</b> | <b>Paper No. 26/105</b>                                                                                              |
| <b>Meeting:</b>                      | <b>NHSGGC Board Meeting</b>                                                                                          |
| <b>Meeting Date:</b>                 | <b>27 August 2026</b>                                                                                                |
| <b>Title:</b>                        | <b>Communications and Public Engagement update – August 2026</b>                                                     |
| <b>Sponsoring Director/Manager</b>   | <b>Neil McSeveny – Interim Director of Communications</b>                                                            |
| <b>Report Author:</b>                | <b>Neil McSeveny – Interim 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 July 2026 – August 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:** 10 August 2026

**Date issued:** 19 August 2026

# Communications and Public Engagement Update

August 2026



## 1. Introduction

1.1 This report covers the period July 2026 - August 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 Palliative Care and Care Around Dying

Over the last 18 months, the Patient Experience and Public Involvement (PEPI) Team has supported a comprehensive programme of engagement to inform the development of the Palliative Care and Care Around Dying Strategy.

More than 650 people participated across three phases of engagement, including individuals with lived experience, family members, carers, community representatives, third sector organisations, staff and wider stakeholders.

Feedback was highly consistent across all phases and highlighted the importance of coordinated care, clear and accessible communication, timely and equitable access to services, holistic support for individuals and families, strengthened bereavement care and a skilled, sustainable workforce.

The findings have directly informed the draft Strategy, shaping its five strategic priorities and strengthening commitments around early access to palliative care,

named points of contact, accessible information, workforce development, bereavement support, children's rights, equity of access and robust governance arrangements.

The Strategy remains in development and is expected to be presented for approval towards the end of 2026.

## 2.2 Maternity Services

The PEPI Team has continued to support maternity experience improvement work through the development of a revised maternity survey designed to enhance readability, accessibility and relevance.

The survey has been developed with clinical colleagues and informed by previous patient feedback to ensure that questions focus on the areas of greatest importance to women, birthing people and families, including communication, involvement in decision-making, continuity of care and postnatal support.

To support wider and more inclusive participation, the survey has been translated into 11 community languages and made available in a range of accessible formats.

The survey will provide a consistent approach to collecting patient feedback across maternity services to identify trends, monitor improvement activity and respond to emerging issues. Findings will be reported through established Maternity Assurance and Governance structures to support quality oversight and continuous improvement.

The survey will also support recruitment to this year's Maternity Voices Partnership. By drawing on both current respondents and individuals who have previously shared their experiences of maternity care, the Partnership will be strengthened through increased diversity of lived experience, helping to ensure that future service developments are informed directly by those accessing maternity services.

## 2.3 Supporting the United Nations Convention on the Rights of the Child (UNCRC)

The PEPI Team supported a Board-wide event focused on the implementation of the United Nations Convention on the Rights of the Child (UNCRC), using a Rapid Insight methodology to capture, analyse and present participant views in near real time.

This approach enabled participants to see emerging themes as discussions progressed, helping to create a shared understanding of the opportunities and challenges associated with embedding a rights-based approach across services.

Participants identified key themes, including the importance of meaningful involvement of children and young people in decisions affecting their care, equitable access to services, accessible communication and the need to embed children's rights considerations within planning, improvement and governance processes.

These findings are now being used to inform ongoing organisational work to strengthen activity in line with UNCRC principles and support delivery of a rights-based approach to care.

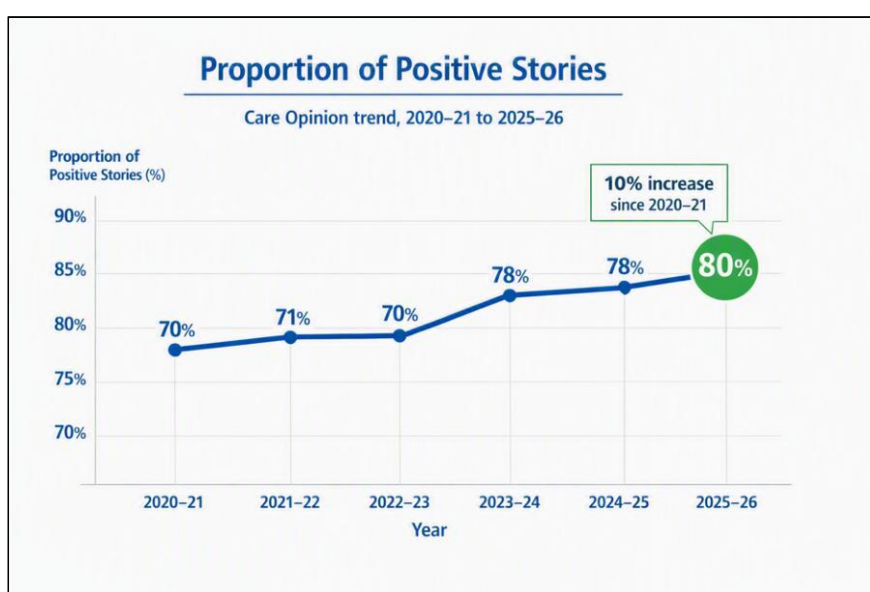
## 2.4 Care Opinion Annual Report

In August, Care Opinion published its [Annual Report](#) for NHS Boards in Scotland. During 2025/26, NHSGGC received 3,403 Care Opinion stories, representing a 12% increase on 2024/25 and accounting for 27% of all stories shared about NHS Scotland services.

This reflects sustained growth in NHSGGC over the last five years. Since 2021/22, the number of stories shared has increased from 914 to 3,403, an increase of 272%, demonstrating a substantial rise in the use of Care Opinion as a channel for patient feedback.

Over the same period, the number of NHSGGC staff subscribed to Care Opinion has grown from 242 to 610, an increase of 152%, strengthening the organisation's capacity to listen and respond to feedback.

Since 2021/22, the proportion of positive Care Opinion stories has increased from 70% to 80%, continuing a consistent upward trend over the last five years. Following a period of relative stability in 2021/22 and 2022/23, positivity levels increased significantly to 78% in 2023/24 and have continued to improve, reaching their highest level to date in 2025/26.



## 3. Communications



### 3.1 Supporting an ongoing programme of visits

The communications directorate has played a key role in supporting an ongoing programme of visits from the Chief Executive, executive team, the Chair and Non-Executive Board Members to a variety of sites across Greater Glasgow and Clyde, speaking to staff about their challenges, projects, and innovative work.

Visits have included wards at the GRI, RAH, IRH, and QEUH, as well as the Cook Freeze Unit, Centralised Pharmacy, and Caledonia House. A number of ministerial visits have also been hosted including to the FNC+, RHC, and to our GP walk-in centre.

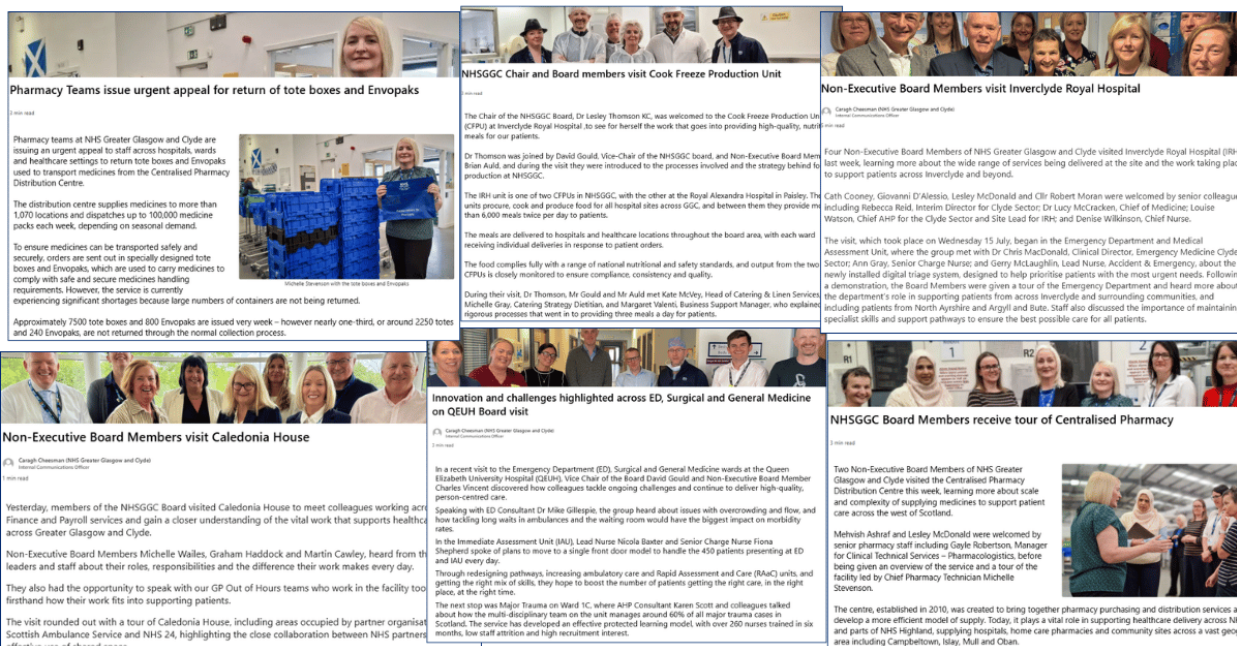


#### ***Some recent ministerial visits***

On each visit, a communications package has been produced to share with staff and the media where appropriate, covering a range of objectives including improving senior executive and board visibility, and showcasing new services to political stakeholders while also proactively spotlighting the organisation internally.

These stories are regularly featured on the Staffnet homepage and in the Core Brief, generating more than 5.8k views on Staffnet alone, and securing a range of media coverage and social media reach.

These visits provide a valuable opportunity for Board Members and senior leaders to hear directly from staff, strengthening organisational visibility, informing decision-making and supporting meaningful engagement with frontline services.



## A snapshot of recent visits

### 3.2 Community Wealth Building

Throughout 2026, communications activity has supported NHSGGC's Community Wealth Building ambitions by raising awareness of the organisation's role as an employer, procurer and anchor institution, and by demonstrating how this contributes to reducing health inequalities and strengthening local communities.

A coordinated programme of communications has highlighted the impact of NHSGGC investment in local people and communities. This has included promoting NHSGGC's status as a Living Wage Employer, showcasing opportunities created through apprenticeships and employability programmes, and demonstrating how the organisation's purchasing power supports fair work and economic benefit across Scotland. NHSGGC spends more than £900 million annually with third-party suppliers, helping to support jobs, incomes and economic activity across local communities.



**Employability stories we covered this year include new apprentices, an employability pilot and a major apprenticeship event.**

Communications activity has also supported awareness of services that address the wider determinants of health. This included promoting Support and Information Services and Financial Inclusion Services, helping improve awareness among patients, staff and partner organisations. Early feedback from services suggests communications activity has contributed to increased interest and engagement with support available across a number of sites.



***Our work to celebrate the huge range of community benefits delivered at the Parkhead Hub has led to a partnership with media.***

A further focus has been highlighting the role of community assets in improving wellbeing and reducing inequalities. Coverage of activity at the Parkhead Hub has showcased the range of support available to local people and strengthened partnerships with community organisations and local media. Building on this work, NHSGGC is now collaborating with regional media partners to further demonstrate the contribution community facilities and services make to improving outcomes for local people.

In summary, this programme of communications activity has helped to:

- Raise awareness of NHSGGC's contribution as an anchor organisation and employer.
- Promote employment, apprenticeship and employability opportunities across Greater Glasgow and Clyde.
- Increase visibility of financial inclusion and support services for patients and communities.
- Strengthen partnerships with community organisations and local media to showcase community benefit activity.

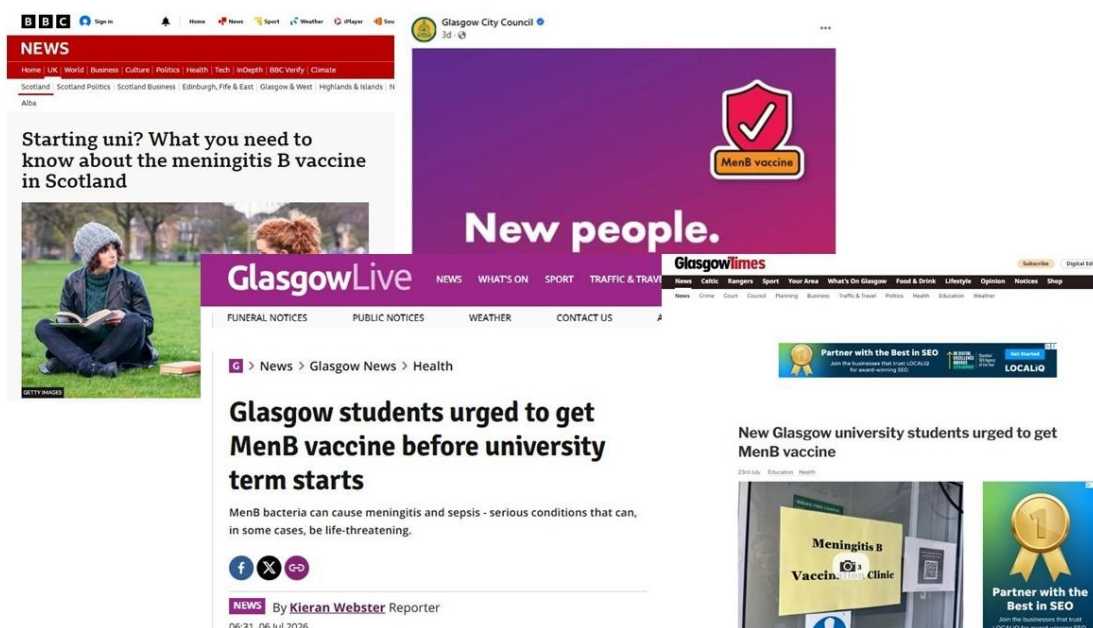
This activity forms part of a wider Community Wealth Building approach, helping ensure that NHSGGC's employment, procurement, partnership and community engagement activity delivers benefits that extend beyond healthcare and contribute to tackling health inequalities across Greater Glasgow and Clyde.

### 3.3 Meningococcal B (Men B) Vaccination Campaign

In July, following a number of meningococcal disease cases in England, Scottish health boards were asked to deliver a targeted MenB vaccination programme for eligible young people. NHSGGC's Vaccination Service moved quickly to establish clinics. We engaged to support awareness and uptake.



Although the campaign remains ongoing, early communications results have been strong. To launch the programme, NHSGGC partnered with Public Health Scotland and BBC Reporting Scotland at the first vaccination clinic, generating broadcast coverage and providing a platform to highlight the importance of vaccination. This was supported by a media release distributed across local media, securing coverage in outlets including the Glasgow Times, Glasgow Live and other local publications.



We have maintained momentum through a programme of proactive media engagement, generating regular coverage throughout the campaign to continue promoting clinic availability and encouraging uptake among eligible groups. We have also worked with partners in local councils to share promotion on their channels.



Alongside traditional media activity, we have worked closely with universities and colleges to reach students directly through targeted communications and social media content. This has included a series of videos designed specifically for younger audiences, supported by paid social media promotion. Recognising the influence parents have on healthcare decisions, we also developed a complementary campaign aimed at parents and carers.

Performance data shows good engagement across both audiences. In a single week of paid promotion, parent-focused advertising generated 1,257 click-throughs to the campaign webpage, while student-targeted content generated a further 810 visits. Parent-focused advertising is currently delivering the strongest conversion rates to further information, helping to drive awareness and informed decision-making. The next phase of the campaign will see additional partnership activity with universities to further extend the reach of campaign messaging and to encourage uptake among eligible students.