

NHS Greater Glasgow and Clyde	Paper No. 24/02
Meeting:	NHSGGC Board Meeting
Meeting Date:	27 February 2024
Title:	Communications and Public Engagement Update – February 2024
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Report Author:	Sandra Bustillo, Director of Communications and 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 December 2023-January 2024.

2. Executive Summary

The paper can be summarised as follows:

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 first in a series of regular activity reports 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** Positive impact
- **Better Care** Positive impact
- **Better Value** Positive impact
- **Better Workplace** Positive impact
- **Equality & Diversity** Positive impact
- **Environment** Positive impact

6. Engagement & Communications

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

7. Governance Route

This paper has been previously considered by the following groups as part of its development:

This has been requested by the Chair to go to the NHS Board meeting.

8. Date Prepared & Issued

Paper prepared on: 20 February 2024

Paper issued on: 20 February 2024

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Communications and Public Engagement Update – February 2024

1. Introduction

- 1.1. The importance of effective stakeholder communications and engagement as a key function of Board governance is set out in the Blueprint for Good Governance. In NHS Greater Glasgow and Clyde, this is delivered primarily through the implementation of two strategies, the Stakeholder Communications and Engagement Strategy and the Internal Communications and Employee Engagement Strategy.
- 1.2. To provide awareness of key activities, the Director of Communications and Public Engagement has been asked by the Chair to provide a regular highlight report at each Board meeting on the key activities to have been delivered in the preceding period. This will complement the annual impact review report to be taken to the Board on the delivery of both strategies.

2. Engaging Stakeholders

- 2.1. The Patient Experience and Public Involvement Team provide expert advice to support the organisation fulfil its obligations in relation to the Patients' Rights (Scotland) Act 2011, the Carers Act (Scotland) 2017, the Community Empowerment (Scotland) Act 2015 and national guidance, Planning with People, and ensure that the perspective of patients, service users, carers and public are central to the business of the organisation.
- 2.2. They deliver a comprehensive, structured approach to support patient and public involvement in our services and strategy development, in line with national guidance. This activity is reported through the publication of an annual Overview of Engagement and Involvement report, <https://www.nhsggc.scot/wp-content/uploads/2023/11/Engagement-and-Involvement-overview-report-22-23.pdf> which is published on our website, and shared with Healthcare Improvement Scotland and the Scottish Government.
- 2.3. The team are also responsible for the management of the Care Opinion feedback system, providing training for responders, reporting on key themes for learning and improvement and promoting the online system to patients and the public.
- 2.4. Key highlights over the past two months include:
 - (a) Listening to our patients - Care Opinion reached a milestone of 2,000 stories and pieces of feedback from patients and families in less than a year. This growing platform is a crucial medium for patients to provide detailed feedback and to evidence the hard work of our staff. Such rich insights not only celebrate our success but also shape our approach to policies, ensuring a patient-centred care model. This latest milestone reflects a growing trend since 2020, with the volume of feedback received through Care Opinion increasing each year from 657 in 2020-21, to 915 in 2021-2022 and to 1,542 in 2022-23. In addition, as the volume of positive stories has increased, so has the percentage of those shared as positive experiences.

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(b) Engaging Stakeholders – The table below sets out the engagement activity that has taken place in December-January. This report includes activities delivered by the PEPI team and those activities where they supported services to engage.

Activity	Lead	Numbers engaged	Type of engagement	Purpose
GPOOH Public Engagement Programme	Corporate	3940	Mixed	Programme of Board-wide public engagement and community outreach
Falls and Frailty Redesign Project	Service	50	Mixed	Surveys and Focus groups to co-design new patient facing information
AI in Cancer Diagnosis Research Study	Service	50	Mixed	Patient Reference Group to support RADICAL Research Pilot
Quality Strategy	Corporate	1009	Survey	Public facing survey to inform development of new Quality Strategy
POPAT Survey	Service	7	Survey	Patient experience and feedback for Paediatric Outpatient Parenteral Antibiotic Therapy
WESTMARC User Survey	Service	4	Survey	Patient experience and feedback for West of Scotland Mobility and Rehabilitation Centre
Realistic Medicine Engagement	Corporate	1475	Survey	Patient experience and feedback
Podiatry Service Pathway Engagement	Service	6	Patient Interviews	Interviews with patients for service development
Pharmacy, Falls and Frailty	Service	260	Mixed	Patient experience and feedback
Institute of Neurological Sciences	Corporate	14	Option appraisal	Ongoing public involvement supporting INS redevelopment
Neurology MND/App Development	Service	10	Mixed	Group supporting development of Neuro App
Transcranial Doppler Evaluation	Service	10	Survey	Patient experience and feedback
E-Medicines Citizens Reference Group	Service	12	Mixed	Ongoing public involvement supporting E-Medicines

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3. External Communications

3.1. The main focus of activity over the past two months has been to support the delivery of the winter plan. Key activities have included:

- (a) Launch and delivery of the **ABC campaign** to support the public to access urgent and unscheduled care, launched in late November. The aim of the campaign is to help the public understand the range of alternative services available to them when seeking advice and support for urgent, non-life-threatening illnesses and injuries with a positive message advising people where to go for help. The multi-media campaign included print and digital assets, outdoor advertising, PR and social media activity. Campaign evaluation will be carried out on conclusion of the winter campaign at the end of February 2024.
- (b) Launch of men's **ABC health campaign** – a specific campaign was developed based on insights from our regular survey of ED use which highlighted that men are less likely to use alternatives to ED and also more likely to delay seeking advice for a health problem. Delivered in partnership with the Men's Shed Association, a network of community workshops where men can create, converse and connect, the campaign includes print and digital assets, video testimony, outdoor advertising, PR and social media activity. To support this activity, the PEPI team are carrying out a programme of outreach activity to engage men on the campaign and their use of ED.
- (c) Delivery of **student** campaign – this campaign is targeted at 18-25 year olds and is delivered in partnership with universities within the GGC area. The aim of the campaign is to encourage use of the Flow Navigation Centre 'the virtual A&E' by young people, who were found in our ED surveys to be least satisfied with their experience of attending a physical A&E. The evaluation of the campaign has shown both increased awareness and use of the FNC by the target audience and therefore the campaign is now being run at the start of each semester.
- (d) **Home for Lunch** – this campaign, encouraging families to help get their loved ones home earlier in the day was re-run this year, and adapted to include a Home for Christmas message. Campaign elements included PR, social activity, posters throughout wards and public messages through our Involving People Network and social media.
- (e) Promotion of messages to encourage **vaccination** uptake - The winter vaccinations communications started in October 2023. These began with a launch announcement to advise who was eligible for vaccinations, where they could receive them, and when. This was communicated to the public via the media, Informing People Network (IPN), NHSGGC social media channels, posters and leaflets. In addition, we announced this to NHSGGC staff via Core Brief and Staffnet. Following this, we published weekly updates of drop-in clinic availability, including the vaccination bus, as well as 'pillar' moments along the way, such as the Christmas period and free vaccines offered in

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pharmacies. Again, this was communicated to the public via the media, IPN and NHS GGC social media channels. To advise staff, we also ensured these weekly updates were distributed via Core Brief (including HSCP Core Briefs), sector newsletters, discussed at daily hospital safety briefings, and alerted on Clinical Portal. Communications included media releases and video content. We also worked with directors, the Director for Nursing, Professor Angela Wallace, and the Director of Human Resources and Organisational Development, Anne MacPherson, to communicate the importance of providing team members with the flexibility and time to receive their vaccine.

4. Internal communications

- 4.1. Following the approval of the Staff Health Strategy by the NHS Board in December 2023, a staff campaign was run throughout the month of January to encourage staff to look after their health and wellbeing. The mini campaign “**New Year, New You**” launched in January with a video and message from our Health Improvement Lead, Debbie Nelson, [talking through the physical activities](#). A series of daily updates were issued between 10-31 January, including messages in the Chief Executive’s Brief. We featured one of our yoga instructors, [Laura Ellis](#), and yoga participant, [Marion McPike](#) promoting all that yoga has to offer. A video from our new active staff co-ordinator, [Jennifer Provan](#), and [Gerry Mitchell](#), showcased our bootcamp sessions at Eastwood Health and Care Centre.
- 4.2. All of our online and face-to-face classes were promoted, including links and QR codes to book classes, as well as links to our discounted gym memberships and the new Staff Health Strategy. Participation in the active staff classes increased by 34% despite having a smaller number of classes in January (the first week has no classes running).