

NHS Greater Glasgow and Clyde	Paper No. 25/33
Meeting:	NHSGGC Board Meeting
Meeting Date:	29 April 2025
Title:	Communications and Public Engagement Update April 2025
Sponsoring Director/Manager	Sandra Bustillo – Director of Communications and Public Engagement
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1. Purpose

The purpose of the attached paper is to provide an update on the key communications and engagement activities carried out in March 2025 – April 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 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.

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

N/A

8. Date Prepared & Issued

Date prepared: 15 April 2025

Date issued: 17 April 2025

Communications and Public Engagement Update

April 2025



1. Introduction

1.1 This report covers the period March – April 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 Complex Mesh Surgical Services

The PEPI team continues to support the National Complex Mesh Surgical Service (CMSS) to gather feedback and patient experience from women who have used the service. The service shared their 5th patient experience survey in January 2025. Sixty women who attended the service in 2024 responded. Most rated pre-appointment information highly (81% rated it as very good or excellent), and many praised staff at 'Clinic K' for their person-centred care, sensitivity, and communication.

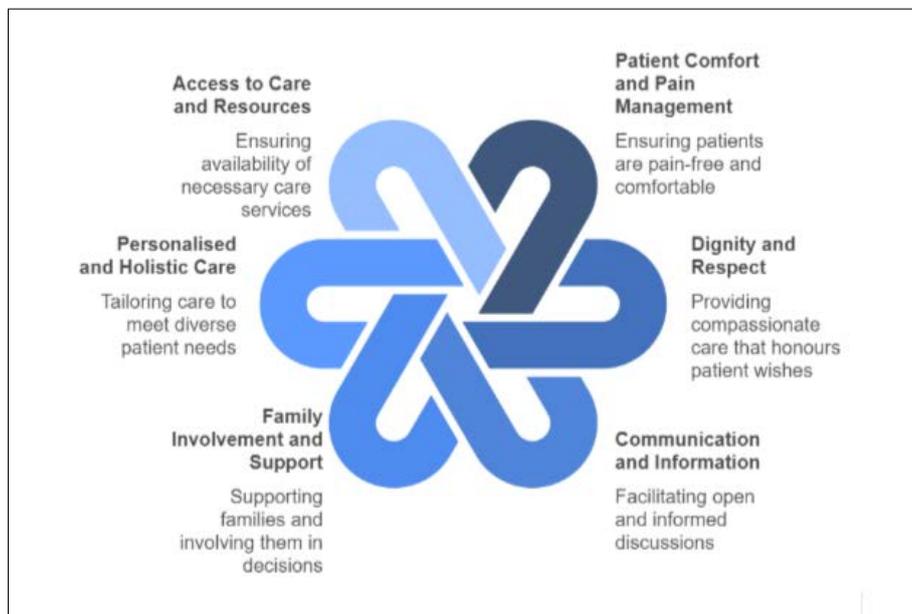
Those who underwent surgery appreciated the quality of pre-admission information. Inpatient care was also positively noted. Areas for improvement include longer appointment times, reduced waiting periods, and better communication with local health services. CMSS actively uses patient feedback to guide service improvements, with outcomes monitored and reported in future surveys.

2.2 Palliative and End of Life Care

An Accelerated Design Event was held on 31 March 2025 incorporating a wide range of stakeholders to discuss the future for delivering palliative and end of life care across NHSGCC.

Lived Experience Volunteers were a key part of the day, and we were joined by volunteers from both adult and paediatric services who helped shape the discussion on the future of palliative care in NHSGCC.

To inform the event the PEPI Team undertook to capture stories and experiences of palliative and end of life care. Through a range of methods, including three community outreach events, 1-2-1 discussions and a survey, receiving feedback from over 200 people. The key themes identified from this work are highlighted below. This work is supporting service leads in the development of a framework for palliative and end of life care for NHSGCC.



2.3 Care Opinion



In 2024 - 2025, NHS Greater Glasgow and Clyde received over 3,000 stories (3,050) on Care Opinion from people sharing their experiences of using our services within

- **Public Health:** Staff from Public Health gathering feedback from under-represented groups for an evaluation of the Quit Your Way service for Mental Health and Maternity Services
- **Infection, Prevention and Control:** Using patient experience to inform strategy development, shaping how we communicate and share information on the service
- **Allied Health Professionals (AHP):** Undertaking public survey work to understand levels of awareness about their roles and follow up with a public event
- **Facilities Directorate:** Recruiting Public Partners to support the development of quality assurance in domestic services cleaning audits and reviews

Providing this service significantly contributes to a key corporate and PEPI Team priority to build staff capacity, skill and confidence and increase the number of meaningful opportunities for people to share their experiences and influence how we plan, design and deliver those services now and in the future with a cross section from the most recent period captured below.

Service	Support Request Activity	Category
Glasgow Clinical Research Facility	PEPI Team delivered a presentation at a 'Welcome to Research' event for staff planning to undertake research. Building staff understanding, skills and capacity to engage and involve patients and the wider public is a key objective for the Directorate.	Capturing feedback
Allied Health Professionals Connecting People Connecting Support Programme	Following a public survey in Autumn 2024 on public awareness of AHP roles, the PEPI Team supported AHP and local services to plan and deliver a 'Lets' Talk About Dementia' event in East Dunbartonshire. Staff heard directly from people with dementia and their care partners about issues and challenges, and those who attended were able to engage directly with local health, social care and third sector services.	Patient Engagement and Understanding
West Dunbartonshire Self Support Assembly	Discussion on self-support and digital healthcare to support a number of areas of work occurring across NHSGGC in relation to digital healthcare	Patient engagement and understanding

3. Communications



3.1 Supporting Maternity Services – driving up online pregnancy registrations by 20%

A key communications objective for Women and Children's services has been to encourage women to register their pregnancy online. This forms part of the wider single point of access and helps ensure women get the right care from day one of their pregnancy. As well as creating a dedicated hub for pregnancy services online, an ongoing organic and paid for online campaign is currently running, with our most recent update to newsletter subscribers achieving an open rate of 35,994 people (53%).

The graphic is a dark blue rectangular banner. On the left, there is a stylized illustration of a pregnant woman with dark curly hair, wearing a purple top, looking down at her belly. On the right, the NHS Greater Glasgow and Clyde logo is in the top right corner. Below the logo, the text reads: 'Expecting a baby? Make plans to meet your midwife.' followed by 'It's never 'too early' in a pregnancy to register for maternity services.' and 'Register at:'. There are two call-to-action buttons: one with a smartphone icon and the URL 'www.nhsggc.scot/meetyourmidwife', and another with a mobile phone icon and the number 'or call 0141 347 8422'. A QR code is located in the bottom right corner of the banner.

Maternity online collateral

A social campaign running across Facebook and Instagram, featuring a new video of one of our midwives providing advice and encouraging women to visit the website has help drive an uptick in referrals by more than 10% compared to the previous month. Wider work around the campaign has seen more than 20% more women using online to register through 2024-2025 than the previous financial year and we will continue to work with the service to create new and innovative ways of helping promote the online-hub and website self-referral service.



One of our maternity videos

3.2 Shining a light on our healthcare scientists and promoting technology and innovation

Healthcare Science Week provided an opportunity for us to spotlight the amazing work of NHS Greater Glasgow and Clyde's healthcare science professionals and the difference they make to patients' lives and to promote career opportunities within NHSGGC. Healthcare Science is a significant professional group within the NHS, with 54 separate specialisms represented across the organisation. While career opportunities were highlighted, the opportunity was also used to showcase how science and technology is used in modern patient care within NHSGGC.

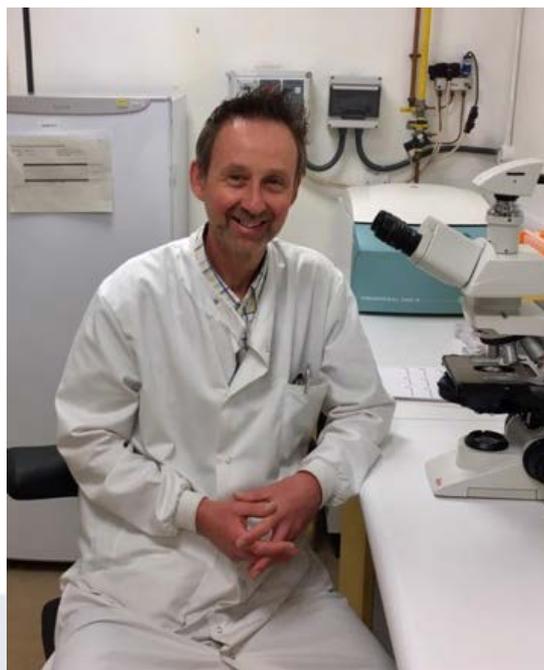




Professor Catherine Ross at the QEUH

This year communications focussed on profile spotlights on a number of NHSGGC healthcare science workers, which created a number of media coverage opportunities, tailored video content and culminated in a visit from Chief Scientific Officer, Professor Catherine Ross, who was welcomed to the QEUH to hear and see some of the staff and technology supporting the service. We saw more than 130,000 social media impressions, more than 75,000 views of our newsletter content, and an additional 9,000 views of our video content covering the week.

We also encouraged the public to vote for NHSGGC science healthcare heroes at the annual national awards, which saw three NHSGGC winners and four runners-up. Mark Mason, pictured below, was awarded Healthcare Scientist of the Year.



NHSGGC Healthcare Scientist, Mark Mason

3.3 Launching a Power Of Attorney (POA) web hub and helping patients get 'Home for Lunch'

Home for Lunch and raising awareness of POA has become one of the key communications campaigns running throughout the year at NHSGGC to support our acute sites in improving patient flow through hospitals. A fully integrated campaign featuring media patient case studies, interviews with key nurses and a focus on discharge lounges is complemented with physical advertising across hospitals to encourage patients and families to have the right conversations about discharge, and about challenges such as POA. Most recently, we published a Power of Attorney Q&A video where Professor Angela Wallace, Nurse Director, answers some common questions from patients and their families about PoA. This was released alongside the launch of a new NHSGGC bespoke [Power of Attorney web page](#) which has resources for staff and patients.

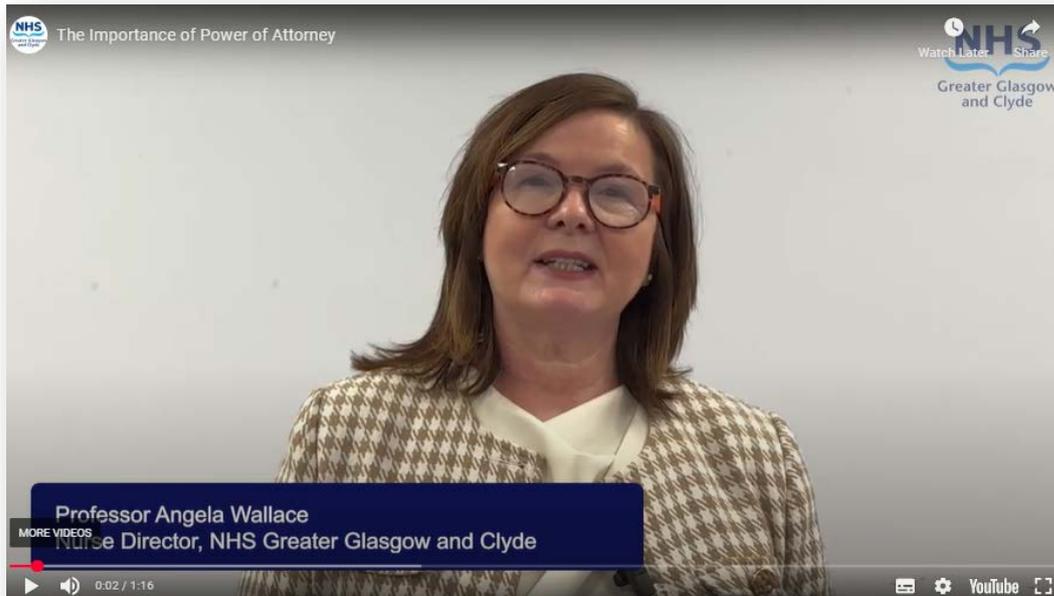
Power of Attorney Training and Resources

You can watch a recording of an information session on Power of Attorney below:



You can also join us for live sessions which happen a few times each year. You can find out when sessions are happening by visiting the [HomeFirst Training Hub](#).

Some of our POA web resources



Since launching in March, this video has reached more than 43,000 people across our website, IPN, and social media, with over 500 clicks to the new website page and has been supported with broadcast, online, print and social content through the winter period. Updated Home for Lunch posters, which have received feedback from RAH staff and the Unscheduled Care team, are now ready for printing and distribution among NHSGGC sites.

