

<b>NHS Greater Glasgow and Clyde</b>	<b>Paper No. 24/110</b>
<b>Meeting:</b>	<b>NHSGGC Board Meeting</b>
<b>Meeting Date:</b>	<b>29 October 2024</b>
<b>Title:</b>	<b>Communications and Public Engagement Update – October 2024</b>
<b>Sponsoring Director:</b>	<b>Sandra Bustillo – Director of Communications and Public Engagement</b>
<b>Report Author:</b>	<b>Neil McSeveny – Deputy Director of Communications 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 Sept 2024 – October 2024.

## 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 is the latest regular activity report to be presented 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        | <u>Positive</u> impact |
| • Better Care          | <u>Positive</u> impact |
| • Better Value         | <u>Positive</u> impact |
| • Better Workplace     | <u>Positive</u> impact |
| • Equality & Diversity | <u>Positive</u> impact |
| • Environment          | <u>Positive</u> 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

Prepared on 18 October 2024  
Issued on 22 October 2024

# Communications and Public Engagement Update

October 2024



## 1. Introduction

1.1 This report covers the period September – October 2024 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 Care Opinion

NHS Greater Glasgow and Clyde has received 1,401 stories in the first six months of this financial year (April 2024 – September 2024). This represents an increase of 31% of stories and feedback shared by the public, and a 2% increase in positive stories shared compared to the same period last year (1,072 stories). So far these stories have been read more than 174,000 times.

During September and October 79% of stories were wholly positive and most notably highlight the friendliness, kindness and professionalism of staff with the key feedback highlighted visually below.



participants expressed satisfaction with the platform, and 91% successfully completed a self-assessment questionnaire.

Additionally, 74% found it easy to log in for the first time, 74% navigated the platform with ease and 77% found reading their digital letters straightforward.

These initial findings have been shared with the Citizens' Access Board and will be used to shape a larger, more in-depth evaluation of the platform to inform the roll out of this with other services.

## 2.4 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. Since the last report to the Board (August 2024), 42 teams and services have been supported to involve people and capture feedback to inform service delivery. Examples of this activity are included below.

Service	Support Request Activity	Category
<b>Glasgow Clinical Research Facility and Beatson Clinical Research Facility</b>	Supporting the service to plan and facilitate a successful online engagement event to raise awareness of the role and benefits of clinical research within NHSGGC, with the aim of identifying potential public partners for further engagement opportunities.	Patient Engagement & Understanding
<b>Allied Health Professionals Clinical</b>	Gathering feedback to benchmark current levels of understanding of the role of AHPs by a) the public and b) people with dementia and their care partners. A public survey received more than 400 responses, providing valuable insight into peoples' understanding and experience with AHPs. Follow up focus groups are planned to explore emerging themes, to support and inform service improvement.	Capturing feedback
<b>Supporting Renal Dialysis</b>	Working with Dialysis Nursing colleagues to capture patient feedback as a key evidence metric in Quality Improvement work to improve dialysis process compliance and reduce patient discomfort in the QEUH service.	Capturing feedback

## Understanding public perceptions of Virtual Consultations

Working with eHealth colleagues to understand general public sentiment and understanding of virtual consultations to better inform how we talk with patients about this approach to healthcare.

Patient Engagement & Understanding

## 3. Communications



### 3.1 Team Talk launched

As part of our commitment to informing and engaging with staff, we launched our new communications platform 'Team Talk' in October. Team Talk aims to distil the four most important pieces of information we would like all staff to be aware of and engaged with in a way which promotes a two-way conversation between staff and their supervisors/managers. The brief has three key main aims:

1. To inform staff of topics relevant to them and why they're relevant.
2. To signpost to further information.
3. To encourage feedback about each topic.

Team Talk will be distributed during the first week of every month to more than 3000 supervisors and managers across NHSGGC. The flexible design allows the brief to be delivered within team meetings, safety huddle, virtual meetings and any other face-to-face briefings. The brief takes no more than 5-10 minutes to discuss and in addition to promoting staff engagement, helps us reinforce our core values throughout the organisation.

In forthcoming months, we will report on the effectiveness of Team Talk by conducting follow-up focus groups with staff groups alongside spot-checks with a sample of teams across NHSGGC.





# Team Talk

Better Health • Better Care • Better Value • Better Workplace

October 2024

<h3 style="background-color: #800080; color: white; padding: 5px;">Better Health</h3> <p>It's incredibly important that as many of us get vaccinated against the flu as possible. This helps us protect ourselves, patients, and our health service. Almost 5,000 staff have taken up the opportunity to get vaccinated so far.</p> <p>Any remaining staff who would like the vaccine should look out for our peer vaccinators visiting wards or you can book into a community clinic.</p> <p>Information <a href="#">here</a>.</p> <div style="display: flex; align-items: center;">  <div>  <p><b>Dr Emilia Crighton</b> Director of Public Health</p> </div> </div>	<h3 style="background-color: #800080; color: white; padding: 5px;">Better Care</h3> <p>The Health and Care (Staffing)(Scotland) Act 2019 - (HCSSA) seeks to enable safe high-quality care and improved outcomes for service users by ensuring appropriate and effective levels of staffing for NHS Scotland and care service providers. Clinical and care staff should review and understand the guiding principles and consider the potential impact. You can also complete the Informed Learning resource on Turas <a href="#">here</a>. Test your knowledge of HCSSA by taking our <a href="#">quiz</a>.</p> <div style="display: flex; align-items: center;">  <div>  <p><b>Angela Wallace</b> Executive Director of Nursing</p> </div> </div>
<h3 style="background-color: #008000; color: white; padding: 5px;">Better Value (Sustainability &amp; Value)</h3> <p>NHSGGC continues to face a significant financial challenge and we need your help.</p> <p>We're looking for all staff to help identify ways of working smarter to help reduce spend and protect patient services.</p> <p>Got a great idea of doing things differently? Let us know by submitting your idea to our dedicated form <a href="#">here</a>.</p> <div style="display: flex; align-items: center;">  <div>  <p><b>Colin Neil</b> Director of Finance</p> </div> </div>	<h3 style="background-color: #000080; color: white; padding: 5px;">Better Workplace</h3> <p>Last week marked national Speak Up week. We want all staff to be confident and able to raise any issues or concerns they might have in the workplace, year round.</p> <p>Please see our dedicated webpages for more information on how to Speak Up, as well as a full suite of <a href="#">staff resources</a>.</p> <div style="display: flex; align-items: center;">  <div>  <p><b>Anne MacPherson</b> Director of Human Resources and OD</p> </div> </div>

#### Team Talk – Questions to discuss with your manager

- How does this affect me?
- Where can I find more information?
- How can I get involved?

#### Do you have a suggestion for Team Talk?

Email: [ggc.teamtalk@ggc.scot.nhs.uk](mailto:ggc.teamtalk@ggc.scot.nhs.uk)

**Please discuss this briefing with your team.**

## October's Team Talk

### 3.2 Child and Maternity Healthcare Services update

Following the September Board seminar, an action was undertaken to increase the prominence and accessibility of our Child and Maternity Healthcare Services information.

Our audit resulted in the creation of a new dedicated landing page to centralise all relevant information which would ordinarily sit across a number of different service pages into one dedicated resource. The new approach provides an easy to find and navigate, single entry point for patients and families to reach relevant content in relation to child and maternity services.

We'll continue to review and update this section with information about maternity and paediatric services.

You can view the resource here: [www.nhsggc.scot/childmaternity](http://www.nhsggc.scot/childmaternity)



**Our new single point of entry for mums-to-be**

### 3.3 Freshers Week – Promoting our FNC

Each year for the past three years, we have run a public campaign targeted specifically at new students to help inform and encourage them to access our unscheduled care pathways in the correct way.



This year, throughout September and October, we have run a multi-channel campaign covering web, social media, media and traditional advertising in partnership with local universities and colleges.

The campaign has three specific goals:

- To drive up awareness of the Flow Navigation Centre (also known as Virtual A&E)
- To reduce presentations at physical Emergency Departments
- To promote other health services and access points such as registering with a local GP

We used bright advertising and animations across platforms this year, including on Glasgow's underground railway network, with carriages carrying physical advertisements alongside station posters. We continue to promote our dedicated student information pages across Facebook, Instagram and TikTok. This campaign will continue to run throughout October, transitioning to winter messaging as we enter the winter period.



The image shows a pink subway carriage advertising card. At the top, it asks 'Cuts or bruises? Where would you rather wait for advice?'. Below this is a slider with a heart-eyed emoji in the center. The left end of the slider is labeled 'HOME WITH FRIENDS' and the right end is labeled 'IN HOSPITAL ALONE'. Below the slider, it says 'Virtual A&E could save you a trip to hospital. Call NHS 24 on 111' and 'For further information visit [www.nhsggc.scot/virtual-ae](http://www.nhsggc.scot/virtual-ae)'. In the top right corner is the NHS Greater Glasgow and Clyde logo, and in the bottom right corner is a QR code.

**Cuts or bruises?**  
**Where would you rather wait for advice?**

HOME WITH FRIENDS  IN HOSPITAL ALONE

Virtual A&E could save you a trip to hospital. Call **NHS 24 on 111**  
For further information visit [www.nhsggc.scot/virtual-ae](http://www.nhsggc.scot/virtual-ae)

**NHS**  
Greater Glasgow and Clyde



**Subway carriage advertising cards**