

NHS Greater Glasgow and Clyde	Paper No. 26/132
Meeting:	NHSGGC Board Meeting
Meeting Date:	29 October 2026
Title:	Communications and Public Engagement update – October 2026
Sponsoring Director/Manager:	Neil McSeveny – Interim Director of Communications
Report Author:	Neil McSeveny – Interim 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 September 2026 – October 2026.

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 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:

- | | |
|------------------------------------|------------------------|
| • Improve Outcomes for People | <u>Positive</u> impact |
| • Health Quality Care & Experience | <u>Positive</u> impact |
| • Digital First Approach | <u>Positive</u> impact |
| • Sustainability and Value | <u>Positive</u> impact |
| • Supported Workforce | <u>Positive</u> impact |

6. Engagement & Communications

The issues addressed in this paper were subject to the following engagement and communications activity:

- 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:

N/A

8. Date Prepared & Issued

Paper prepared on: 13 October 2026

Paper issued on: 21 October 2026

Communications and Public Engagement Update

October 2026



1. Introduction

1.1 This report covers the period September 2026 - October 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 Population Health Maturity Matrix Engagement

The PEPI Team is supporting the Public Health Directorate to establish a Public Reference Group to provide independent oversight of the Population Health Maturity Matrix Implementation Plan. A briefing session held in October attracted strong interest from members of the public, enabling participants to meet with the General Manager for the Public Health Directorate to learn more about the assessment process and the implementation plan that will be developed.

The Reference Group will provide ongoing public scrutiny and challenge as the implementation plan is developed and delivered, strengthening transparency, accountability and the role of lived experience in shaping population health improvement priorities across NHSGGC.

Recruitment to the Reference Group is now underway, with the first meeting scheduled for December to coincide with the submission of the draft implementation plan to the Scottish Government.

2.2 Future Redesign of Public Dental Services

Phase 1 engagement on the future redesign of Public Dental Services captured feedback from 380 patients, carers and family members, providing a strong evidence base to inform service redesign.

Feedback was received from people using community, hospital-based and mobile public dental services across NHSGGC, capturing experiences of routine, urgent, specialist and additional support services.

The findings are now being used to inform the planning of the next phase of this review, with participants who expressed an interest in ongoing involvement invited to contribute to focused engagement and co-design activity. This will ensure service users continue to shape the development of a sustainable future model for Public Dental Services.

2.3 Maternity Voices Partnership and ongoing engagement

In September, the PEPI Team supported the latest Maternity Voices Partnership discussion, bringing together women, families, third sector partners and maternity staff to explore birth choices, communication, pregnancy and loss, partner involvement and continuity of care.

Feedback highlighted the importance of consistent, person-centred care and recognised the positive contribution of maternity staff.

The insights gathered are now informing service improvement priorities, with targeted involvement activity being developed to enable women and families to work directly with maternity teams on identified areas for improvement.

A structured engagement framework is also being established to align the Maternity Voices Partnership, feedback mechanisms and improvement work, ensuring lived experience continues to inform service development and future maternity priorities.

2.4 Unscheduled Care and Patient Flow

The PEPI Team has continued to support improvement work across unscheduled care by capturing patient experiences of accessing Emergency Departments, and understanding the factors influencing care-seeking decisions and how people accessed care.

In October, this included the team supporting 24-hour onsite audits within the Emergency Departments at the Queen Elizabeth University Hospital and Glasgow Royal Infirmary, with patient conversations forming part of the wider exploration of pathways and patient flow.

Findings from this work are still emerging, although early learning and reflections are already shaping thinking around how patient feedback capture can be enhanced across the entire unscheduled care system.

2.5 Lunchtime Learning Sessions

In September, the PEPI Team delivered three Lunchtime Learning sessions for staff covering focus groups, survey design and capture, and the use of tools such as Microsoft Forms. The sessions focus on strengthening staff capacity to undertake engagement, involvement and patient experience activity across NHSGGC.

Evaluation feedback demonstrates a measurable increase in knowledge and confidence, with over 85% of respondents reporting improved understanding of methods, 92% identifying opportunities to apply learning within their role and up to 100% intending to use learning in future work.

The sessions are supporting staff to undertake quality engagement and feedback activity, supporting service improvement, evaluation and person-centred care across a wide range of services in NHSGGC.

2.6 Picker Experience Network Awards 2026

In October, the PEPI Team was named winner of the '**Teams Making a Difference to Experience**' category at the Picker Experience Network (PEN) Awards 2026, held in Birmingham.

The PEN Awards are the only awards programme to recognise best practice in patient experience across all facets of health and social care in the UK and beyond.

Entries came from across the UK and internationally, with winners chosen by an independent judging panel.

The PEPI Team provided this year's Engagement and Involvement Overview report as part of its supporting documentation.

This report was presented through Area Partnership Forum and the People and Staff Governance Committee and demonstrates the breadth of engagement activity and NHSGGC's continued commitment to listening to, and learning from, patients, carers, families and staff.

The report has now been published on the website via the following [link](#).



3. Communications



3.1 Fighting Flu – it starts with you

Staff Vaccination Fortnight ran from 14-27 September, encouraging staff to receive their seasonal flu vaccination ahead of the winter period. The campaign focused on protecting staff from serious illness, reducing the risk of hospitalisation and helping to safeguard patients, colleagues and families.



A total of **11,300 staff vaccinations** were delivered during the two-week campaign, representing a **6% increase in weekly vaccination rates** compared with the 2025 campaign.

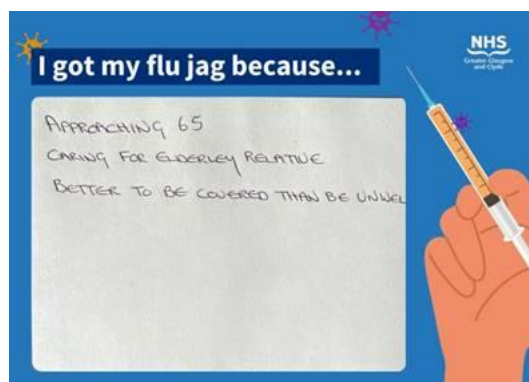
Communications activity included leadership advocacy, staff case studies, myth-busting content from Public Health, digital screens, Clinical Portal and TrakCare messaging, social and web content, and a dedicated staff vaccinations webpage. This was the first year a dedicated vaccination resource hub and downloadable communications toolkit were made available to all NHSGGC services and HSCPs. Engagement exceeded expectations, with the vaccination webpage receiving **18,672 views** during the campaign period and the digital toolkit downloaded more than **500 times**. This provided a significant increase in staff access to vaccination information and promotional materials across the organisation.

Promotional messaging included:

- **Public Health myth busters:** The Public Health team addressed the top five myths about the flu vaccination and give the truth behind the rumours. The [full article is on Staffnet](#),
- **A message from Mary Ross-Davie:** to encourage staff to get vaccinated
- **Fighting flu. It starts with you!** Staff Vaccination Fortnight message



Colleagues share their stories: As Staff Vaccination Fortnight continued, we caught up with staff at our first round of drop-in clinics to see why they got their jag.



Directors get their flu jags: Dr Scott Davidson, Medical Director, Professor Angela Wallace, Executive Director of Nursing, Russell Coulthard, Chief Operating Officer and Deputy Chief Executive, Natalie Smith, Interim Director of HR and OD, and Employee Director Ann Cameron-Burns all got their flu vaccine thanks to peer immunisers.



3.2 Health Literacy Month

During October, Communications and Engagement supported Health Literacy Month through a coordinated campaign with the Health Improvement Team, aimed at improving public access to trusted health information and equipping staff with techniques to support effective patient conversations.

Health Literacy is about making sure people can find, understand and use trusted health information – and feel okay to ask questions when they can't. The campaign seeks to increase awareness of health literacy among staff and the public and support improved patient engagement and health outcomes.



External activity included media, [website](#) and social media promotion, alongside the launch of new [Health and Wellbeing Library Flip Cards](#), designed to improve access to health information for digitally excluded communities. Communications toolkits were also provided to library services and HSCP partners to support local promotion.

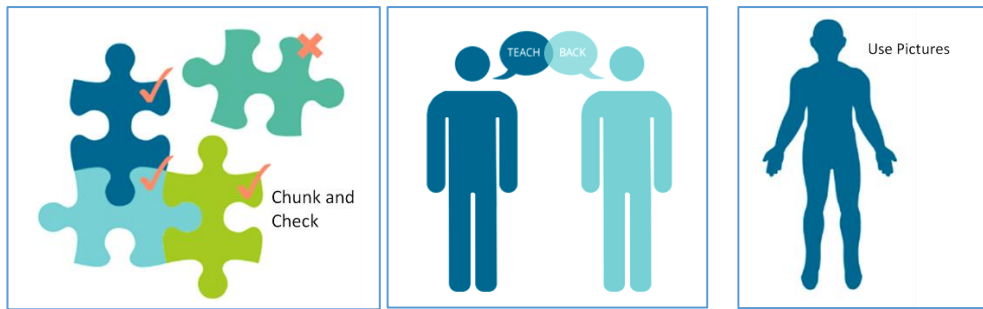


(L-R) Sarah McLaughlin [Glasgow Life], Janice Blair [NHSGGC Health Improvement] and Annmarie Galbraith [Glasgow Life] showcase their new NHSGGC Health and Wellbeing Flip Card.

A social media promotion at the end of the month, reminding patients of the launch of our My Health website, will conclude our external activity. [My Health](#) went live in July and gives people something to read, watch or do to improve their health.

Internal communications focused on raising staff awareness of health literacy approaches through StaffNet, Core Brief and professional networks, promoting the various Health Literacy techniques staff can use to support patient discussions alongside promotion of training opportunities.

Evaluation work will take place on the completion of the latest campaign at the end of October.



Support mechanisms

3.3 Royal Hospital for Children and wider Women and Children's services snapshot

As part of our wider approach of showcasing quality, innovation and compassionate care, we continue to spotlight the Royal Hospital for Children and wider Women and Children's services.

A series of patient-focused stories generated positive regional and national media coverage, highlighting the impact of specialist paediatric services, advances in clinical care and staff excellence. Key stories over August – October have included the work of the RHC Health Play Team supporting children undergoing treatment, the introduction of innovative heart valve procedures reducing the need for open-heart surgery, and the launch of new laboratory tours designed to improve children's understanding of their care.



L-R RHC Cath Lab team, Health Play Specialist Maureen McFarlane with patient Robyn



Patient Matthew with his mum and dad and Biomedical Scientists Ainsley Steel and Stephanie Dymond as part of Harvey's Lab Tours

Communications also supported promotion of the RHC's progress towards UNICEF UK Baby Friendly Initiative accreditation, recognition at the Scottish Children's Health Awards, the recruitment of 56 newly qualified midwives, and awareness activity during Baby Loss Awareness Week.



Scottish Children's Health Awards

Positive media coverage across a range of national and regional outlets seeks to help reinforce confidence in Women and Children's services, improve staff morale, showcase innovation and patient-centred care, and highlight the expertise and

commitment of NHSGGC staff. These will be reported on in full as part of our annual evaluation process.



Promoting our new midwives

3.4 GP Walk-In Clinic at Cardonald

Since the GP Walk-In Clinic (GP WiC) launched on 29 June 2026, communications activity has focused on building public awareness, supporting service uptake and promoting appropriate use of the service.

The First Minister's visit to mark the opening of the clinic generated **widespread national and regional media coverage**, including coverage on BBC News Scotland, Clyde News, STV News, Glasgow Times and Glasgow Live. Launch activity also generated strong engagement across NHSGGC digital channels, **reaching more than 92,000 people** through the Involving People Network (IPN) and NHSGGC social media channels. This was supported by the development of dedicated physical branding and signage at Cardonald Medical Centre, creating a clear and recognisable identity for the service.



The FM visits the WiC

Communications support has continued since launch, including the development of additional signage, integration of the GP WiC into public holiday healthcare messaging, creation of a dedicated IPN audience to support targeted communications to eligible postcode areas, and the production of patient information videos.

In August, this included the publication of a GP WiC wayfinding video, designed to help patients find the clinic and understand how to access the service when the main entrance is closed. The video has so far reached more than **38,000** people through targeted IPN communications and NHSGGC social media channels.



Wayfinding video

In September, internal communications activity highlighted positive early feedback from patients using the service. During a visit by the Chair and Non-Executive Board Members, staff shared evidence of growing demand, including 275 attendances in a single week. Patient feedback indicated that some attendees were choosing the GP WiC instead of attending Emergency Departments and other healthcare services, demonstrating the clinic's potential to support wider urgent care pathways. Board members also heard how the service is attracting primarily working-age adults and supporting people early in their illness.



Board visit to Walk-in Clinic

Through October, communications supported the announcement of expanded access to the GP WiC, extending eligibility to a further 26,000 patients across six GP practices serving communities in some of Scotland's most deprived areas. The announcement was covered by Glasgow Live and the Glasgow Times and reached more than **152,000 people** through the IPN and NHSGGC social media channels.

Since launch, communications activity has driven significant traffic to digital information about the service. The GP Walk-In Clinic webpage has received **27,487 views**, making it the 13th most visited page on the NHSGGC website. This demonstrates sustained public interest in the service and the effectiveness of communications activity in directing people to information about eligibility, access and appropriate use of the clinic.

Winter communications activity is now being developed to further support awareness and utilisation of the GP WiC as part of wider urgent care and healthcare access messaging. This will include a new video explaining the service, promotion of the milestone of treating more than 5,000 patients, patient and staff case studies, targeted digital content and stakeholder communications to encourage appropriate use of the service.

The activity outlined demonstrates the contribution of communications in supporting service transformation, increasing public awareness of healthcare options and helping direct patients to the right care, in the right place.