

NHS Greater Glasgow and Clyde	Paper No. 24/26
Meeting:	NHSGGC Board Meeting
Meeting Date:	30 April 2024
Title:	Communications and Public Engagement Update – April 2024
Sponsoring Director/Manager	Sandra Bustillo, Director of Communications and Public Engagement
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 March 2024 – April 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 activity report to be presented to the NHS Board highlights 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: *(Provide a high-level assessment of whether the paper increases the likelihood of these being achieved.)*

- 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: 19 April 2024

Date issued: 23 April 2024

2.2. Moving Forward Together Clinical Strategy

To support the Moving Forward Together Programme, a series of focus groups took place in March 2024. Five focus groups, advertised through the Involving People Network and our social media platforms, were delivered to capture public understanding and perceptions on:



- Community based approaches – delivering healthcare closer to communities
- Using technology in the future of healthcare service delivery
- Supporting self-management and care for better health and wellbeing
- Planning the future of healthcare services

Participants came from a wide range of backgrounds, bringing diverse perspectives and experience to the discussions. This included a significant number of people with direct lived experience of using our services, people with long-term conditions and carers and representation from third sector organisations such as; Ardgowan Hospice, Playlist For Life, Glasgow Counselling Services, Men's Shed and Not Alone Empowerment Centre.

This work is currently being written up and will be used to inform and support the next steps in the implementation of Moving Forward Together, and a further period of public and staff engagement on the Clinical Vision and Roadmap which will take place in the coming months.

2.3 National Complex Mesh Surgical Service

On behalf of the National Complex Mesh Surgical Service (CMSS), the PEPI Team conducted Cycle 4 of the Patient Experience Survey in March 2024.



126 patients were identified by the service, with 49 people responding. This provided a response rate of 39% (a slightly higher return than the previous cycle).

Pre-appointment communication scored well, with 78% feeling adequately informed. Clinic experiences were mostly positive, particularly staff attitudes and person-centred care.

Feedback on care before surgery and during hospital stay was overwhelmingly positive. Feedback on post-surgery communication from the CMSS remained high, albeit slightly lower at the six weeks follow up point.

The results from the patient experience survey are shared to staff within the Complex Mesh Surgical Service and with other stakeholders including National Services Scotland and Scottish Government. Recently gathered patient stories are shared on the website alongside current and previous patient experience reports. Learning from feedback is used to identify changes or improvements, and the impact is measured against reported patient experience in further cycles of feedback.

The next cycle of patient feedback is scheduled for November 2024.

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2.4 Lunchtime Learning sessions

The lunchtime learning sessions aim to build capacity across the organisation to equip staff with knowledge and tools to engage with patients, families and carers.



Sessions take place each quarter, with the most recent sessions taking place in March 2024. These covered:

- *'Designing survey questions'*
- *'Using feedback and what to do with it'*
- *'What public partners are and why lived experience plays an important role in public involvement'*

Staff feedback highlighted that practical and tangible examples were of benefit with 97% of people who responded feeling that the sessions supported them to apply the learning in their roles.

During 2023-2024 we have had 498 members of staff attending 12 sessions and the learning and feedback will inform forthcoming sessions.

2.5 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. During 2023-2024 there were 122 service areas supported by the team including these examples from March - April 2024.



Service	Support Request Activity	Category
Public Health	Advice on gathering feedback from specific under-represented groups for an evaluation of the Quit Your Way service for Mental Health and Maternity services.	Capturing feedback
Haematology Ambulatory Care Service	Gather patient experience to understand how recent changes from previous in-patient to outpatient service are being received.	Capturing feedback
Westmarc Specialist Prosthetic Service	Use patient experience to inform plans to extend the service including the development of satellite clinics	Patient Engagement
Primary Care, West Dunbartonshire	Support a series of focus groups to develop insight on falls for people with frailty and their experience of prescribing support in primary care, community and hospital settings	Patient Engagement
Central Prescribing Team	Establish a short-life Public Reference Group to support implementation of regulations and guidance for use of sodium valproate, in line with recommendations set out in MHRA Patient Safety Alert	Public Involvement

3. Communications

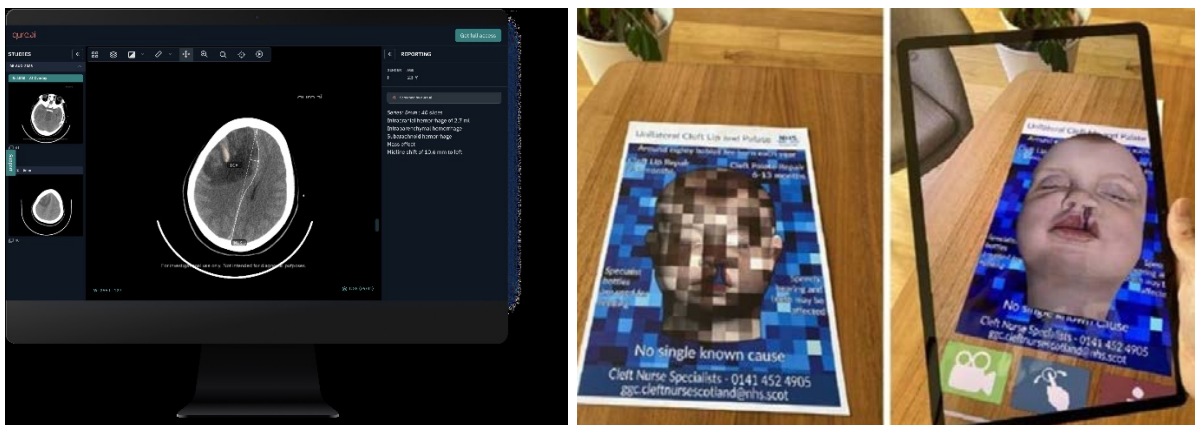
3.1 Spotlight on Innovation

The communications team continues to support and promote the West of Scotland Innovation Hub (WoSIH) through its existing website and social media channels, as well as in traditional and sector media. WoSIH is hosted by NHSGGC and works in collaboration with industry and health and social care to address challenges and improve the delivery of care through the use of digital technology and platforms, including artificial intelligence and augmented reality.

Our communications activity has a number of key objectives, including the promotion of the Hub amongst fellow professionals as part of our aim to attract potential innovators to work with us and also to raise the profile of NHSGGC and the West of Scotland as leaders in innovation.

In the last two months, work has continued to spotlight the service and staff, with a particular drive through LinkedIn. Engagement on LinkedIn shows the WoSIH is positively communicating with healthcare and innovation professionals and organisations, funders, and current and potential industry partners. As a result of increased activity, the LinkedIn account has seen a 27% increase in follower numbers in one month.

Recently promoted projects include 'ACCEPT', which aims to utilise artificial intelligence to improve turnaround times for CT scans and reduce A&E pressures, and 'CLEAR', which uses augmented reality to support the families of young children undergoing cleft lip and/or palate operations.



We also publicised a project at Glasgow Royal Infirmary which aims to reduce hospital admissions and support the early discharge of patients with heart failure with preserved ejection fraction (HFpEF). In recent months, we have used the Hub's channels to celebrate women working in Innovation on International Women's Day, to highlight award nominations, and to promote ongoing industry collaboration.

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News

Read more here about the latest news about the West of Scotland Innovation Hub and updates from our key projects.



Our work is linked to NHSGGC’s Research and Innovation strategy, which sets out a mission to fully embed a research and innovation culture within the organisation and to maximise opportunities to increase the level of high quality, world leading clinical research and innovation for the health and economic benefits of our population. Currently, we are developing a 12-month communications plan to support the objectives of the West of Scotland Innovation Hub and our research and innovation agenda.

3.2 Sustainability

Since the beginning of 2024, we have been working with sustainability leads to finalise a new Sustainability Communications Plan for 2024/25. While that work has been progressing, we have continued to celebrate a wide array of achievements in areas including active travel and sustainable transport, waste management and greenspace initiatives.



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Highlights are:

EV charging: with new arrangements for the use of Electric Vehicles (EV) charging points being introduced on 22nd April, we issued internal and external message to explain how the changes would affect staff, patients and members of the public alike.

Active travel: As winter came to a close, we reminded staff of the range of support available to help them make the switch to active travel – including promoting the Dr Bike free bike maintenance service.



Waste management: We have launched a campaign to help increase awareness among staff about the appropriate bins for different types of waste, to help us meet our recycling targets and make significant financial savings. We are also working on a campaign to reduce inappropriate use of clinical gloves throughout NHSGGC.

Greenspace: We are working with Greenspace leads across NHSGGC to promote the extensive work we are doing in habitat and diversity, active travel and providing community benefits. The first success story has been at Stobhill Mental Health Campus, where the installation of a Willow Arch heralds a summer of good work there.

