

<b>NHS Greater Glasgow and Clyde</b>	<b>Paper No. 26/37</b>
<b>Meeting:</b>	<b>NHSGGC Board Meeting</b>
<b>Meeting Date:</b>	<b>30 April 2026</b>
<b>Title:</b>	<b>Communications and Public Engagement Update – April 2026</b>
<b>Sponsoring Director:</b>	<b>Neil McSeveny – Deputy Director of Communications</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 March – April 2026

## 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.

#### 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 |

#### 5. Engagement & Communications

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

#### 6. Governance Route

N/A

#### 7. Date Prepared & Issued

Date prepared: 15 April 2026

Date issued: 22 April 2026

# Communications and Public Engagement Update

April 2026



## 1. Introduction

1.1 This report covers the period March 2026 - April 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 Interface – Patient Experience

As part of our ongoing commitment to capturing consistent patient experience measures across key interface areas, the PEPI team are supporting the development of targeted Virtual Pathway Evaluation Surveys using Patient Recorded Experience Measures (PREMS) to capture feedback.

In April, the capturing of feedback on experiences commenced for the Discharge to Scan pathway, with OPAT and other pathways to follow. This systematic approach will generate robust insights to evidence safe, effective and person-centred care and to inform the ongoing development of pathways and virtual care.

### 2.2 Interface – Public Engagement

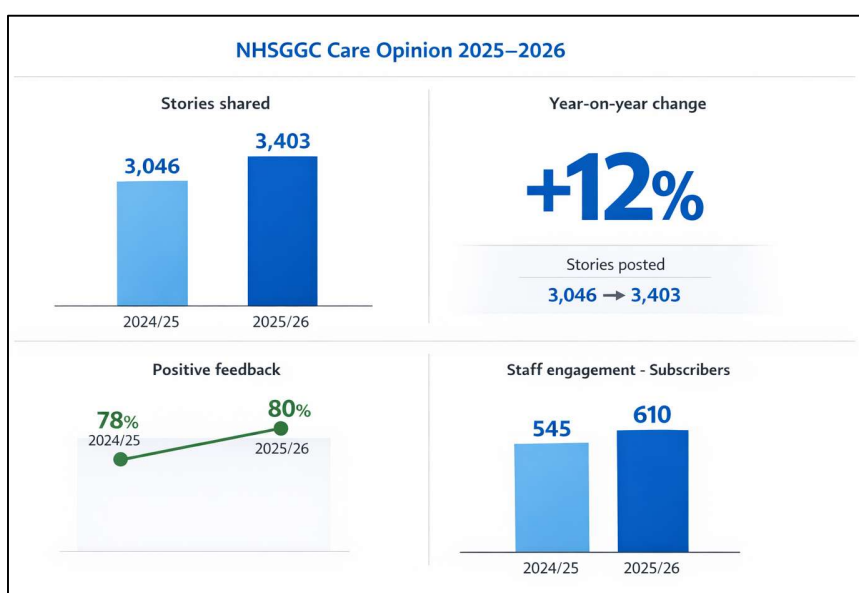
The Patient Experience Public Involvement (PEPI) Team has been progressing public engagement activities to test awareness, understanding and perceptions of virtual care.

Building on focus groups held in October 2025, a public survey was carried out in March capturing feedback from 360 people, including people with direct experience of virtual care. Positive feedback highlighted aspects such as convenience, flexibility and potential to avoid A&E waiting times. Key concerns related to digital access, confidence in using technology and service readiness.

Further focus group sessions are being delivered during April and May, led by the Director of Interface with the first session being positively received and supportive of ongoing developments.

## 2.3 Care Opinion





In 2025 - 2026, a total of 3,403 Care Opinion stories were posted about services across NHS Greater Glasgow and Clyde, representing a 12% increase compared with 2024/25 (3,046). The proportion of stories rated as positive increased from 78% to 80% in 2025/26 with the visual below highlighting the key progress areas.



## 2.4 Service Support

The PEPI Team supports a wide range of services areas throughout the year in aspects of involvement and capturing patient experience and feedback. During 2025-2026, 125 teams and services received support from the team.

An end of year evaluation was conducted with staff who have received support from the team in 2025/26 through the 'Support Request' process, receiving 31 responses with the key highlights listed below.

 <b>Support Requests</b>  <b>125</b> teams and services supported during 2025–2026	 <b>Respondents</b>  <b>31</b> provided feedback	 <b>Overall helpfulness</b>  <b>9/10</b> average rating	 <b>Increased confidence</b>  <b>84%</b> in patient/ public engagement
---	---	--	---

Responses highlighted PEPI Team support having the most impact in the following areas:

- Practical help on the quality of outputs (surveys, focus groups, engagement tools)
- Clarity and direction to help to shape thinking
- Confidence, reassurance and learning
- Using patient feedback and engagement for service improvement
- Signposting, connections and working with others

## 2.5 Service Support – New Bitesize Learning Sessions

The PEPI Team has launched new bite-size learning sessions as part of the Lunchtime Learning programme.



These short videos aim to support staff and build staff confidence in using engagement tools, including focus groups, involving public partners and capturing feedback.

They are designed to be accessed at any time and allow more flexibility in supporting frontline staff and are being shared through Core Brief and Staffnet. New sessions will be released on a phased basis throughout 2026/27.

## 3. Communications



### 3.1 Flu Vaccine Communications – Public Campaign Review

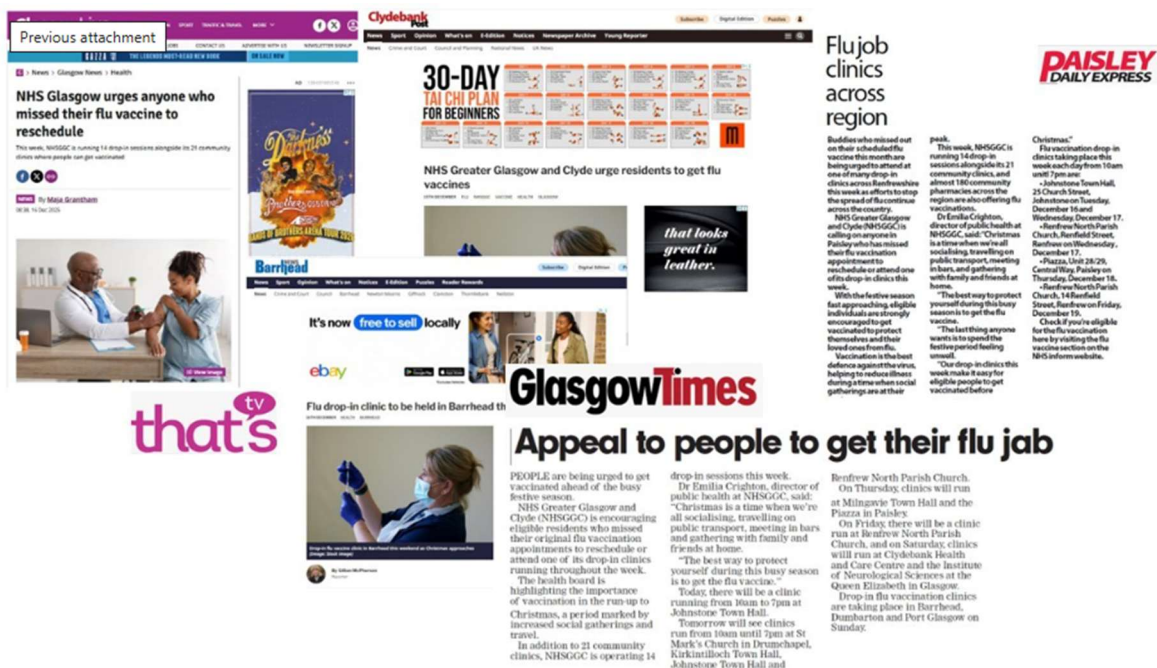
Every year NHSGGC delivers a comprehensive vaccination campaign for staff and the public. For 2025-2026, the public campaign has now concluded.

Over the course of the campaign the communications team, working in partnership with the Public Health team supported a larger than ever before public campaign, utilising multiple channels across a sustained period, with a key objective on driving up public vaccinations against a wider context of declining global uptake of covid and flu vaccinations.

The adult campaign launched strongly with headline TV coverage on BBC Reporting Scotland and STV News at Six. This has been followed with:

- Eight media releases (Average of two per month during the winter campaign) to all major outlets which led to over 50 media stories. These included two TV news stories recorded at our vaccination clinics (STV News at Six and BBC Reporting Scotland), and an additional two TV interviews and a BBC Radio Scotland interview with the NHSGGC Director of Public Health as flu season peaked.
- Eight IPNs were shared with the public and opened by more than 250,000 people in GGC.
- High-frequency social media activity (over 45 social media posts), with weekly, and often daily, posts promoting drop-in clinics and availability and graphics that featured on the home page of the NHSGGC website. This led to an increase of visitors to the NHSGGC website winter vaccination of 60% more compared to winter 24/25.
  - Our social media posts achieved over 680,000 impressions (Average 20,616 impressions per post) and over 455,000 in total reach
- Let's Chat Vax newsletter and communications including posters publicising clinics circulated to all HSCP contacts and pharmacies every month (four in total).





## Media coverage sample

### Impact

The Public Health team reported that:

- The flu vaccine for adults 75+ increased from 78.1% in 24/25 to 79% in 25/26.
- The flu vaccine for adults 65-74 increased from 63.7% in 24/25 to 64.3% in 25/26.
- The flu vaccine for those with a weakened immune system was up from 51.2% in 24/25 to 53.3% in 25/26.
- The flu vaccine for those 'at risk' increased from 29.3% in 24/25 to 33% in 25/26.
- Note: the flu vaccine delivered in care homes was down from 84.1% in 24/25 to 80.8% in 25/26.

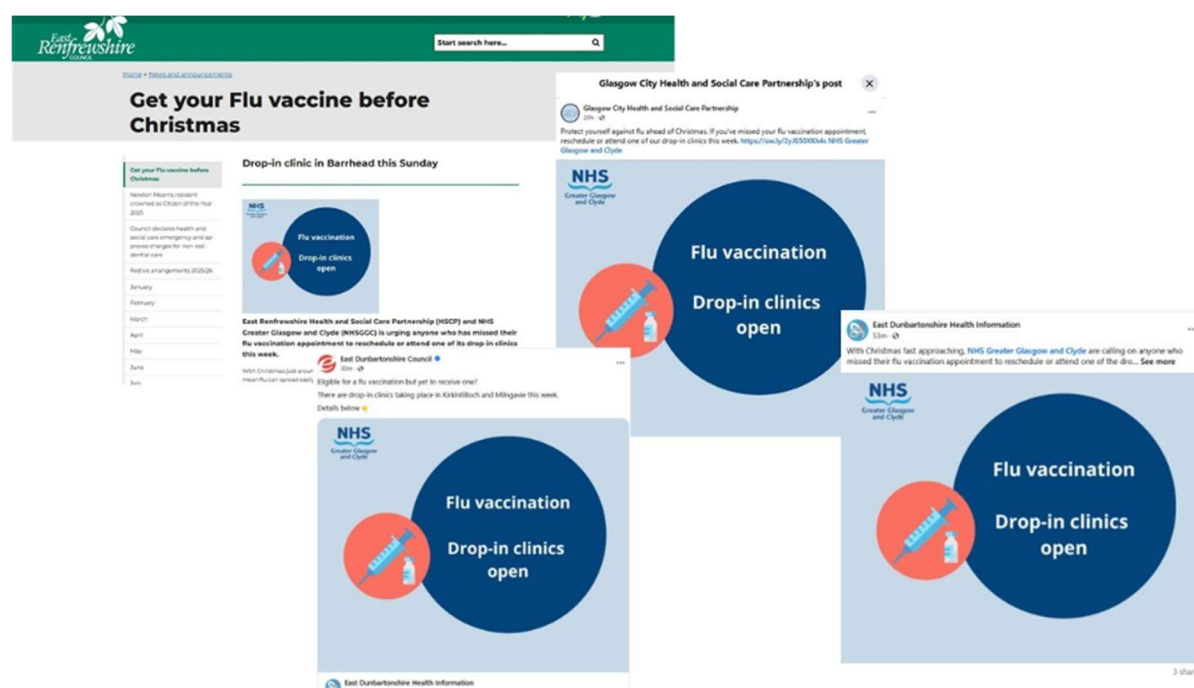
### Key Learnings

Digitally, the 60% increase in web traffic confirms this is where the public increasingly turns for information - further investment in accessible content, including short video and myth-busting material, would strengthen this for future campaigns.

There is still a strong need to use a multi-platform approach, however, to target key audience groups and to amplify messaging. On media, the campaign's earned coverage was a standout success and while social media volume and engagement was high, testing paid or targeted advertising to extend reach into communities with persistently low uptake is worth exploring in the next cycle.

We will work closely with the Public Health team to help identify key target areas and demographics to build a public messaging campaign for 2026-2027, as we know more work is required to help combat wider challenges facing vaccination

programmes and there are key areas within NHSGGC that would benefit from some more targeted messaging campaigns.



*Using partners to promote our drop-in clinics*

## 3.2 NHSGGC Website Spotlight

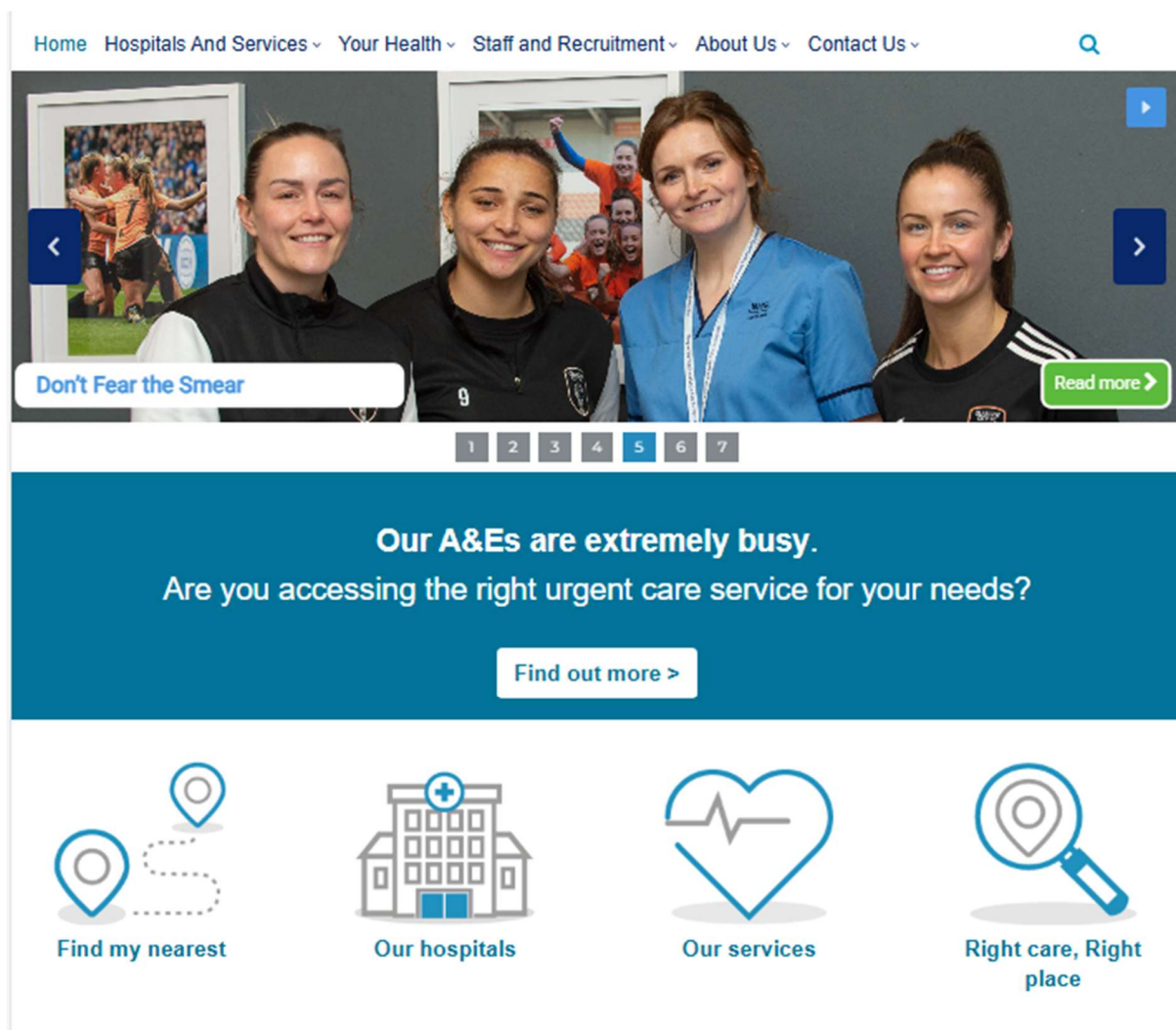
Over the past 12 months our website has seen more than 7.5million visits. This means we have exceeded our growth target for the year, and underpins the strategic importance of the NHSGGC website as a trusted source of information for our patients.

The NHSGGC website is positioned as a one-stop shop for the public to access key news and information about local healthcare services, and key health campaigns. Through the year the site is frequently updated with fresh content, and a programme of ongoing maintenance ensures that it's able to meet our needs and remains an authoritative source of information on search engines.

Over the past 12 months, in addition to growing the number of website visits, we can report that people are spending more time on the website and that they're more likely to engage with the website. This allows us to more effectively promote key campaign messaging through the year.

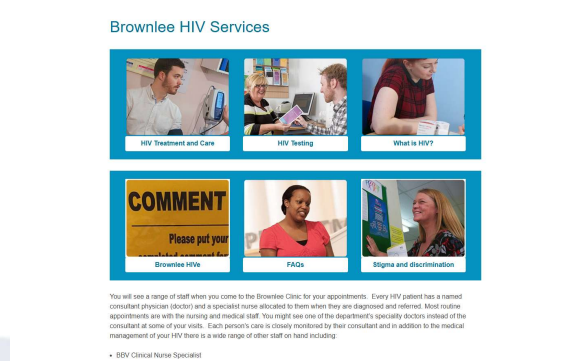
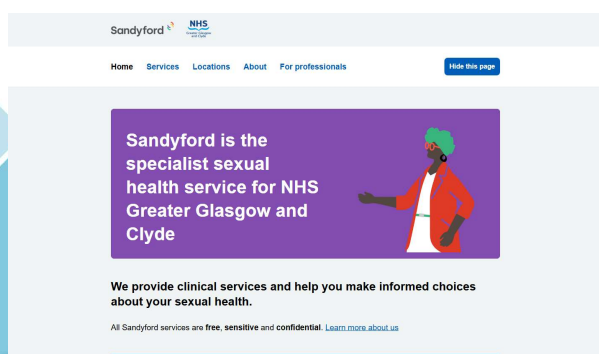
Measure	01/04/25 – 30/09/25	01/10/25 – 31/03/26
Visits	2,860,552	4,752,533
Engaged sessions	876,751	1,334,623
Returning Users	226,268	330,506





*NHSGGC's homepage*

Additionally, this year the Web Team has also undertaken significant work in supporting the redevelopment and rehousing of several websites, including Sandyford, Free Condoms, The Chat, Brownlee HIV, and KIDS.



## *The Sandyford and Brownlee websites*

Work also included the development of new core content and refresh of existing content on the NHSGGC.scot website, to meet Board priorities, including Interface Division, My Health Navigator, Transforming Together, Realistic Medicine, Primary Care, and Occupational Therapy Mental Health Services. Some of this content is yet to go live.

### Occupations



Your Occupational Therapist will explore a range of occupations. An occupation may be:

Self-care	▼
Leisure	▼
Productivity	▼
In a range of environments	▼

### Mental Health Occupational Therapy Services

We offer occupational therapy services to adults aged 18 and above who are currently receiving care and treatment from any of the following Greater Glasgow and Clyde mental health services including specialist areas:

Over the past 12 months the team have supported over 400 content editors across the organisation, training up staff and enabling them to manage and update their content to a high-quality standard. Frequent ongoing reviews by the Web Team ensure this is maintained to a high-standard.