

NHS Greater Glasgow and Clyde	Paper No. 25/124
Meeting:	NHSGGC Board Meeting
Meeting Date:	30 October 2025
Title:	Communications and Public Engagement Update – October 2025
Sponsoring Director:	Sandra Bustillo – Director of Communications and Public Engagement
Report Author:	Neil McSeveny – Deputy 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 2025 – October 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 | <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: 15 October 2025

Issued on: 22 October 2025

Communications and Public Engagement Update

October 2025



1. Introduction

1.1 This report covers the period September-October 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

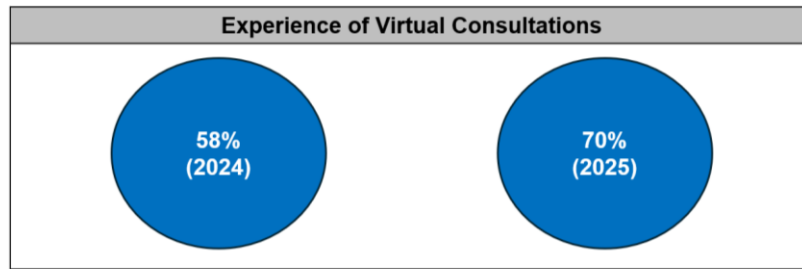


2.1 Virtual Consultations – 2025 Insights

The Patient Experience Public Involvement (PEPI) Team supported colleagues to gather insights on the public's experiences of virtual consultations, receiving 629 responses.

This round of engagement built upon a similar engagement conducted in 2024, with the intention of tracking any shifts in attitudes, usage patterns and preferences among patients regarding virtual healthcare services.

The results reveal a marked increase in familiarity and engagement with virtual consultations, with reported experience of this type of care rising from **58% in 2024** to **70% in 2025**. This upward trend points to a growing acceptance and integration of virtual healthcare options within our service user community.



Respondents shared a range of insights into what makes virtual consultations appealing. Many patients highlighted the convenience of not having to travel to appointments, which was especially valued by those facing mobility challenges. The elimination of parking concerns and the reduction in waiting times were also frequently cited as notable advantages. Additionally, patients appreciated the decreased risk of exposure to illnesses.

Whilst many patients reported positive experiences, there were clear suggestions on how confidence in virtual consultations could be further strengthened. Respondents expressed a desire for greater reassurance that in-person appointments would remain available when necessary, allowing patients to choose the most appropriate format for their needs.

There was also a call for clearer, more accessible information about how virtual consultations operate in practice, to ensure all patients feel prepared and supported throughout the process.

2.2 Maternity Services

As part of our ongoing commitment to strengthening feedback channels and increasing Accessibility, the PEPI team met with [Amma Birth Companions](#) to explore a potential collaboration focused on empowering the women they support to make greater use of Care Opinion to share their maternity care experiences and feedback with NHSGGC.

This work aims to amplify seldom-heard voices and ensure that feedback from diverse communities is shared directly with relevant staff, meaningfully captured and acted upon to improve future experiences.

This type of third sector collaboration complements and reinforces our existing feedback mechanisms, including our internal promotion of Care Opinion and our twice-yearly maternity experience survey.

The most recent survey heard from over 1200 women and continues to prove a robust source of insights into maternity experiences and evidence that can help reinforce or inform service improvement.

Additionally, the next Maternity Voices Partnership (MVP) meeting is scheduled for the end of October, offering another opportunity for service users to shape maternity care across NHSGGC. Together these initiatives provide a strong foundation for the involvement of women in the delivery and development of NHSGGC Maternity services.

2.3 Community Outreach and Relationship Building

Over the last few months, the PEPI team has actively engaged with a range of community groups and networks to inform ongoing service development and improvement. Our outreach has focused on building relationships, while gathering feedback from communities and partners.

We have collaborated with organisations such as Inverclyde Your Voice, Involve Inverclyde, the Long Covid peer support group, and 'We're Still Standing' (cancer peer support group). These partnerships have enabled us to gather feedback on future developments, including the review of the Person-Centred Care Standard and the development of 'My Health Navigator'.



The team took part in the Second Long Term Condition Self-Management Assembly, organised by West Dunbartonshire Community Volunteer Service (WDCVS) at Clydebank Town Hall on 18 September 2025.

2.4 Service Support

The PEPI team supports a wide range of service areas throughout the year to develop approaches to involve people and capture patient experience and feedback. Recent examples are included below.

Service	Support Request Activity	Category
Sandyford Sexual Health Services	Supporting service leads to reach out to women to understand their experience of care.	Understanding people's experiences
EquipU Service	Public engagement activities to understand perceptions around the supply of community equipment that will inform actions contributing to sustainability and value ambitions.	Understanding people's experiences
Food, Fluid and Nutrition	Gathering patient feedback on support from community services for enteral tube feeding, with a focus on transitions from hospital to home.	Capturing feedback

3. Communications



3.1 Staff Vaccine Success

This year's staff vaccine programme and specifically Staff Vaccination Week saw a significant increase in uptake in vaccination. Last year we achieved 4,000 staff flu vaccinations whereas this year's launch week saw an additional 2,000 vaccines delivered, 1.5 times more in total.

This was thanks in part to our multi-platform integrated staff communications campaign which utilised key platforms and multiple touch-points to reach staff across the organisation.

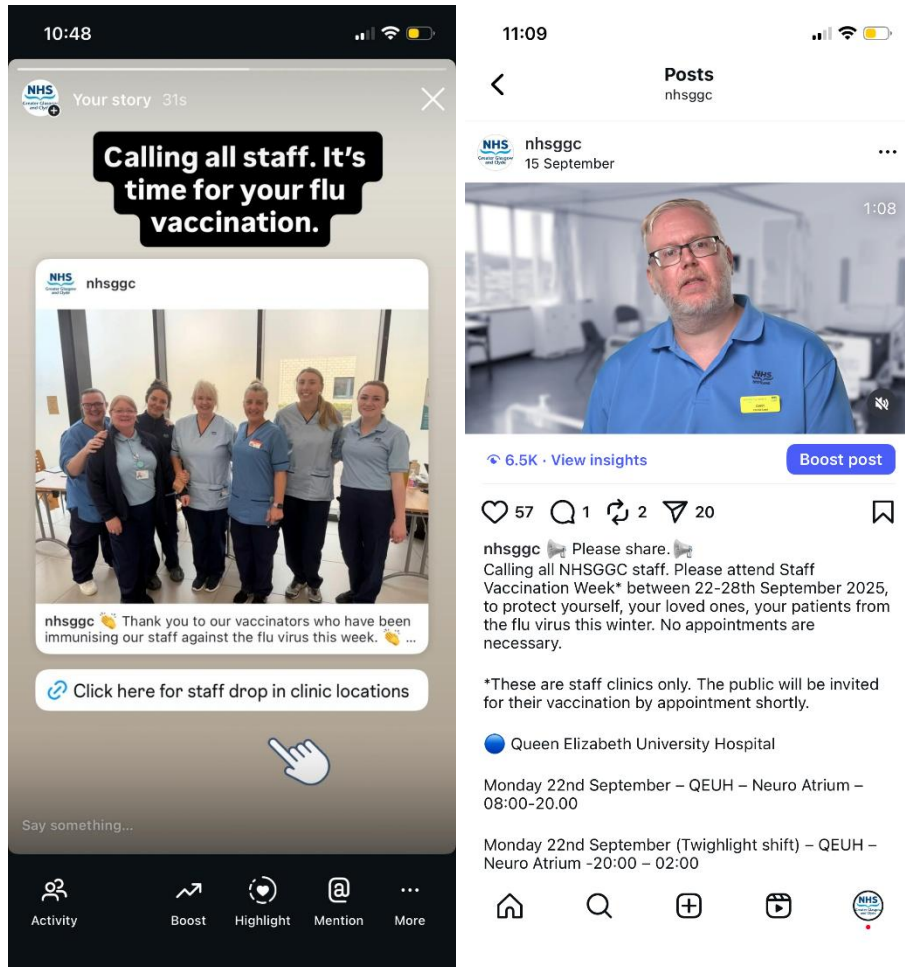


Flyer advertising making use of QR codes

In the lead up to and during the week, we issued the following mix of communications to ensure maximum reach:

- Seven Core Briefs
- Four Team Talks
- Four videos encouraging staff to get vaccinated, using senior management and frontline staff
- Six social media posts over Facebook and Instagram
- Front page banner on the NHSGGC website

- Posters and flyers at all key locations
- Trakcare and Portal prompts
- Designed email signature banners
- Email reminders to all site directors and all site staff emails linked to vaccination days.



Some social media and video content



Our NHSGGC website banner

3.2 FNC+Plus student campaign lands for Freshers Week

Continuing our proactive annual public health messaging aimed at students, NHSGGC's Communications and PEPI team launched a targeted Student Health Awareness campaign in September. This was designed to coincide with the start of the academic year and Freshers Week, aiming to engage students across the region with accessible, relevant health information and specifically to promote the FNC+Plus service which can help reduce front-door pressure by triaging patients virtually and giving them a scheduled appointment to visit MIU, for example.

We started by creating a new bespoke link to the NHSGGC website (nhsggc.scot/students), making it as easy as possible to find and remember. We designed new digital assets including informational reels, graphics, and videos. These were created to give clear health information in a relatable way for students. All content had a clear link to our student hub, encouraging students to use our website for information.



New video animations used this year to target students

The campaign was delivered across multiple digital and physical platforms, achieving strong engagement and visibility. Across our social media platforms, we achieved a total of 117,211 views and 427 engagements across the campaign. We also reached an additional 84,745 people through messaging sent directly via our Involving People Network (IPN), supplemented further by student messaging included in local IPNs.

To complement our digital efforts, we ran a four-week outdoor advertising campaign from September 22nd on Glasgow Subway.

This activity reached over 800,000 people across the Greater Glasgow area, reinforcing key health messages in high-footfall student areas.



All our digital content was designed to be shared across university and student union channels, with assets made available via our Student Health Campaign folder.

We also secured media coverage within The Sun, Glasgow Live, the Daily Record, and the Kirkintilloch Herald.



Students are reminded to register with local GPs, dentists

Students' health

HEALTH

If living away from home for the first time, many students panic when they begin to f

Many show up to [hospitals](#) with viral infections, diarrhoea and gastroenteritis, UTIs, to respiratory infections.

Even ankle sprains, wrist strains, and foot injuries are common reasons people head to

But the NHS has called on students to think twice before rushing to hospital with min

Dr Claire Harrow, Deputy Medical Director, explains: "If you're feeling unwell or have a minor injury, there are quicker and easier ways to get help. A&E is only for life-threatening emergencies."

G News > Health > NHS

NHS wants thousands in Glasgow to contact their GP practice 'as soon as possible'

NHS Greater Glasgow and Clyde urged people to take action in a social media post

By Amber O'Connor Money and Lifestyle reporter U35s
14:46, 11 SEP 2025

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NHS urges thousands in Scotland to complete health check 'as soon as possible'

A major health board has urged thousands of university and college students to take action without delay

Comments 1

By Amber O'Connor Money and Lifestyle reporter U35s

A sample of our student campaign coverage

Our 2025/26 student campaign has achieved a reach of over one million people so far. It has also resulted in a 553% increase in views on our student hub compared to the previous six weeks in 2025 and a 272% increase on the previous year.

We will continue to work closely with partners in higher education to grow and evolve this important campaign into the new financial year.

3.3 Driving awareness of Organ and Tissue Donation

To support a national drive to increase the number of registered organ and tissue donors, we run an annual campaign locally, using our own case studies to tell the positive impacts of organ donation. This year, we were able to leverage two case studies, creating two social media videos alongside a dedicated website banner and supporting internal communications. More than 85,000 people read our IPN newsletters, with our videos generating significant interest across social media.

Through traditional print and online outlets, we saw positive coverage in STV, Glasgow Times and the Daily Record.



A sample of media coverage for Organ Donation week

Specifically, as part of a drive to encourage more people from Black, Asian and Minority Ethnic Groups communities to sign up, we focused on kidney transplant patient, Ambreen Malik, whose story was read by 41,000 people on our IPN, and her featured on Glasgow Live.


Hamilton woman living life 'to the fullest' after third kidney transplant


NHS Greater Glasgow and Clyde teams gathered at the Queen Elizabeth University Hospital Renal Unit to celebrate organ and tissue donation, and the opportunities it provides for patients.

By **Chiara Pollock** Reporter
15:51, 2 OCT 2020

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A **Hamilton** woman has opened up on life after three kidney transplants as she shares the importance of **organ donation**.

Ambreen Malik, 33, has lived with chronic kidney disease for more than half her life and received a third kidney transplant earlier this year.

TOP STORIES



Kilmarnock kids play boss 'sickened' after worker exposed for child abuse

Glasgow live featured Ambreen Malik's story

We hope to continue raising awareness of organ and tissue donation through complementing national activity and continuing to drive engagement using our own channels throughout the year.