



NHS Greater Glasgow and Clyde Engagement and Involvement Overview Report

2021- 2022

Background

NHS Greater Glasgow and Clyde (NHSGGC) is committed to listening to and learning from people's experiences of our services. These experiences not only help us to understand what we are doing well, they help us identify where we could be doing better and help influence service improvements.

NHS Greater Glasgow and Clyde's Stakeholder Communication and Engagement Strategy sets out the organisational approach to communications and engagement to support the delivery of our goals and build trusted relationships between the Board, our patients, their carers and our communities.

This report has been developed by the Patient Experience Public Involvement (PEPI) Team to provide an overview of the range of stakeholder engagement and involvement occurring across NHSGGC.

The report captures and celebrates the range of work carried out by teams across NHSGGC to involve our stakeholders in the delivery, design and improvement of services.

We also provide some insight into the range of tools and resources used by teams across NHSGGC to engage, and the importance of tools such as surveys, discussion groups, forums and more to trigger in-depth engagement and involvement.

"It's only by listening and learning from peoples' experiences of health and care services that we can understand what really matters to people"

NHSGGC Stakeholder Communications and Engagement Strategy

Overview of activity detailed in report



14,486

Engagements on NHSGGC
Social Media



5,196

People involved directly to help
shape the services described in
this report



1,800

People shared feedback on top
of planned engagement and
involvement projects



147

Staff responding to patients
directly on Care Opinion, and
using their feedback to improve
services



29

Teams and Services supported
by PEPI to involve people



27

Examples of people being
involved across our services
included within this report



10

New resources and tools
produced to help staff involve
more people in our work

Engagement and Involvement across NHSGGC

We know from experience and evidence that focusing on what really matters to people and communities supports improvements in patient experience and health outcomes.

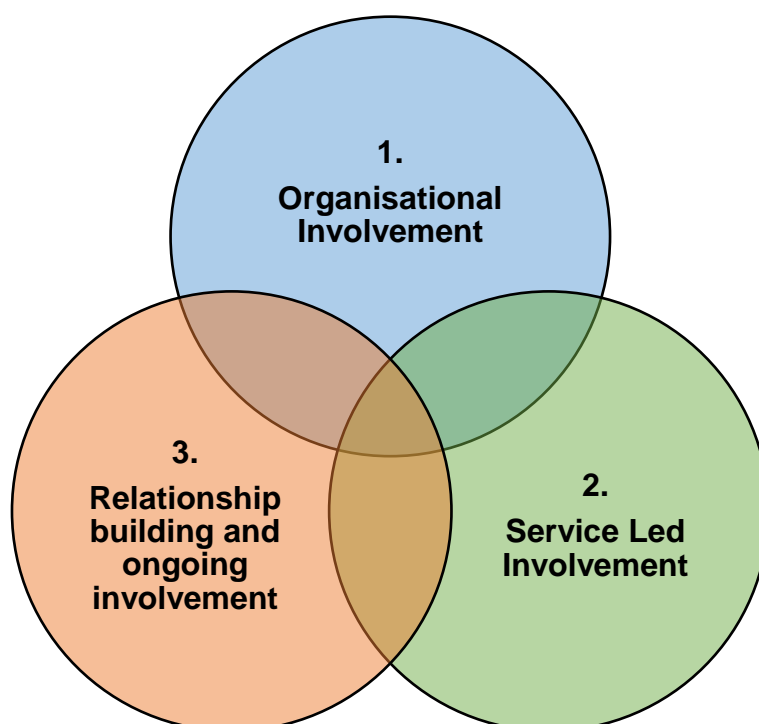
To support this, the Stakeholder Communication and Engagement Strategy sets out a number of aims which includes the aims to:

- Empower staff and teams to have ongoing engagement with people in an open and honest manner, ensuring that ***the public voice is at the heart of all service planning, improvements, and developments***
- Achieve the best representative views, comments, and opinions from our diverse communities that we can so that ***our work is inspired and shaped by people's views***
- Enable people to voice their views, needs and wishes and ***contribute to plans, proposals, and decisions about services***

The examples of engagement and involvement included in this report are from teams across NHSGGC. They are not intended to be exhaustive, instead providing insight into the breadth of work carried out across NHSGGC.

They are categorised into three broad areas:

1. Informing organisational planning, improvements and developments
2. Service led Involvement activity
3. Ongoing Involvement and relationship building



Section 1: Informing organisational planning, improvements and developments

This work has been undertaken throughout the year to support NHS Greater Glasgow and Clyde's corporate priorities and the Board's Remobilisation Plan.

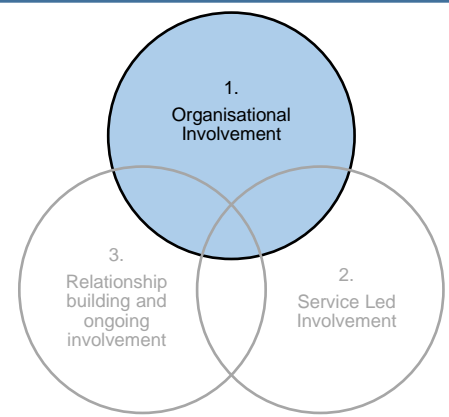
Patient Experience Public Involvement Team Supported Engagement and Involvement

The PEPI Team provides corporate support for NHSGGC to ensure that the patient and carer voice is at the heart of all service planning, improvements and delivery. The team works with communities, patient and carer groups, and staff to support the involvement of people in our work in line with national guidance and statutory duties.

Providing tools and resources to help staff

A key aim of the PEPI Team is to empower and enable staff to undertake feedback, engagement and involvement as part of their everyday role. To support that aim the team created a dedicated staff page on the [NHSGGC.scot](https://www.nhs.uk/nhsgrgscot/) website. [Public Involvement Staff Resources](#) showcases a range of practical tools, templates and how-to guides to help staff think about, plan and deliver feedback, engagement and involvement activities. Staff can also access advice and support directly from the team by filling out a [request form](#).

Building the confidence, capability and capacity of our staff to plan and deliver appropriate, accessible and meaningful engagement, as close to the point of using our services as possible, ensures we are listening to and learning from their experience enabling us to deliver more efficient and better quality person-centred services.



• Flow Navigation Centre

During 2021/22 an evaluation of NHSGGC's Flow Navigation Centres (FNC) was undertaken to better understand the patient experience of this new pathway. The FNC is a nurse led service providing a virtual Minor Injuries Unit (MIU) to people across the NHSGGC. This service is accessed through 111 and aims to provide health advice, self-care and reassurance from nursing staff and hopefully avoid a wait at a physical site.

The PEPI team with the Scottish Government, NHS24 and the Flow Navigation Centre service developed and tested an interview-based engagement approach as a national pathfinder to better understand patients' thoughts and experiences of this new service.

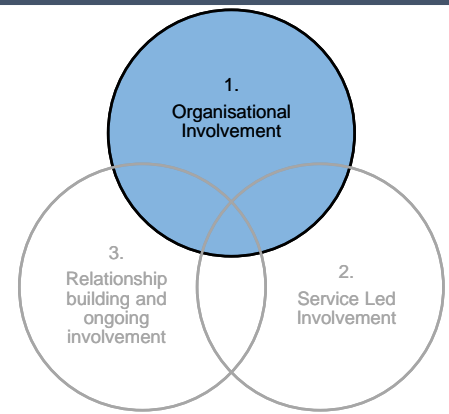
Through this work we talked with over 80 patients on a one-to-one basis, with the majority of patients reached (>90%) having a positive experience and avoiding a visit to an MIU. The small number of patients assessed as needing more hand on care were referred onto MIU or A&E services the service.

Themes identified through interviews shared that they felt they:

- Received quality and effective care, from an efficient pathway that met their needs
- Experienced good communication from people spoken to in the pathway, though people did share some frustration at repeating questions
- Experienced long wait times, both for initial call and call back.

- Had positive person-centred interactions with staff who listened to them and provided reassurance.

While feedback was largely positive, some areas for improvement were identified. Feedback was shared with the service leads and governance groups, leading to improvements with the positive impact of these changes captured in subsequent interviews with patients.



• COVID-19 focused Community Engagement

In order to produce effective, targeted communications around COVID-19, the Equality & Human Rights Team (EHRT) used evidence gathered via community engagement to identify any specific barriers and concerns for communities and to prepare key messages. They worked closely with contacts in the community and within NHSGGC to present this information in various languages and identify the most effective channels to share information.

This included:

- A campaign targeting the South Asian population producing translated COVID-19 information, videos and radio interviews. Key messages and video links were shared across targeted social media channels, with a reach of over 36,000 people. The team also translated communications resources into Slovakian, Romanian and Roma in response to feedback from this community, including videos covering COVID-19, how to self-isolate and the vaccination programme

Additionally, 43 direct engagement sessions with a total of 632 community members were delivered, with these sessions focussing on COVID-19 and Booster vaccination roll-out.

Of this 632, 40% identified as disabled including people from the Deaf community. These sessions were focussed on Covid related information and involved groups including The Life I want Group, The Mental Health Network, BSL Health Champions and Glasgow Disability Alliance.

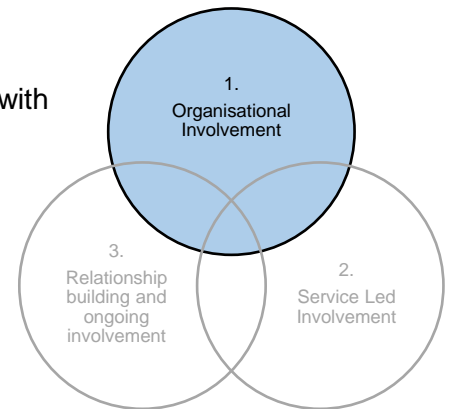
• Virtual and Face to Face Patient Visiting

During the COVID-19 pandemic, patient visiting was greatly reduced. Throughout this time the Person Centred Health Care Team (PCHC) facilitated the development of a Virtual Visiting process to keep patients connected with the people who matter to them.

To help learn from the implementation of virtual visiting and to help facilitate the return of in person visiting, the PCHC team reached out to approximately 300 people. These people shared their experiences of visiting, both in person and virtual. This was done to provide assurance that the visiting processes were meeting the needs of patients, families and carers, and to identify any areas for additional development or improvement. Following this engagement, the team were able to:

- Implement a revised feedback system for virtual visiting, encouraging a greater response rate and facilitating ongoing learning and improvement. This included the use of social media to encourage patients to share their experiences.
- Share the positive impact on patients, families and staff of a flexible and compassionate approach to visiting with colleagues across NHSGGC, thereby encouraging this approach.

- Identify at an early stage services requiring more support with applying in person visiting guidance.
- Resolve issues current patients were facing around visiting in near to real time.
- Move from using Facetime and similar programmes to the use of a singular service – ‘NHS Near Me’.



The team are now exploring the recruitment of a network of lived experience volunteers for each of the Person-Centred Care work streams. This will include hospital visiting, along with other key areas and a focus on how the work of the Person-Centred Care team can improve quality of care for people with protected characteristics.

• GP Out of Hours (GPOOH) services

The Patient Experience Public Involvement Team (PEPI) undertook a programme of engagement to capture the views and experiences of patients and carers who had accessed the GPOOH service. The GPOOH service model has been through significant redesign based on recommendations by Professor Sir Lewis Ritchie to ensure ongoing resilience, safety and quality of the service.

The purpose of the engagement was to evaluate the changes from a patient and carer perspective and ascertain what aspects of the service model works well and where further improvements or changes are required.

Engagement took place during 2020 and was repeated in 2021 to enable the service to identify any trends and recurring themes in relation to the patient and carer experience. Across both years engagement reached 639 people who were able to share their experience of the GPOOH service, with **330** people sharing their experiences in 2021.

The majority of people who shared their experiences had either attended one of the four GPOOH Centres for an appointment or had a remote consultation by telephone. The three most common themes that we heard in relation to what is important to people were:

- Receiving a prompt and efficient service
- Gaining access to care and treatment, and;
- Being listened to

The engagement with patients, carers and communities provided the service with valuable insight into how the model is working from a patient and carer perspective including how it felt and what aspects are important to them. The feedback has also highlighted areas that impact on the patient and carer experience for the GPOOH service to reflect on.

• Person Centred Care Planning

The Person Centred Care Team carried out a survey to capture and listen to the experiences of patients, families, carers and staff about planning care. They heard from over 365 members of the public who provided a range of feedback on what worked well for them, what did not work and what ideas they had for change and improvement.

The team went on to carry out two virtual focus groups with 26 members of public. These helped the team share findings from the survey and to sense check the teams

understanding. The sessions also provided an opportunity for the team to explore a set of core principles for planning care with patients.

The Person Centred Care Team captured a variety of experiences of planning care, this feedback highlighted some exemplary practice, as well as a number of areas for learning.

Some of the main themes identified were:

- What matters needs to be aligned with care needs
- Care Plans need to be reflective of who matters to the patient and how the patient wants others to be involved in their care decisions and discussions
- People's communication and information support preferences and needs should be included
- Realistic aims and goals should be agreed in partnership with the patient
- There needs to be a much more coherent multi-professional approach to planning care
- Core skills for planning care need to be central to learning and education approaches
- Solutions need to be explored to minimise the duplication of paperwork associated with planning care and to streamline this

The team shared that the learning from each of the engagement activities has helped to inform the development of core principles for planning care in NHSGGC. This work is continuing, and they will continue to engage with patients, families, carers and staff to gather reflections, experience and learning throughout 2022/23.

• **Black and Minority Ethnic Maternity Engagement**

The Equalities and Human Rights Team undertook activities across maternity services to understand and address structural barriers and racism facing Black and Minority Ethnic (BME) people, particularly those that do not speak English. The team engaged with 74 women to understand the lived experience of different Black and Minority Ethnic women, including asylum seekers. Initial actions to address structural barriers in the maternity pathway include;

- Piloting video interpreting in the early pregnancy pathway and scoping out the use of a patient interpreting code to ensure access to the telephone triage system.
- Reviewing the maternity pathway with maternity staff from community services to post-natal services to ensure equal access at all points of the pathway
- Building on the engagement feedback from patients and third sector organisations including through a Maternity Services Exit Survey for every woman leaving maternity services

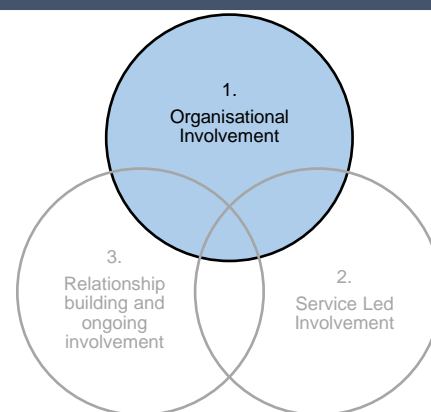
The new draft Maternity Strategy offers an opportunity to review the maternity pathway for BME women and create a suite of Equality Impact Assessments to ensure the maternity pathway is accessible to all.

- **Learning Disability Engagement**

The Equalities and Human Rights Team are committed to reducing the health inequalities experienced by people with learning disabilities in NHSGGC. They work closely with learning disability community groups, including The Life I Want group, to:

- Disseminate easy read COVID-19 information to all learning disability organisations
- Understand the barriers faced by people with learning disabilities. During COVID-19, this included confusion over cancelling of appointments and visiting policies, as well as issues with getting prescriptions.
- Better understand the experience of people with learning disabilities using remote consultation
- Produce an accessible easy read version of the Equality Scheme 20-24
- Offer information about COVID-19 vaccination and boosters.

There is ongoing work to develop this programme of work to improve the quality of care experienced by people with learning disabilities.



- **Disability Access Group Involvement in assessing action plans for new buildings and existing estate improvements**

Work with the Disability Access Group had been disrupted due to the restrictions associated with the pandemic. However, members have been enabled to engage digitally in policy and guideline development (e.g. NHS Greater Glasgow & Clyde Powered Wheelchair & Scooter Use Guidelines), the Gartnavel Pilot Project (disability access to campus) and furnishings within accessible toilets. As COVID-19 restrictions eased further alongside Access Audits were able to recommence, with the Disability Access Group playing an essential role in these.

Work has also commenced on a redraft of the Disability Access Group guidelines and processes. The EHR Team are exploring a group restructure that should enable more effective participation in audit work given the disproportionate impact of COVID-19 on disabled people.

Funding of £100,000 has recently been made available by the Estate and Facilities Directorate, which will partly go towards addressing matters raised in audits and other recommendations from the Disability Access Group. These will include improved road markings on the Queen Elizabeth University Hospital campus, new sensor operated bins in accessible toilets and increased disabled parking bays at Glasgow Royal Infirmary.

- **Developing a new NHSGGC Digital Strategy**

The PEPI team supported the NHSGGC eHealth team to reach 245 people to help inform the development of the new Digital Strategy. The eHealth team shared how the feedback helped make the strategy feel more 'real' and generated interest from staff and stakeholders involved in the development of the strategy. The citizen survey response fuelled constructive conversation, and proved highly informative, empowering teams to take forward the capture of patient profiles and stories to further influence the strategy development.

• Medicines and Prescribing Pathways

The PEPI team provided advice and support to the eMedicines Programme Team to capture people's views and experience of prescribing services in NHSGGC.

A survey was developed to capture the views of people accessing medication through their: General Practitioner, Community Services, Hospital Discharge, Hospital Outpatient services or Out of Hours healthcare.

The survey received over 700 responses with people sharing their recent experiences of how they receive their prescriptions, what was working well and where they may have ran into difficulties. It also explored how people would like to see digital technology used to improve their experiences.

Key themes that emerged from the feedback were:

- The length of time it took to receive medication following initial contact with a service.
- Difficulties people can sometimes face when collecting or tracking changes to medication.
- Perceived lack of communication between services, and slow communication between different services.
- The benefits of staff taking the time to understand patient's needs and talk through changes or concerns.
- A desire to see an increase in the use of digital systems to order and track medications.
- That any proposed changes to pathways consider the needs of people with long term conditions, particularly around receiving specialist prescriptions that improve their quality of life.

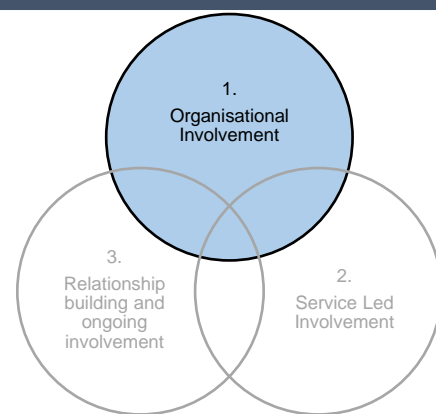
The PEPI team also led a social media engagement campaign, which was modelled on the survey, to capture people's views and experiences of our prescribing services. The campaign achieved over 721 engagements from 12 tweets, Twitter polls and Instagram Stories. Responses to social media engagement echoed feedback from the survey, such as the need to shorten waiting times, digitise services and improve communication and efficiency between services.

The programme team are now looking to carry out a series of in-depth interviews with patients, carers and families to gain deeper insight into people's experiences. The feedback captured and stories shared will be used to inform the development of new pathways and future involvement activity.

• NHSGGC Website development

NHS Greater Glasgow and Clyde have recently launched their new [NHSGGC.scot](https://www.nhs.uk/glasgow-clyde) website. Ahead of the development and launch of this website, the PEPI Team provided engagement support to the NHSGGC Web team to evaluate and review the old NHSGGC website.

A short survey was developed and shared via the NHSGGC Involving People Network asking people to share their thoughts on the content, navigation, and accessibility of the old website. We received 500 responses, with the feedback being used to inform the development and style of the new website.



- **Care Experience Improvement Model**

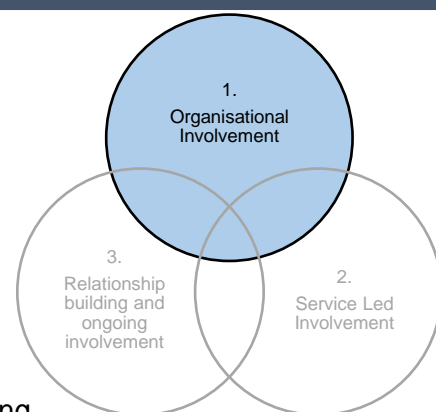
This is a NHSGGC developed model of listening to the care experience of people. The approach concentrates on gathering feedback about ‘what matters to people while they are receiving care’ and their experience of the person-centred principles of care giving.

The Person Centred Health Care (PCHC) Team have been working to support wards across NHSGGC and have carried out 67 “themed conversation” since restarting this work in March 2022.

Once the care experience feedback was gathered, the ward team received support from the PCHC Team to analyse the feedback and identify things to celebrate within the team, as well as prioritising opportunities for improvement. They then receive coaching and mentoring support, to help staff take forward improvement actions and interventions as part of an improvement plan.

Some of the improvements made since restarting this model have led to the implementation of: kindness bundles, rest periods for patients to provide quiet time to those who chose it and encouraging the involvement of patients in ward round discussion.

The “themed conversations” model will continue through 2022/23 to ensure patient feedback continues to influence improvement plans, and evidence changes over time.

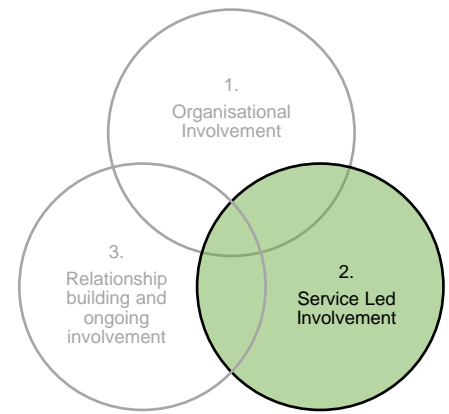


- **Equalities Engagement**

‘[A Fairer NHS Greater Glasgow & Clyde](#)’ document outlines how the organisation will uphold the law by addressing inequalities. This means, for example, making sure that services are working well for everyone and that people are getting information in a way they can understand. The document also covers people’s right not to be discriminated against in the workplace. The following examples provide some insight into the work carried out by the Equalities and Human Rights Team to achieve these goals.

Section 2: Service Led Involvement activity

Teams across NHSGGC are continually working to listen and learn from their patients and service users. They do so through a wide range of tools, from feedback forms or caring conversations to more formal support or engagement groups. The following pages provide some insight into the range of work undertaken by teams across NHSGGC.



• Complex Mesh Surgical Service

The PEPI team received a request from the National Steering Group for the Complex Mesh Service to help capture the experiences of women who have been through the surgical mesh repair service.

The underlying aim of this work was to understand if the service was meeting the needs of those it was developed to support and help to inform the future service delivery. The PEPI Team worked with staff to enable 17 women to share their feedback and make recommendations for changes or improvements.

Feedback received was broadly positive with some suggested areas for improvement identified. A report was developed and shared to the National Steering Group with oversight of this service.

As a result of this work a number of improvements have been made based on the feedback shared and themes identified, these have been:

- Introduction of a pre-appointment telephone call 3 days before an appointment to answer questions and alleviate any concerns/anxieties
- Changes to clinic format to reduce the number of staff in attendance during the physical examination process
- Promotion of Care Opinion to encourage routine and ongoing feedback
- Patient information leaflets on trans labial ultrasound and support from psychology services currently being designed
- Improved signage at New Victoria ACH
- Development of a website for the service underway

A second round of engagement is being planned for 2022 using a semi structures interview model with patients.

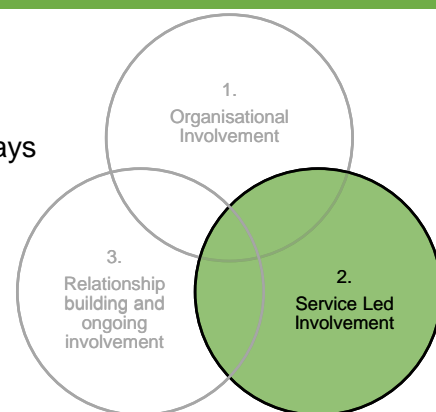
• Artificial Intelligence in Lung Cancer Diagnosis Trial

The PEPI team were asked to provide advice on engaging with people on the use of Artificial Intelligence (AI), with the specific focus on a trial being delivered in the lung cancer diagnosis pathway. With the process and documentation for the trial already in place the purpose sought to raise awareness of the use of artificial intelligence to understand public views and perceptions on the topic.

Two online focus groups were facilitated by the team during March 2022, with 27 people participating. Alongside these sessions the team also facilitated social media engagement, with live polling capturing further insights into people's views. The Twitter polls received 44 votes and demonstrated a positive response to the trial: users voted they felt happy with the trial or needed to know more about it.

After describing how AI could be used in cancer diagnosis pathways we found there was broad support for the use of AI with feedback from participants touching on:

- The need for robust, accessible communication with patients, carers and the public,
- The importance of regular updates on emerging findings and,
- Clarity on how the use of AI will actually improve outcomes for patients and what it means for waiting times for all patients.



Using the findings, the Scottish Radiology Transformation Programme produced a flash report on the topic with 19 participants indicating their interest in staying involved and a virtual reference group was set up to ensure the voices of patients can shape the work going forward.

• **Sandyford Sexual Health Services**

The Sandyford Sexual Health Service shared two examples of how they have been engaging with communities across NHSGSC over the last year.



500+ People engaged with by Sandyford Services across these examples

(i) **Sandyford Sexual Health Services: Youth Engagement**

Prior to the pandemic, the Sandyford Service had consulted with a number of young people on the future of the service.

To better understand what mattered to people about Sandyford Services moving forward, and to sense check the work undertaken previously, the service reached out to over 300 young people and adults who support them (34). The work focused on capturing the views and experiences of 13-17 year olds during the pandemic period, focusing on revisiting the pre-pandemic consultation with this group.

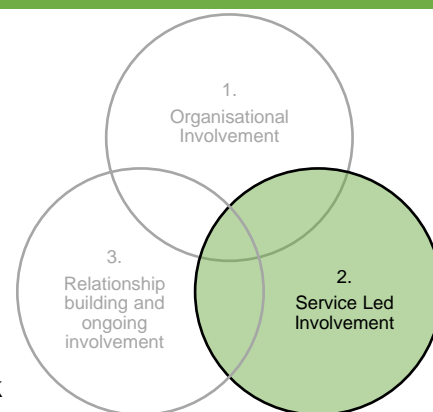
From these conversations the Sandyford service found that young people:

- Have changed their expectations around booking methods.
- Expect to see changes in how they were communicated with, in keeping with increased use of digital communications during the pandemic.
- Still preferred in person appointments, in a location near them.

This has helped the service ensure that they are still developing services in a way that will work for young people. They are currently developing a report on their findings that will include actions and information on how they will implement the findings.

(ii) **Gay, Bisexual and all men who have sex with men Sexual Health Services Review**

During 2021/22 the Sandyford sexual health service undertook a review of the services provided for gay, bisexual and all men who have sex with men (GBMSM) through the Steve Retson Project (SRP) clinics. The proposals were to provide 34 specialist gay and bisexual men's clinic appointments every week throughout Greater Glasgow & Clyde. Additionally, to introduce dedicated clinics to provide vaccinations and creating a separate HIV PrEP* service.



The service heard from 192 service users and their voices helped ensure the work informed the new service model for Sandyford GBMSM service. The engagement highlighted the following key points:

- It became clear that people found Sandyford the more well-known brand over Steve Retson Project (SRP), especially among young and non-Glasgow City respondents.
- Respondents indicated a preference for accurate and easily accessible service information over either a local or national website.
- Having a designated (GBMSM) service at Sandyford is more favourable than retaining the SRP brand.

Taken together this suggests the quality of information and sense that people are being seen by a “specialist” service is more important than what the service is called. While the implementation of the new model was impacted by the COVID-19, the engagement was able to take into account changes made during this time and evaluate their effectiveness.

[*More information on HIV PrEP can be found on NHS Inform](#)

• **The Glasgow Psychological Trauma Service: Art Psychotherapy Service**

The Art Psychotherapy service shared how they have been working to improve engagement with patients to better understand the impact of the service, and reduce inequality of access, with initial engagement focused on gaining open and honest feedback from 30 current patients. This provided valuable insight into the service, as well as a clearer picture of who they had not been hearing from.

This enabled the service to focus on building better networks with key stakeholders, to ensure they were reaching all their patients and that everyone had the opportunity to share their voices.

The insights shared have been extremely valuable to the team, with the team sharing how they were often able to make quick changes to how they were delivering treatment to directly improve the patient experience. This led to a reduction in missed appointments and helped ensure that patient information on consent was more accessible and easier to understand.

Building on this work the service have:

- Embedded feedback capture into patient reviews.
- Implemented end of therapy satisfaction measures.
- Continued to develop their culture of involvement based on the voices and views of their patients
- Begun to look at how they can develop a wider stakeholder involvement.
- Started to explore the expansion of satisfaction questionnaires across all involved partners and trial feedback focus groups with stakeholders.

- **Podiatry Practice Development Team**

The NHSGGC Podiatry Practice Development team worked to capture the experiences of 115 patients to improve how they deliver services.

During the pandemic, virtual consultations, including telephone and video calls were used to assess and treat patients. As part of service recovery, the team wanted to ensure they captured patient experiences and were able to use these to inform future service delivery. The experiences and insights helped the service to understand how difficult it could be to communicate the location and types of pain people experienced using telephone rather than face to face appointment.

Drawing on the experiences of 115 patients captured via survey and one to one conversations, the team developed a new blended appointment model that has now been implemented.

Patient input and insight helped the service to:

- Better plan and coordinate appointment times.
- Develop better patient information to support more effective consultations.
- Plan learning & development for staff, including specific training workshops on communication skills.
- Develop algorithms for escalation and patient safety.
- Develop a self-care Musculoskeletal (MSK) [resource on the NHSGGC website](#).

The Practice Development team will continue their learning and hope to focus on following patients with femur fractures from their admission through A&E to ward and discharge with a view to prevent pressure damage.

- **Glasgow Royal Infirmary Intensive Care Unit**

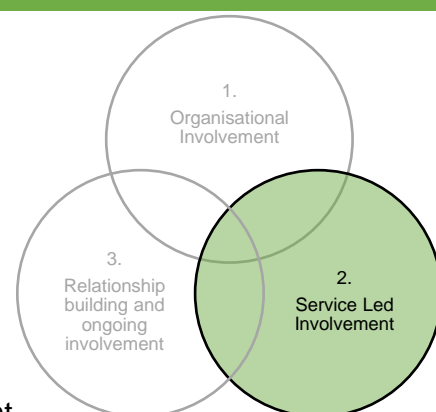
Colleagues in the Glasgow Royal Infirmary shared their experiences of collecting feedback on a virtual follow up clinic they have been running for ICU patients. The clinic provides post discharge advice and support to patients following a visit to one of NHSGGC's ICU wards, with patients invited by letter to arrange a call.

In an effort to gain a better understanding of how patients found the virtual appointment system the team carried out a series of telephone interviews with 18 patients shortly after their appointment.

The interviews provided the team with a wealth of information that helped them better understand what patients found was working or could have been better about the clinic appointment. It was discovered that patients would appreciate greater information being shared on:

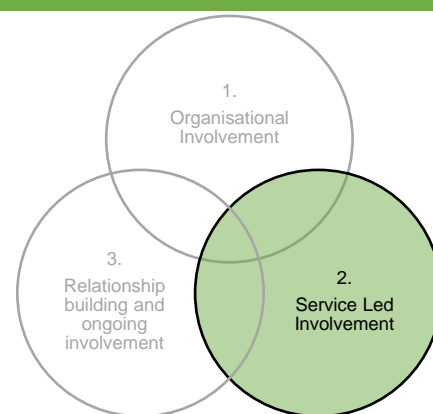
- The purpose of the appointment
- What they could expect, and;
- Who they would be speaking with

The team were able to make changes following the first round of interviews and made significant changes to the invitation letter to help improve patient understanding on the purpose of the clinic and how the appointment aims to help them.



Unintended feedback included the desire from patients to see the use of virtual clinics continue. Patients cited challenges in transport and the time it can take to attend face to face appointments for this preference.

Following this feedback the service are now looking at developing a hybrid model to give patients maximum choice and flexibility and are planning to continue this work through 2022/23.



• **Occupational Therapy Team: Evaluation of Virtual Appointments**

The NHSGGC Occupational therapy team used a questionnaire to capture service user and carer feedback about the experience of virtual appointments and the environment when visiting in person. The service heard from over 170 people and the feedback received has been used to help shape the service's work plan for the year ahead.

The feedback also helped trigger conversations with the service management team about how they can better:

- Identify and agree areas for change.
- Use feedback to influence the service's environmental audit programme.
- Share positive feedback with staff.
- Refer people onward to appropriate services.

The patient feedback received has also helped the service to reinforce staff feedback received about the environment of certain buildings to help take forward conversations on the need for improvements.

• **Cystic Fibrosis Team, understanding patient experiences**

The PEPI team provided support to physiotherapy colleagues working with Cystic Fibrosis patients. The team were looking to better understand how service users found the service during the COVID-19 pandemic.

The team wanted to establish a baseline of feedback ahead of planning out more structured engagement to look at service improvements in more detail. The team heard from 58 patients offering a range of experience in using the service. The team plan to use this feedback to explore how they can co-design the service with their patients during the coming year.

• **Digital Engagement on Green Space Development**

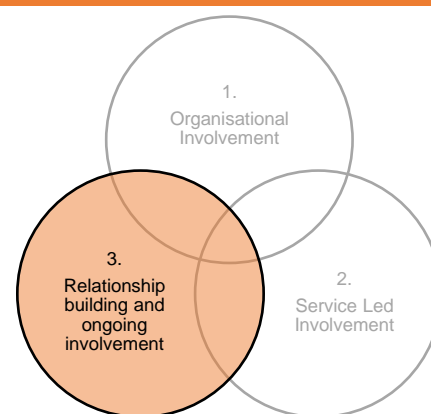
During 2021/22 engagement took place to explore the current environment surrounding the Queen Elizabeth University Hospital (QEUPH). This green space project aimed to identify improvements with spaces for staff, patients and visitors to the hospital to enjoy.

The PEPI team, using a combination of traditional surveys and social media methods, captured views and feedback from 200 people, hearing a range of views on what mattered to them when using green spaces. The top themes identified were around more accessible spaces with covered areas to meet and talk, alongside more greenery, flowers and greater biodiversity across the site.

The feedback was shared with the planning team and architects to inform design considerations that would be taken forward in 2022/23.

Section 3: Ongoing Involvement and Relationship Building

A key component of effective engagement is regular contact with the communities. The following examples provide insight into how teams across NHSGGC have worked to engage with people across NHSGGC more regularly, both through social media and more traditional structures such as patient forums.



• Development of an Orthotics Patient Forum

The NHSGGC Orthotics team on the QEUH Campus worked to engage with patients that access support from the Ankle Foot Orthoses (AFOs) service. The team developed a Patient Forum with the view to carry out conversations with 20 patients. The forum was developed with a view to provide support and information to patients as well as opportunities for peer support.

This new forum approach has already begun to help the orthotics team improve their services, with patients expressing interest in exploring new ways to access support. The team hope to apply the learning from this forum to develop their Knee Ankle Foot Orthosis (KAFO) services and have begun to explore the delivery of more in-depth patient satisfaction measures including a questionnaire and semi structured phone interviews.

• What Matters to You Day 2021/22

What Matters to You (WMTY) Day aims to raise the profile of meaningful conversations about what matters to patients, carers and staff, building a global culture of person-centeredness.

The Person Centred Care Team led and coordinated activity for the day and reached over 200 patients to encourage meaningful conversations about what matters to people. This was carried out through face to face conversations, social media promotions and story and experience capture. The Communications and Public Engagement Directorate supported the WMTY day social media campaign, seeing 5,231 engagements across all our social media channels. WMTY day activity achieved national and global success, with Glasgow sharing the most tweets across the world during 2021.

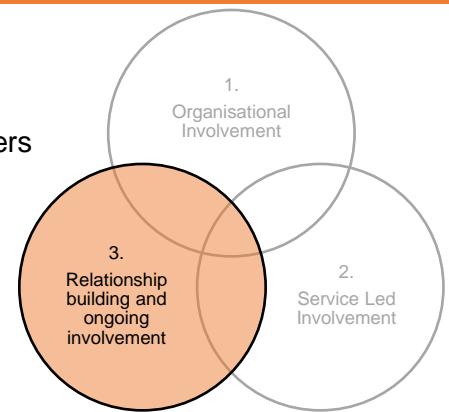
• Digital Engagement: Support and Information Services

The PEPI team worked with colleagues in public health to gain deeper insight into the type of support people wanted to see from the Support and Information Service (SIS), following the Covid-19 pandemic. To gain early feedback, a campaign was delivered through social media with over 500 people interacting with tweets, Twitter polls, and poll, quiz and question box Instagram Story stickers. Users offered their awareness of the service and what they would like to see from the service in the future, which included further support with transportation, smoking, mental health, pension advice and loneliness. This work has been used by public health to inform the next steps of their work as they move forward during the coming year.

• Carer Engagement on Social Media

During Carers Rights Day 2021, Young Carers Action Day 2022, and through general carers awareness on NHSGGC social media, the PEPI team provided support to reach out to carers via social media. The campaigns focused on building awareness of carer's rights and support, and engaging patients and carers, with over 700 engagements and Instagram Story

sticker interactions taking place. For Carers Rights Day 2021, users shared that they would like a potential carer's network to explore topics such as carers' mental health, visiting arrangements and pathways through services. Feedback received from all of these campaigns helped provide deeper insight into the needs of carers and how they view the support available to them.



- **Realistic Medicine Awareness Week 2021**

The PEPI Team supported colleagues in Realistic Medicine with managing content on the NHSGGC Realistic Medicine app and promoting the Realistic Medicine Awareness Week. This latter project involved supporting event registration, coordinating the webpage to promote various activities and creating material collateral such as a poster, Twitter asset and certificate for those who attended events. The awareness week was a significant success, with a high number of staff registering to attend events, and an increased understanding of the purpose and need for realistic medicine.

Next steps and Reflections

Going forward this report provides a baseline for engagement and involvement activity that can be built upon through 22/23 and will lead to the development of further involvement across our teams and services within NHSGGC.

As we take this work forward, the Patient Experience Public Involvement Team and the wider organisation are focused on key areas to help this move forward. This includes the development of:

- Refreshed structures to support sector and directorate colleagues to involve patient and carers in the ongoing delivery of services.
- Robust public involvement networks, ensuring individuals, communities and third sector partners are able to share their voices and influence the work of NHSGGC.
- Processes to capture case studies focused on patient and carer impact on service design and delivery, and how we effectively share this impact and learning across the health board and wider NHS.

If you have any questions, would like to share your own examples of engagement and involvement, or just want to find out more about the support available please get in touch with the PEPI team via public.involvement@ggc.scot.nhs.uk or via the webpage: [Public Involvement Staff Resources - NHSGGC](#)