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| NHS Greater Glasgow and Clyde | Paper No. 24/137 |
| Meeting: | NHSGGC Board Meeting |
| Meeting Date: | 17 December 2024 |
| Title: | Communications and Public Engagement Update – December 2024 |
| Sponsoring Director/Manager | Sandra Bustillo, Director of Communications and Public Engagement |
| Report Author: | Daniel Connelly, Deputy Director of Public Engagement Neil McSeveny, Deputy Director of Communications |

1. Purpose

The purpose of the attached paper is to provide an update on the key communications and engagement activities carried out in November 2024 – December 2024.

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 is the second regular activity report to be presented to the NHS Board highlighting 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 | <u>Positive impact</u> |
| • Better Care | <u>Positive impact</u> |
| • Better Value | <u>Positive impact</u> |
| • Better Workplace | <u>Positive impact</u> |
| • Equality & Diversity | <u>Positive impact</u> |
| • Environment | <u>Positive impact</u> |

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 06 December 2024
Issued on 10 December 2024

Communications and Public Engagement Update

December 2024



1. Introduction

1.1 This report covers the period November – December 2024 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 Supporting eHealth

2.1.1 Patient Hub:

The NHSGGC Patient Hub is a digital platform designed to streamline communication between patients and healthcare providers, reducing paper use and improving efficiency. To evaluate the platform's impact, feedback was sought from those patients that were part of the test areas, receiving 640 responses, with 479 experiences shared by those that had accessed information via Patient Hub between July and September 2024.

Key findings from the survey include:

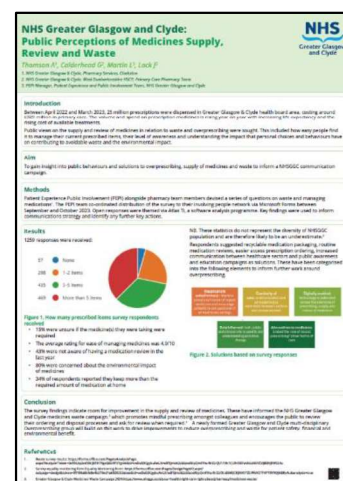


Users appreciated features such as ease of access, immediate notifications, and a user-friendly interface. However, some suggested improvements, such as expanded access to medical records and clearer communication were provided and will be used to support the development of this work as it moves forward.

2.2 Supporting Sustainability and Value:

The Patient Experience Public Involvement (PEPI) Team alongside NHSGGC's Pharmacy Services and West Dunbartonshire HSCP Primary Care Pharmacy Team received recognition for their work on public perceptions of medicines supply, review and waste. This work engaged over 1,250 members of the public to inform a Board-wide communication campaign and raised awareness of the financial and environmental impacts of medicines waste.

National recognition was received at the Scottish Practice, Pharmacy and Prescribing Advisers Conference held in November 2024 and highlighted the importance of ongoing public engagement in shaping sustainable healthcare solutions.



2.3 Developing a Peer Review Audit process for domestic services

The PEPI Team is working with Estates and Facilities to recruit a group of public partners to support a Peer Review Audit process for domestic services arrangements in acute hospitals across the Board area. Audits are routinely scheduled throughout the year and are carried out by staff from teams including domestic services, infection control and quality assurance. Once fully trained, public partners will act as independent observers, helping to ensure the audit/review is carried out to the appropriate standard. Involving public partners in this way helps support improvements in care and contributes to strong governance and assurance.

The Assistant Director for Facilities and Production featured in a recent recruitment video highlighting the valuable insight public partners can bring to the audit process. The campaign was extremely successful, and more than 80 people have registered their interest in attending an online information session in December 2024 to support this work move forward.

2.4 Supporting staff:

The PEPI Team have recently introduced in-depth sessions following on from the 40-minute drop in Lunchtime Learning sessions.

The sessions have been in response to staff feedback expressing interest in more detail on engagement methodology and skills to carry out engagement and capture feedback. As a result, four in-depth sessions have taken place involving 67 members of staff.

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. Examples of this activity are included below.

| Service | Support Request Activity | Category |
|------------------------------------|--|--------------------------------------|
| Glasgow Clinical Research Facility | Support the team to engage directly with the public via an online engagement session to raise awareness of the important role clinical research plays within NHSGGC. 45 people attended the session, with a further one planned for February 2025. | Patient engagement and understanding |
| Tissue Viability Service | Better understand and respond to the needs of patients in relation to the introduction of Near Me as the primary method of initial assessment by the Tissue Viability Service. | Capturing feedback |
| Dietetic Coeliac Service | Supporting the service to reach out to 84 recent patients who have been discharged from their care to understand adherence to gluten free diets and experiences of self-care we saw 23 responses giving rich insights providing the service assurance that their interventions are having positive impacts while suggesting some areas for further improvement | Evaluating service impact |
| Audiology Service: | Conduct patient experience surveys to gather insights on service satisfaction and areas needing improvement, with 355 people giving their views and survey content being co-designed with third sector input to ensure accessibility. Findings will be used by Audiology teams across NHSGGC to | Capturing feedback |

inform service development to ensure accessible equitable access to audiology support.

3. Communications

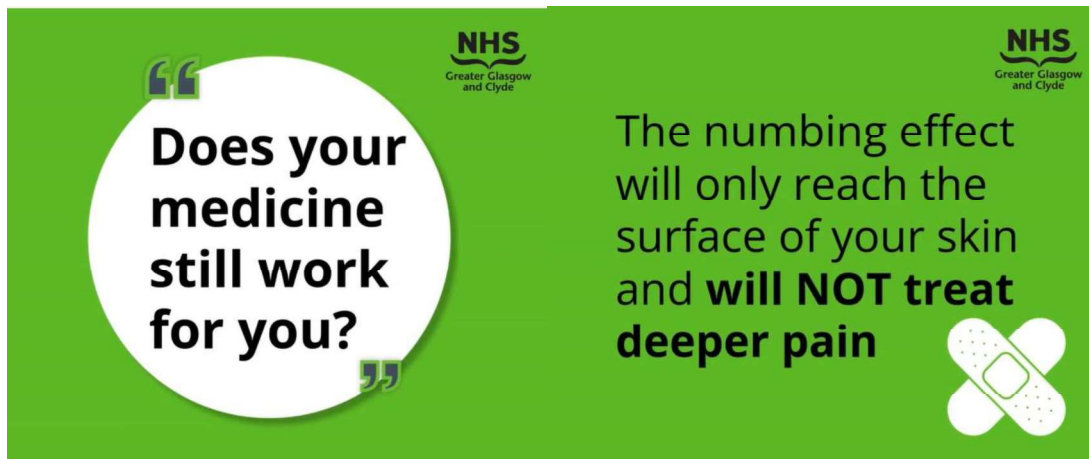


3.1 The Evidence is Patchy: Lidocaine appeal

Within the wider S&V programme, there has been a communications drive to reduce medicines waste across NHSGGC. One key area where savings have been identified is with the prescription of lidocaine. This costs NHSGGC £7m per year where there could potentially be other more effective and economical treatment options for patients. The *Evidence is Patchy* appeal calls for the public to contact their GP to discuss whether there are different treatments more suitable for their condition. A public campaign launched in November, including a media release which has so far generated coverage in several key local and national titles. This has been bolstered with a suite of social media graphics and video appeals from NHSGGC staff. This campaign will run through winter to help reinforce the call to action to the public.



Clinician fronted advice videos



Rolling animations for social media

3.2 Winter

As we enter winter, a substantial communications campaign has been developed to support services through this challenging period. Communications has four clear strands:

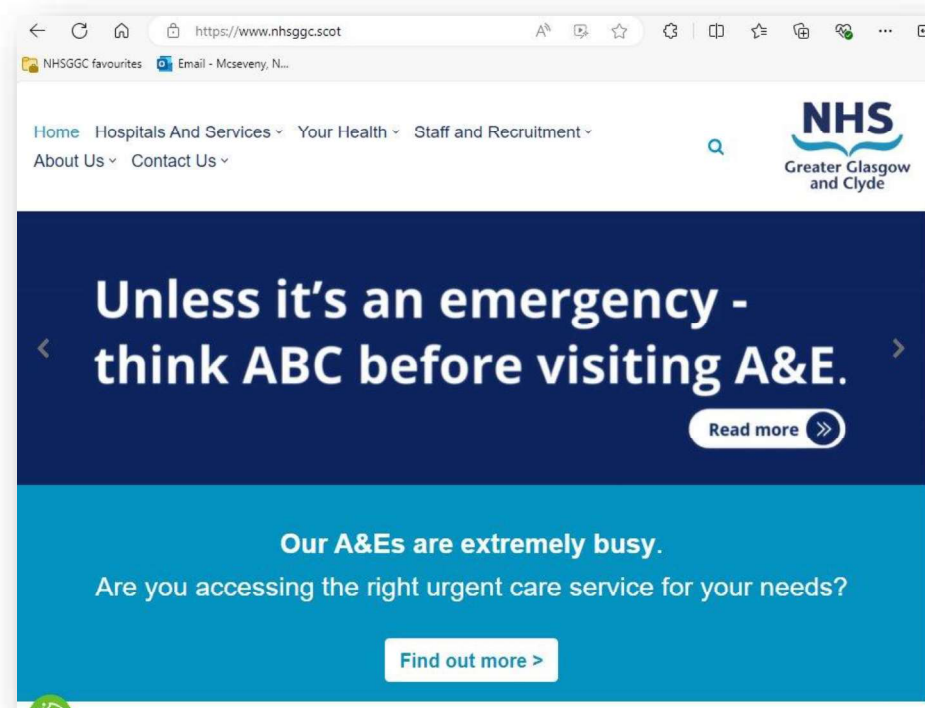
1. ABC / Right Care, Right Place: Reinforcing ABC messaging to encourage appropriate use of unscheduled care.
2. Students: Specifically targeting students to use the Flow Navigation Centre as an alternative to ED
3. Home For Lunch: Supporting discharge team with proactive communications to support patients with pre-noon discharge.
4. Vaccines: Rolling programme of communications to support staff and patient vaccination programmes

ABC



- Key messages have been finalised for use across media / social / website / advertising.

- Winter animation live on NHSGGC website homepage
- Launch media release and broadcast organised for December
 - Focusing on self-referrers/specific injury and illness groups
 - Interactive social content to launch alongside media
- NHS Hero tiles and animation - showcasing A&E alternatives and spotlighting specialists to run through winter including additional NHS hero video content
- ABC decals / wall murals for acute site high traffic area to reinforce Right Care, Right Place.
- Regular follow up media and social features to reinforce simple messaging



The ABC winter animation run through until March

Student Campaign

- Evaluation due December
- Interim stats show 400+% increase in traffic to student web pages
- Mix of traditional advertising, organic social, some media and partnership working with universities during Freshers week and beyond.

Student Health Checklist

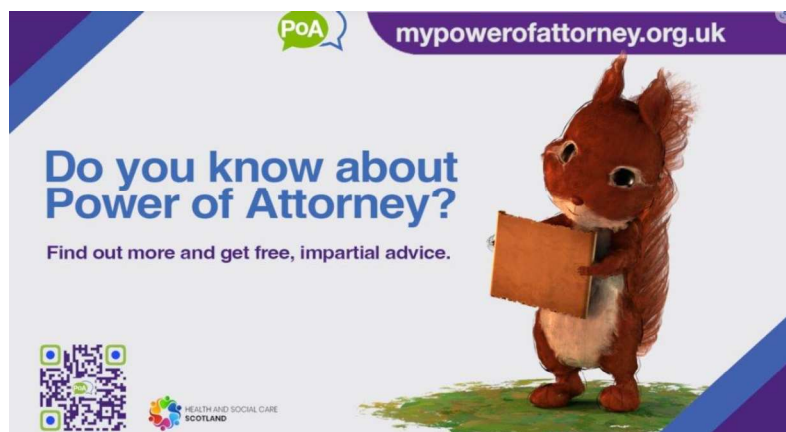
Be prepared this term!

| | Yes | No |
|---|-----|----|
| Have you registered with a GP? | | |
| Do you know how to use our virtual A&E service? | | |
| Do you know where your nearest pharmacy is and how they can help you? | | |
| Do you know where to go for mental health support? | | |
| Do you know how to access sexual health services? | | |

Visit our student health hub at: www.nhsggc.scot/information-for-students

Home For Lunch

- Pre-Christmas media launch – Home for Christmas
- Ward based posters in development to start conversations
- Patient and staff interview videos to promote pre-noon discharge
- Currently sharing national Power of Attorney messaging - local messaging planned for January 2025 including standalone communications support.



3.3 Digital Channels

A dedicated social media working group continues to meet to build our online presence and ensure our content continues to be tailored in the most effective way to generate engagement from our audience. A two-year comparison shows our social platforms are all continuing to grow overall with particularly strong engagement being seen with video content.

| Platform Growth | 2022 | 2023 | 2024 | % Increase (since 2023) |
|-----------------|--------|--------|---------|----------------------------|
| Instagram | 11,500 | 12,500 | 13,469 | +7.8% |
| Facebook | 46,500 | 49,300 | 51,333 | +4.1% |
| Twitter/X | 34,200 | 36,200 | 39,642 | +9.5% |
| Total | 92,200 | 98,000 | 104,444 | +6.6% |

An ongoing focus on creating video content has helped continue to generate positive engagement from our audiences and in the past three months we've seen 43 videos shared on Facebook, 28 on Instagram and 24 on Twitter. As a result, our monthly average video views continue to increase, with Instagram acting as the top platform.

We will continue to focus on creating insightful, engaging content to underpin our public communications alongside more traditional methods including the media.

| Video Content | Platform | Total | (Monthly average) |
|---------------|-----------|---------|-------------------|
| Video Views | Facebook | 84,153 | 28,051 |
| | Instagram | 721,202 | 240,400 |
| | Twitter | 14,018 | 4,673 |
| | LinkedIn | 1,948 | 649 |