

NHS Greater Glasgow and Clyde	Paper No. 24/58
Meeting:	NHSGGC Board Meeting
Meeting Date:	25 June 2024
Title:	Communications and Public Engagement Update – April 2024
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1. Purpose

The purpose of the attached paper is to: provide an update on the key communications and engagement activities carried out in May-June 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:

- **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

Prepared on 14 June 2024

Issued on 18 June 2024

Communications and Public Engagement Update

June 2024



1. Introduction

1.1 This report covers the period May – June 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 Engagement and Involvement Overview Report 2023 - 2024

The Patient Experience Public Involvement (PEPI) Team has produced the third annual Engagement and Involvement Overview Report. This report demonstrates the wide range of engagement and involvement activity being delivered across NHS Greater Glasgow and Clyde and the six Health and Social Care Partnerships.

The report details activity in three broad areas of involvement:

- **Strategy and Policy:** Initiatives that shape and influence organisational strategies and policies.
- **Organisation-wide:** Projects that capture feedback and drive improvements across the entire organisation.
- **Service Level:** Localised projects focused on specific services, providing detailed insights into patient and service user experiences.

The report is not intended to be an exhaustive list, with many more examples captured, but instead provides insight into the breadth of work being carried out across NHSGGC. This resulted in the direct involvement of over 22,000 people in our work, and the report highlights a wide range of examples of this and the resulting outcomes from involvement.

Detail is provided on organisational level activities to support corporate priorities such as supporting public engagement around GP out of Hours, understanding public awareness around Realistic Medicine, and engagement on a range of strategy and policy documents such as the new NHSGGC Quality Strategy and Primary Care Strategy.

Information is also provided on involvement in local delivery and design of services including the Falls Prevention Team, the Flow Navigation Centre, the Interventional Cancer Pain Service and Public Involvement in Artificial Intelligence Diagnostics.

The infographic below captures some of the key highlights from the report and the positive developments in these in comparison to 2022 – 2023.

Overview of activity detailed in report.		2023/24	2022/23
	People involved directly to help shape the services described in this report	22,481	7,561
	People shared feedback on top of planned engagement and involvement projects	2,879	2,057
	Staff responding to patients directly on Care Opinion and using their feedback to improve services	332	220
	Teams and Services supported by the PEPI Team to involve people	118	81
	Views of staff learning and support resources on NHSGGC.scot	2,644	2,124
	Staff supported through Lunchtime Learning sessions	498	414

2.2. Care Opinion

Following on from the last Board report, where the annual activity was summarised, there has been a strong start to this year. During April and May 2024, 527 experiences of care were shared through Care Opinion, with 81% of these being positive. This has been the highest consecutive two-month period since NHS Greater Glasgow and Clyde adopted Care Opinion and continues to demonstrate an

increase in people sharing their experiences with us. This information is shared with the service areas directly to recognise good practice and inform learning and improvements.

2.3 Mental Health Services

To support the refreshed NHSGGC Mental Health Strategy (2023-2028) the PEPI Team carried out a public-facing survey throughout March and April 2024 to capture public and service user feedback on awareness and experience of mental health services and support in NHS Greater Glasgow and Clyde. 501 people shared their feedback and direct experience of using mental health services with us.

Respondents were asked questions in relation to access, information, awareness and experience with 40% of respondents indicating they had used psychiatric mental health services in the last 12 months. Highlights from the survey include:

- Awareness of where and how to access general support on mental health and wellbeing in the community was very high.
- There was a clear message that people want to see more psychiatric mental health services delivered in community setting.
- The biggest reported areas of concern were around waiting times, access to person-centred treatment and care options, communication with staff and availability of specialist services for specific conditions.
- Digital and online services were generally rated as helpful when used, but reported use was low, highlighting this as an area for further investigation.

2.4 Lunchtime Learning sessions

The lunchtime learning sessions are short 40-minute sessions which 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 June 2024 with currently over 100 staff registered¹. The latest sessions are covering:

- 'Designing survey questions'
- 'An Overview of Using MS Forms for Creating Surveys'
- 'Tips and tricks on capturing live feedback'
- 'How to hold focus groups'

Based on feedback, this quarter we have introduced a more practical session on creating and analysing surveys with the opportunity for staff to receive hands on support with this.

¹ Correct at the time of writing the report.

3. Communications



3.1 Celebrating Success

The end of May marked the 2024 Celebrating Success Awards event, which showcased NHSGGC's staff and volunteers. This annual event is a fantastic opportunity for staff and volunteers to be recognised and celebrated for their outstanding achievements.



In total 29 awards were presented on the evening, including local awards and the Excellence Awards. The Chair's Awards of Excellence were presented to:

- Dr Mike Basler who, since 2017, has accompanied the plastic surgery team at GRI visiting Ghana to provide anaesthetic care to patients and courses for local staff
- The Teenage and Young Adult Cancer Team for organising a residential trip for young people who have or are currently suffering with a cancer diagnosis.

The full event was managed by the Communications Team, including operational logistics, managing entries and shortlisting, video and image production alongside a full suite of communications collateral which were promoted internally and externally to help boost the profile of the event. As well as regular case studies spotlighted in staff communications, a number of media releases were also issued, with content tailored for local audiences across the six HSCPs.

On the evening of the event a live X (Twitter) and Facebook stream was in operation to provide real time updates on finalists and awards winners, with the opportunity

being used to share highly-quality videos of the winning entries and maximise profile and positive buzz around the organisation.

A dedicated webpage resource hosts all content from the event, which will remain live for the public and staff to visit to read about the event and all of the winners.

3.2 Volunteer Week

There are more than 200 volunteers across NHSGGC at any one time. Their dedication and selflessness provide welcome support to our core services, and whether they are offering companionship to patients, supporting administrative tasks, or helping in numerous other ways, their contributions are felt throughout the organisation.

To recognise their valuable contribution and to raise awareness of the opportunities for volunteers, a range of communications were issued across our network during Volunteer Week 2024 (3 June – 9 June 2024) culminating in local, regional and national coverage in the media, and strong social media engagement. Many of the volunteers themselves had been treated within NHSGGC, helping demonstrate the value of the care we provide to our patients.

Meet West End woman Pat who sings to patients in a Glasgow hospital

8th June

GLASGOW CITY CENTRE

NHS GREATER GLASGOW & CLYDE

VOLUNTEERING

VOLUNTEERS WEEK

VO

WEST END

CHARITY

GLASGOW

SCOTLAND



Pat and Archana are two of the volunteers dedicating their time to NHSGGC's patients (Image: NHS Greater Glasgow and Clyde)

A special video was also created to mark the occasion, which featured a collage of volunteers from across the health board.



Why Volunteers' Week at NHSGGC is pure poetry for David, 68

A volunteer at NHS Greater Glasgow and Clyde has turned to poetry to mark the beginning of Volunteers' Week, and to celebrate all those who give up their time to help others.

Every month, around 200 people aged 17-92 devote thousands of hours to a range of roles across NHSGGC, and Volunteers' Week is a chance to recognise, celebrate and thank the army in red T-shirts and what they do.

3.3 'Cut it Out' Sexual Harassment campaign launch

On Monday 18th June, we launched the Board- approved 'Cut it Out' sexual harassment campaign. NHSGGC has a comprehensive range of support in place for staff who wish to report Bullying and Harassment, including sexual harassment. Since 2019, there have been four complaints in the Board related to sexual harassment dealt with through our formal processes.

The "Breaking the Silence" Report, published in September 2023, revealed unreported sexual harassment in surgery departments in NHS Boards across the UK.

In response to this, NHSGGC set up, in partnership, a SLWG to develop and promote a range of resources and support for staff and managers across the organisation to:

- Ensure a culture where there is zero tolerance for sexual harassment;
- Ensure a consistent approach in how this is managed;
- Build the trust and confidence of our staff to raise issues whenever they or one of their colleagues is affected.



The corresponding campaign, Cut it Out, features a range of promotional material, including a strong visual identity (above) alongside core consistent messaging which will run for the duration of the campaign across our internal channels.

In addition to a new dedicated webpage housing all related resources, we will use a number of staff communication levers, including the Core Brief, physical posters and Staffnet which will support training workshops delivering throughout the year to staff across sites. This campaign will run throughout the year.

3.4 International Day of the Nurse and International Day of the Midwife

To celebrate the professionalism, commitment and dedication of our nursing and midwifery staff, every year the Communications and Engagement Directorate works with Professor Angela Wallace, Executive Nurse Director, and colleagues to develop a suite of videos, images and stories for the International Day of the Midwife (5 May) and International Nurses Day. This year, a number of case studies were created, helping generate strong coverage in the Daily Record among other media publications, alongside our social media channels where we featured videos from senior team and nurses from across services talking about what nursing meant to them.



NHS Greater Glasgow and Clyde is delighted to support its nursing staff marking International Nurses Day 2024.



We used the opportunity to spotlight the 'Alongside' Midwife Units at the QEUH and PRM. Both units opened in May 2023 so we created a birthday moments picture and story which was supported with a video of the AMU team shared across our channels.

