

<b>NHS Greater Glasgow and Clyde</b>	<b>Paper No. 24/85</b>
<b>Meeting:</b>	<b>NHSGGC Board Meeting</b>
<b>Meeting Date:</b>	<b>27 August 2024</b>
<b>Title:</b>	<b>Communications and Public Engagement Update – August 2024</b>
<b>Sponsoring Director/Manager</b>	<b>Sandra Bustillo, Director of Communications and Public Engagement</b>
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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 July 2024 – August 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 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:

- **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 16 August 2024

Issued on 20 August 2024

# Communications and Public Engagement Update

August 2024



## 1. Introduction

1.1 This report covers the period July – August 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 Care Opinion

This month sees a significant milestone for NHS Greater Glasgow and Clyde with 10,000 stories shared via Care Opinion. Following on from being the first NHS Board in Scotland to reach over 2,000 stories in a year for 2023/24, we are now the first to reach a total of 10,000 stories.

Every story is reviewed and addressed, with 320 Care Opinion responders supporting this as part of their roles to ensure good practice is recognised among staff and opportunities for learning can take place to support improvements.

In July, 224 patients, relatives and carers shared their feedback with the kindness, professionalism, care and friendliness of staff the main areas provided in the positive feedback received.

Some highlights from July 2024 are shown below, with 'staff' being the most frequently used tag to describe what was good about our services. The key themes from the word cloud are friendliness, kindness and level of care.



maternity services. In July, feedback was captured from 1,136 women who gave birth in a recent six-month period.

Support is also being provided for the establishment of a Maternity Voices Partnership (MVP) for NHSGGC to develop a collaborative approach with parents, service users, representatives and healthcare professionals. Over 100 women have expressed an interest in participating in the Maternity Voices Partnership to shape maternity care in NHSGGC.

NHSGGC maternity services with support from the PEPI Team have also formalised their relationship with the third sector into a Third Sector Maternity Voices Group, providing a space for those advocating on behalf of women and babies to take part in regular constructive dialogue with NHSGGC maternity leads.

## 2.4 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. In the first quarter of 2024-2025 the team has been involved in supporting 32 teams and service areas across NHSGGC including some of the examples included below.

Service	Support Request Activity	Category
<b>Understanding Adult Audiology Service Experiences</b>	Supporting the service to evaluate audiology services for adults in NHSGGC to assure an effective service. Materials developed with third sector input/support	Evaluating Service Access
<b>Surgery Pre-Op Assessment</b>	Gather patient experience to understand how recent changes to pre-op assessment process have impacted patient experience	Evaluating Service Access
<b>Infection Prevention and Control strategy development</b>	Supporting the IPC team to use patient experience to inform strategy development, shaping how we communicate and share information on the service	Patient Engagement & Understanding
<b>Maternity Post Birth Service Evaluation</b>	Conduct a targeted engagement piece with women giving birth in a 6-month window across 2023 and 2024 to understand overall maternity experience, continuity of carer and birth planning.	Patient Engagement & Understanding
<b>Supporting GRI Radiology to Improve Feedback Capture</b>	Work with the team to develop their approaches to care opinion implementation in their service	Capturing feedback

## 3. Communications



### 3.1 Medicines Waste

Currently mismanagement of medicine is thought to equate to £100,000 per day for NHSGGC alone. A new multi-platform integrated campaign has launched to help the public and staff make the correct decisions in relation to ordering and disposing of medicine correctly.

To highlight this, a campaign has been created which targets the public during the first phase of activity. An animation has been shared widely through our social media channels and through the media, and the campaign will run continuously through to the end of the financial year.

This campaign hopes to create long-term embedded behaviour change to ensure medicine waste is minimised now, and in the future. Phase two will launch in coming weeks which targets NHSGGC staff involved in process to help inform and encourage appropriate behaviours in relation to medicines use for patients.

The graphic features a green background with a white circle on the left containing the text: "If I don't use my medicines, I can return them for someone else to use... Right?". To the right, it says "Wrong! Medicines cannot be reused or recycled once they have been dispensed to you. Medicines waste costs £100,000 across NHSGGC, every single day. You can help change that." The NHS Greater Glasgow and Clyde logo is in the top right. A circular seal at the bottom right says "Small steps, big impact: Working together to support our planet and our NHS!". Below the graphic, it says "For more information go to: [www.nhsggc.scot/medicineswaste](http://www.nhsggc.scot/medicineswaste)".

**An informative animation running on the website and on social channels**

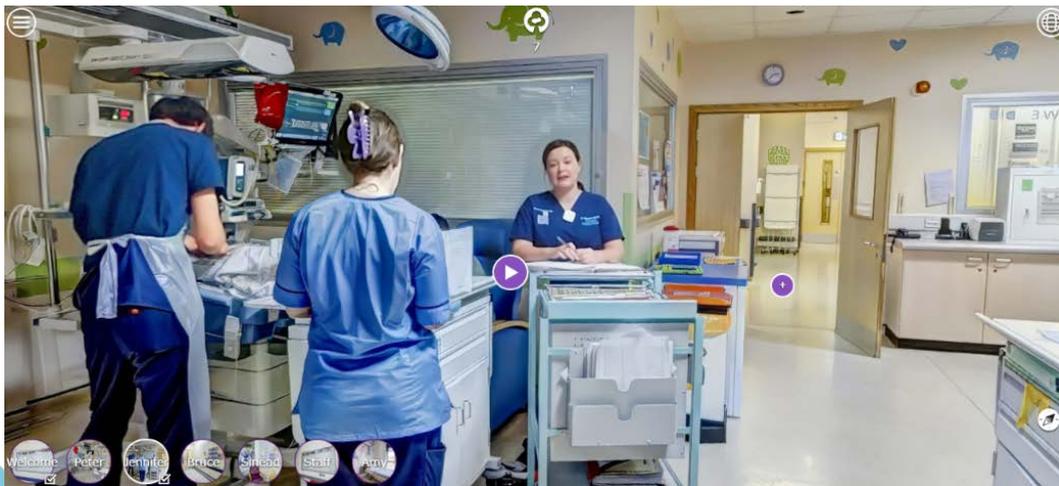
### 3.2 Innovation: Positioning WoSIH and NHSGGC

The Communications Team continues to support and promote the West of Scotland Innovation Hub (WoSIH) through its website and social media channels, as well as in traditional and sector media. WoSIH is hosted by NHSGGC and works in collaboration with industry and health and social care to address challenges and improve the delivery of care through the use of digital technology and platforms, including artificial intelligence and augmented reality.



### The VR tour on a mobile device

Recently, positive coverage for the Hub has seen front page news in The Herald as NHSGGC launched a new innovative virtual augmented reality tour for families to the neo-natal ward to help alleviate anxiety about visiting the hospital. This story received widespread pickup across the media, including regional and national outlets, alongside technology trade outlets.



### Families get an insight into the ward environment

Similarly, a new wireless device created by the Hub, and currently being trialled with patients at the RHC, has received widespread praise across media channels. The device combines biosensors with mobile-app software to give a real time analysis of infants' breathing when they sleep – helping diagnose respiratory conditions.



### **The wireless device is being trialled at RHC**

This type of positive media coverage is crucial in supporting the Hub in positioning itself as a leader in the creation of new practical technologies in health, while also demonstrating NHSGGC's commitment to person-centred care.

Our communications activity has a number of key objectives, including the promotion of the Hub amongst fellow professionals as part of our aim to attract potential innovators to work with us and also to raise the profile of NHSGGC and the West of Scotland as leaders in innovation.

### **3.1 2024 Communications Audit: Core Brief remains top**

As part of our ongoing commitment to communicating effectively with all staff, and in the context of NHSGGC's integration with Microsoft 365 and the new Staffnet, a communications audit of all channels is now underway. The survey has received more than 1,100 responses, both online and in person, with interim feedback demonstrating a very positive score of 4.7 out of 5 for the Core Brief, and 4.1 on the new Staffnet in relation to frequency, quality, usefulness and consistency of content.

A full analysis will be completed in due course, which will include a comparison to the previous communications audit, alongside some key recommendations moving forward.