



Engagement and Involvement Overview Report

2023 - 2024

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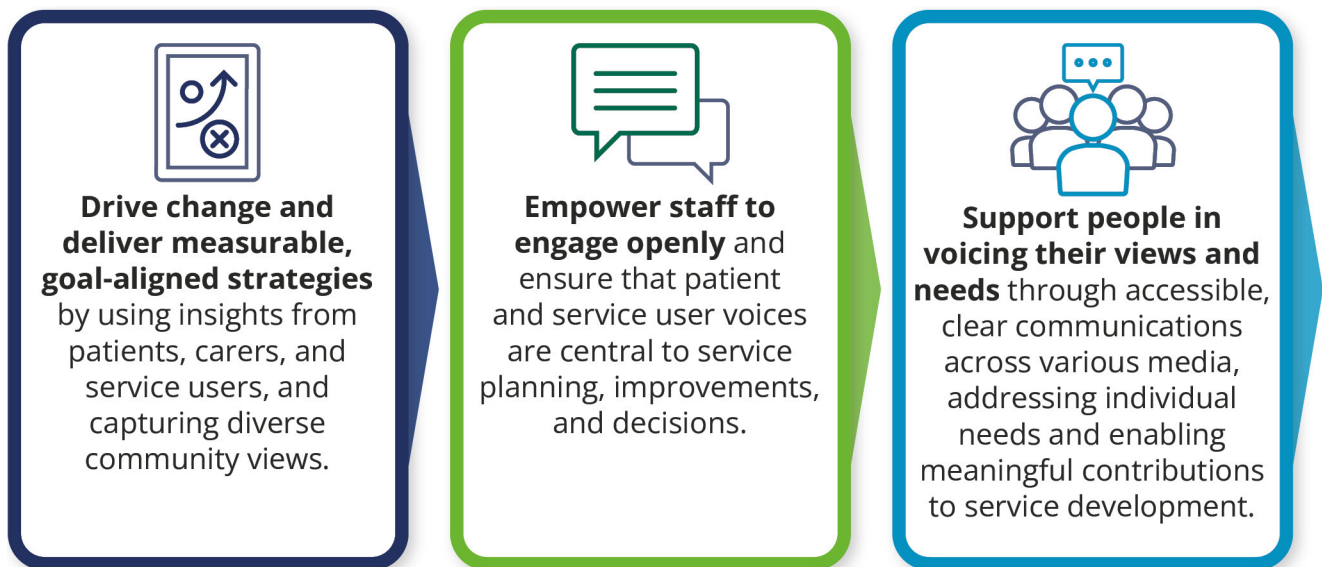
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Background

NHS Greater Glasgow and Clyde (NHSGGC) remains committed to listening and learning from people's experiences of our services. These insights not only highlight our successes but also identify areas for improvement, guiding us in enhancing our services.

In April 2024, NHSGGC refreshed its **Stakeholder Communication and Engagement Strategy** to support our goals and foster trusted relationships between the Board, patients, carers, and communities. Key priorities touch on:



You can read about all our priorities in the full strategy [here](#).

This report, produced by the Patient Experience Public Involvement (PEPI) Team, provides an overview of the diverse engagement and involvement activities across NHSGGC and the six Health and Social Care Partnerships (HSCPs). It celebrates the efforts by teams across NHSGGC to involve people and communities in service delivery, design and improvement.

The report showcases initiatives supporting NHSGGC in advancing its Operational Priorities, contributing to 'Better Health' and 'Better Care', and emphasising person-centred care through listening, learning, and involving people:



To build collaborative, trusted relationships between the Board, our patients, their carers, and our communities, based on honesty, openness, and transparency. ●●

Continuing to build on lessons from previous reports, this document provides examples from across the organisation and HSCPs. It highlights NHSGGC's commitment to developing staff and services to facilitate collaborative improvements between patients and staff.

The report also details the tools and resources utilised by teams to engage with people, emphasising the significance of meaningful engagement to influence change alongside the range of tools that can be used to accomplish this. Surveys, discussion groups, forums, and other methods being key in supporting this engagement and involvement.

Overall, this report underscores NHSGGC's dedication to fostering a culture of continuous improvement through active and meaningful engagement with our stakeholders.



We are dedicated to ensuring the voices of the public are integral to our healthcare services. By embracing and acting upon people's experiences, we not only identify areas for improvement but also cultivate trusted relationships. Key to our mission of developing safe effective healthcare is empowerment of our staff, engagement with all our communities, and ensuring our services are co-designed and delivered to meet the needs of our communities.

This report highlights the exceptional work being done across NHS Greater Glasgow and Clyde to involve our communities and demonstrates our unwavering commitment to person-centred care, and realistic healthcare. ”

Jane Grant
Chief Executive



Engagement and Involvement Across NHSGGC

The engagement and involvement examples in this report were shared by teams from across NHSGGC and Health and Social Care Partnerships (HSCPs). While we could not include every submission, we are exploring other methods to capture and share more examples in the future, building on our monthly story in the Core Brief. These examples provide insight into the extensive work carried out across NHSGGC, both supported by the PEPI Team and undertaken independently by teams.

Engagement and involvement work at NHSGGC encompasses both large-scale initiatives and focused, personal level projects. Large-scale initiatives often provide services with broad temperature checks, capturing general sentiments and trends across wide populations. These are essential for understanding overarching patterns and identifying broad areas for improvement. On the other hand, focused in-depth projects involve smaller groups, providing rich, detailed insights into the current lived experiences of individuals.

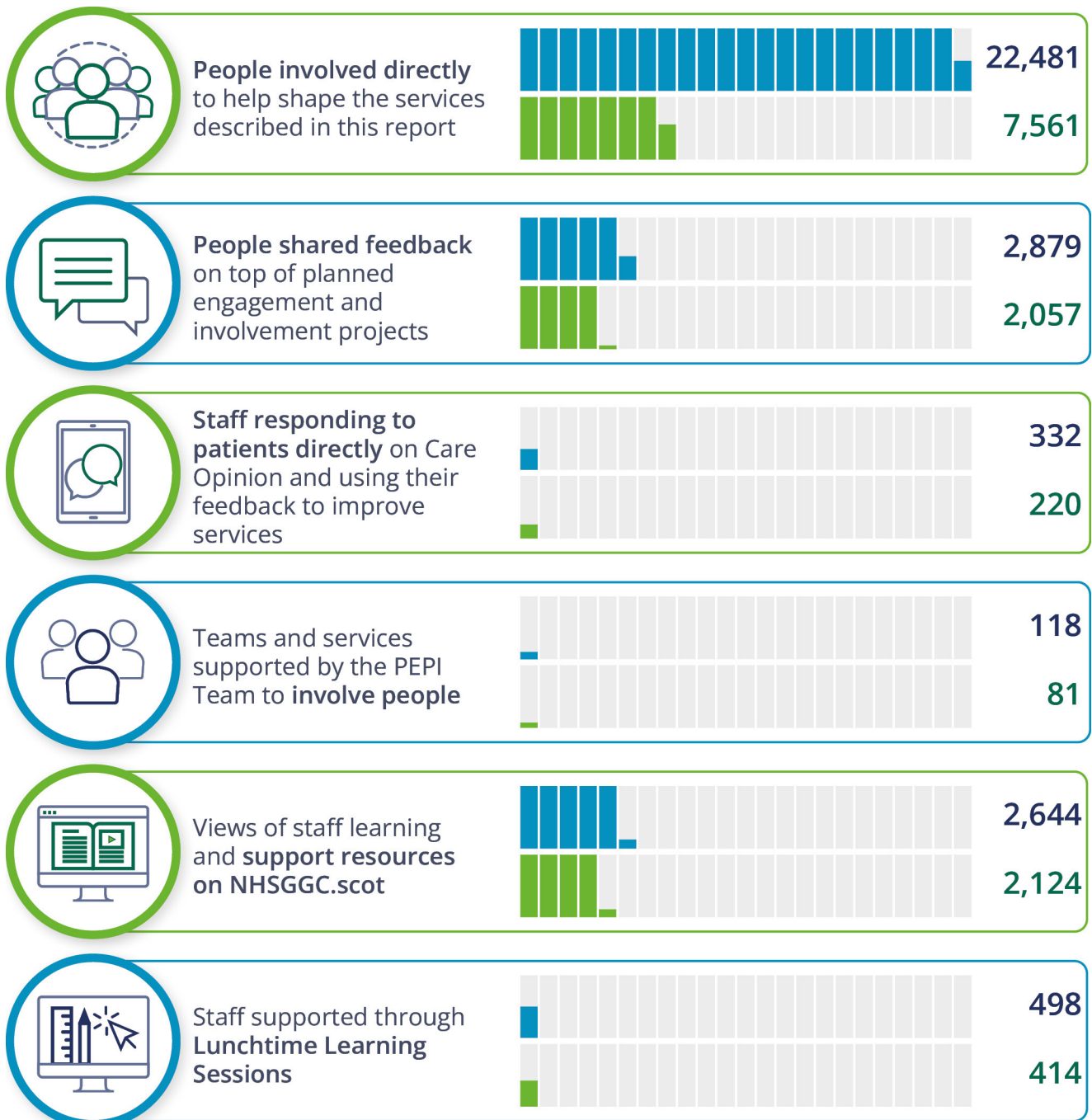
These personal stories are crucial for understanding specific issues and tailoring solutions to meet individual needs. It is worth referencing that the increased use of targeted digital engagement with recent service users bridges the gap between wide reaching engagement and more focused and targeted engagement, ensuring we are hearing from people actively using services as well as gaining wider public views.



We are committed to reflecting the excellent work across NHSGGC, improving networks, and empowering teams to celebrate their engagement and involvement activities.

Please get in touch with the PEPI Team at public.involvement@ggc.scot.nhs.uk to share your examples and contribute to our ongoing efforts throughout 2024/25 to improve public involvement.

Overview of activity detailed in report



Key

■ 2023/24 ■ 2022/23

Building Capacity and Sharing Stories

Patient Experience Public Involvement Team

The Patient Experience Public Involvement (PEPI) Team, part of the Communications and Public Engagement Directorate, helps ensure that the voices of patients and carers are central to service planning, improvements, and delivery of services at NHSGGC. Collaborating with communities, patient and carer groups, and staff, the team supports the involvement of people in our services, adhering to national guidance and statutory duties. A key aim for the directorate is the ongoing expansion of existing feedback and engagement opportunities for patients, carers, and communities across NHSGGC, alongside the development of new ways for people to get involved.

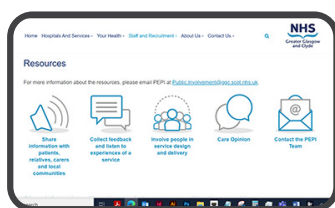
Building capacity and supporting staff to engage

Throughout 2023/24 the PEPI Team developed a support programme to help frontline staff plan, design and deliver a wide range of patient, carer and community feedback and engagement activities within their own teams and services. This built on the tools developed during 2022/23 and has helped provide valuable feedback from staff on how we can further enhance this resource and increase the capacity across the organisation to involve people.

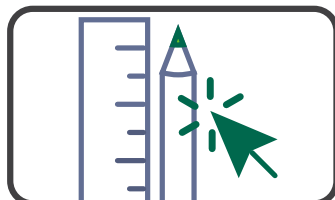
This consisted of:



The continued use and refinement of an accessible process for staff to contact **the PEPI Team** for advice, support or to discuss a feedback or engagement idea, with **118** support requests completed in 2023/2024.



Additional tools, resources and guides uploaded to the Public Involvement Resources for staff **web page**.



A programme of **12 Lunchtime Learning Sessions** attended by **498** staff providing support to gather feedback and undertake patient engagement and involvement activities.



Care Opinion responder training sessions to **110** staff throughout 2023/24 increasing the number of staff able to directly respond to feedback to **322**.

The overall aim of the programme is to equip staff from across the organisation with the knowledge, skills, and confidence to routinely listen to, learn from, and involve patients, carers, and communities and to use this feedback and lived experience to inform how services are delivered.

Lunchtime Learning Sessions

The Lunchtime Learning Sessions aim to build staff capacity to engage with patients, families, and carers, through short accessible training. The programme was designed to increase staff knowledge, skills, and confidence in engaging with service users and local communities, providing them with the necessary tools and methodologies.

The sessions were structured as four sessions every four months, each lasting **40** minutes, tailored to meet the needs of frontline staff. Delivered via MS Teams, the sessions were accessible to staff across all NHSGGC locations.

In 2023/24, a total of **12** Lunchtime Learning Sessions were delivered, covering a range of topics such as, designing survey questions, capturing, and using patient's story's and gathering and using feedback.

Throughout 2023/24, **498** staff members attended the sessions, with **97%** of attendees feeling the sessions would help them apply engagement techniques in their roles. The PEPI Team continuously evaluates the sessions to ensure they are impactful, efficient, and engaging for staff.



The sessions I attended were really useful and I thought they were delivered in a really relaxed, supportive manner. Thank you! 🌟



Enjoyed the session and thought the presenter was very knowledgeable and engaging. Challenging to commit to attending due to lack of non-clinical time and staff shortages. Thank you. 🌟

Board Patient Stories

NHSGGC is committed to being a listening and learning organisation, with the sharing of people's experiences of our services key to building a better understanding of what matters to patients and their families. By listening to patient, family, and community stories, NHSGGC can highlight tangible improvements in care and services, driving up quality based on what is important to people.

Patient stories are produced for each NHSGGC Board meeting and presented at the start of each meeting. Throughout 2023/24, **six** stories were produced to help demonstrate how we deliver services that are high quality, person-centred, safe and effective.

These stories can be viewed through the following links:



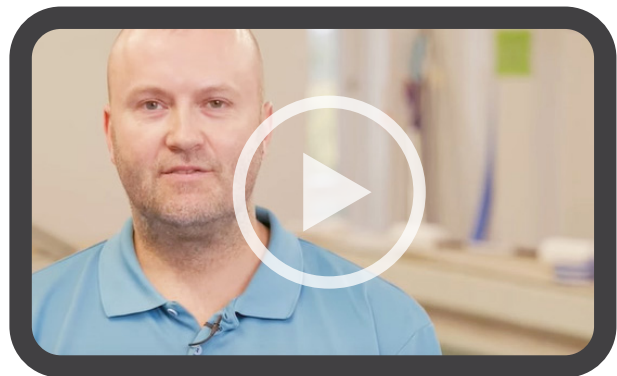
Speech and Language Therapy
April 2023



Compassionate Inverclyde
June 2023



Podiatry
August 2023



Hydrotherapy
October 2023



Carers within NHSGGC
December 2023



Orthotics
February 2024

Following each Board Meeting stories are shared via the NHSGGC Core Brief as well as through a range of NHSGGC wide committees and forums to ensure maximum reach and opportunity for reflection and learning.



Section 1: Strategy and Policy Involvement

Teams across NHSGGC have worked to engage people in how we develop and implement new strategies and policies.



Engaging with the public ensures that our services are aligned with their needs, putting the wellbeing of people and their communities at the core of our decision-making and policy development. Public involvement nurtures a sense of shared responsibility, creating a healthcare system that embodies the values and goals of everyone, including both service users and staff, to deliver the most effective care and support possible. ●●

William Edwards
Chief Operating Officer



Moving Forward Together (MFT) Strategy

It is essential that current and future planning of our healthcare services is informed by how patients, carers and communities experience those services. A time-critical public engagement piece to deepen our understanding of this experience was undertaken in March 2024, the overall aim of which was to gauge public understanding and reactions to the transformation of healthcare outlined in the MFT Strategy within the context of current and future financial challenges.

Five focus group sessions were delivered with more than **50** participants taking part. Key priorities such as the role of technology in healthcare, supporting self-management and care for better health and wellbeing and the challenge of transitioning healthcare from hospitals to communities were discussed. The benefits and opportunities of the MFT approach were debated during the sessions, as were the challenges and risks of the approach. Participants told us how they wanted to be informed and involved in healthcare services locally, and suggestions and ideas were welcomed on how to address the wider financial challenge moving forward.

Public insights will be used to inform the MFT Strategy and the development of communications to educate the public on service developments. Future efforts will also involve building community partnerships and launching awareness campaigns.



Our goal at NHSGGC is to deliver a responsive, inclusive healthcare system that addresses both immediate and long-term needs of patients. Public involvement is key to the successful delivery of such a system. The content of this report highlights the vital importance of working with the public to shape and improve healthcare. These insights will guide not only the individual projects but the refinement of the MFT Strategy, ensuring it reflects community needs and fosters strong partnerships. ●●

Dr Jennifer Armstrong
Medical Director



Maternity Best Start

Building on work during 2022/23 the PEPI Team supported maternity services to carry out further engagement and involvement around key areas of Best Start strategy development. This focused on better understanding the experiences of women who had given birth over a 12-month period where NHSGGC invited over **12,000** women to share their experiences of birth, with a sub focus on Continuity of Carer.

The Continuity of Carer Experience Engagement Project was developed in partnership between NHSGGC Project Midwife and the PEPI Team. The aim was to better understand the maternity care experiences of women, via a survey distributed via text message. The survey targeted users of the BadgerNet app, seeking to enhance the Continuity of Carer within NHSGGC's maternity services.

A total of **2,889** responses were received. The survey was accessible in five languages: Arabic, English, Polish, Romanian and Urdu, with key findings being used by the project team to develop enhancements to Continuity of Carer across NHSGGC maternity services.



This programme of work provided valuable information to inform ongoing improvements in NHSGGC's maternity and neonatal strategy, aiming to align service provision more closely with patient needs and expectations. Improvements directly influenced and triggered from this work focused on improving Continuity of Carer through the implementation of a caseload holding model to ensure continuous care from the same healthcare providers throughout pregnancy. The work also led to the development of a new recurring feedback survey for maternity services and moved forward key thinking around how we capture more diverse maternity experiences in line with good practice emerging from National Perinatal Network activity.

As well as the above, the learning from deploying a multi-language survey has proven invaluable in shaping the PEPI Team's thinking and approach to future applications of multi-language surveys.

The Continuity of Carer Engagement Project's innovative approach and significant impact were recognised as it became a finalist for the UK Patient Experience Network National Awards (PENNA). This recognition helped raise awareness of the work amongst others, leading to further sharing of the work at the National Maternity Conference, helping to inform national developments and facilitated shared learning with maternity teams across the country.

NHSGGC's Primary Care Strategy

For the first time, primary care services in NHSGGC have come together to define shared ambitions and make a joint strategic commitment to achieve them. To support this vision a new Board wide Primary Care Strategy has been developed, setting out strategic priorities for the next five years. Central to this vision is the provision of a tiered model of primary and community care – with most care being delivered locally, and specialist care focused on a smaller number of sites.

A programme of public engagement supported the development of the strategy, to ensure public expectation is in line with realistic delivery of services going forward. Between April and June 2023, we engaged with **1,000** people across NHSGGC using surveys, online sessions, in-person focus groups and patient interviews. A Communications and Engagement Group was set up to plan and deliver this activity and included two public partners with lived experience of using health and care services. We listened carefully to public feedback and discussed key questions including what we can do together, to make the right treatment and care available to people in a way that best meets their needs. Key areas people said they wanted the strategy to focus on included:

- Providing flexible access to primary care services
- Improving communication between staff and patients, and between different parts of the health and care system
- Raising awareness of available information, advice, and support to help people with self-care and self-management where appropriate.

This process of engagement helped us to understand, shape and refine our priorities, and is reflected in the final version on the Strategy and associated five-year implementation plan, approved by NHSGGC Board in April 2024. The Strategy can be read as part of the [April 2024 Board papers](#).

GP Out of Hours Services Public Engagement

Since moving to business continuity in 2020, there has been several exercises to capture feedback from those using GP Out of Hours services. These exercises resulted in over **1,700** people providing feedback on their care and experience of the service. Over **1,100** of these were provided in 2023-2024 ahead of formal public engagement with feedback highlighting that **87%** of respondents rated the care they experienced positively, with **93%** stating they felt their needs had been met.

The formal two-month engagement, to inform considerations and decisions in relation to a permanent model, commenced in October 2023. This work resulted in positive levels of participation with over **1,000** people directly engaged through **40** engagement activities undertaken across all Health and Social Care Partnerships. Over **2,900** responses were received to the survey seeking views in this process resulting in one of the highest response rates in NHS Scotland. This engagement was presented to NHSGGC's Board to support its considerations in April 2024, which resulted in the approval of a proposed model. You can view the report [here](#).

Healthcare Improvement Scotland supported this process throughout and confirmed the engagement was in line with national guidance and had met all their recommendations. This piece of work also provided a valuable opportunity for NHSGGC to help Healthcare Improvement Scotland test their new approach to supporting Boards through non-major service change.



NHSGGC's New Quality Strategy

NHSGGC conducted a Quality Strategy Accelerated Design Event, involving **25** Public Partners in partnership with staff and other key partners. This co-design event helped shape the development of the strategy.

Following this initial event, a survey was developed and shared to gather broad community feedback on what defines quality healthcare. This survey was shared widely to ensure the organisation was able to incorporate the views of staff, patients and the public into the development of the new Quality Strategy, with **639** patient and public responses as part of over **1,000** responses received.

Community responses highlighted a strong desire for timely access to healthcare services, emphasising the importance of efficient, effective, and accessible care. Key areas of focus were on the need for quick and easy access to appointments, including GP consultations and emergency services. We also saw a significant focus on improving communication between healthcare providers and service users, ensuring clarity and involvement in care decisions.

There was also recognition around the emotional and physical challenges associated with waiting for treatment, with a call for more compassionate and person-centred care approaches. Overall, the community feedback underscores a collective vision for a healthcare system that prioritises timely and quality care, clear communication, and a compassionate, patient-centred approach. These insights will guide NHSGGC in refining its Quality Strategy to better meet the needs and expectations of its service users.

Renfrewshire HSCP Engagement: Shaping Equality Outcomes 2024-2028

Renfrewshire Health and Social Care Partnership (HSCP) conducted a broad series of engagement activities to inform the development of its Equality Outcomes for 2024-2028. This initiative aimed to meet the General Equality Duty, which requires public bodies to eliminate discrimination, advance equality of opportunity and foster good relations between people with and without protected characteristics.

The engagement process included approximately **50** participants and involved a mix of methods, including an online survey circulated to service users alongside face-to-face sessions, support groups, focus groups, and presentations that were held to gather more in-depth insights.

The feedback collected through these activities was crucial in shaping the new Equality Outcomes. Participants shared their views and experiences, which highlighted the necessity for improved mental health and wellbeing support tailored to individual needs. This feedback underscored the importance of accessible, person-centred services that consider the diverse needs of all equality groups and carers.

A key outcome of this engagement was the development of an equality action plan. This plan focuses on enhancing mental health support in Renfrewshire, ensuring it is inclusive and meets the specific needs of the community. The action plan involves collaboration with a range of partners and individuals with lived experience to ensure that the support provided is most effective.

Realistic Medicine Understanding Public Awareness

Realistic Medicine prioritises patient-centred care, advocating for shared decision-making and personalised healthcare approaches. This concept is vital across Scotland's health and social care sectors, with a key focus of the engagement on the BRAN questions, this stands for Benefits, Risks, Alternatives, Nothing and can be used by patients to prompt discussions with NHS staff.

A survey was conducted to measure public awareness of Realistic Medicine and to understand attitudes toward shared decision-making. This was intended to help identify effective strategies to raise awareness and enhance engagement in healthcare decisions, with the **853** respondents providing valuable insights to help the Realistic Medicine Team improve public information.

Feedback highlighted a strong preference for more patient-centred healthcare that includes, respectful, two-way conversations that treat patients as individuals. To support this there was a strong desire from people to see more easily understandable health information to aid decision-making.

People stressed the importance of sufficient appointment duration to discuss treatment options thoroughly. We also heard from a number of people highlighting the importance of multi-disciplinary teams in healthcare, stressing the importance of all parts of a person's healthcare journey being open to realistic medicine conversations, not just hospital care.

The survey highlights a significant gap in the understanding and implementation of Realistic Medicine and shared decision-making. The survey results have been invaluable to the NHSGGC team in shaping how they plan to address these gaps moving forward. They are currently exploring how to develop more targeted educational initiatives that could foster a more engaged, informed patient and staff population, aligning healthcare more closely with individual needs and preferences, while also considering the multi-disciplinary nature of healthcare in Scotland and the variety of staff roles at play to deliver realistic healthcare.

Learning from this work was shared in partnership with NHS Forth Valley at the National Realistic Medicine conference in Glasgow. This provided the opportunity to spread our learning out with NHSGGC, allowed us to compare our work with that of other health boards and help test some joint thinking on how to move forward.

Equality Scheme Engagement

To develop the New Equality Scheme for 2025-2029, NHSGGC conducted various group sessions and individual engagements to gather feedback from diverse communities. The objective was to understand what works well, identify areas for improvement, and pinpoint specific changes that could enhance the overall NHS experience for different groups.

A total of **21** separate sessions were held, engaging **375** people. Participants were asked three key questions.

Sessions were held across NHSGGC, with key examples of work being:

- **Ten sessions focused on Disability and Long-Term Conditions**, with **177** participants from groups including Deafblind Scotland, Cornerstone, The Mental Health Network, and The Life I Want Group. The sessions highlighted the need for improved communication methods and better support services for individuals with disabilities.
- **Sessions touching on faith** where our Equalities Team engaged with Muslim women who emphasised and reinforced the importance of culturally sensitive healthcare practices and the need for facilities that accommodate religious practices.
- **Ten sessions with 186 participants from various BME community groups**, including a Slovakian group, Chinese groups (Mandarin and Cantonese), and the Maryhill Integration Network, which stressed the importance of translation services and culturally competent care.

The feedback provided valuable insights into the specific needs and challenges faced by different communities. This information will be instrumental in shaping the New Equality Scheme, ensuring that it addresses the diverse needs of the population and promotes equitable healthcare access.





Section 2: Organisation Wide Involvement

This work has been undertaken throughout the year to support NHS Greater Glasgow and Clyde's organisational priorities during 2022/23 to engage with patients, carers, and communities across NHSGGC. Examples represent a mix of projects supported by the PEPI Team and those undertaken directly by services across NHSGGC.



Effective involvement requires continuous and active engagement with patients, service users, carers, and communities. Over the past year, teams across NHSGGC have dedicated themselves to building meaningful relationships with patients, carers, and relatives to shape our service delivery in partnership. The examples in this section highlight the collective efforts of teams and services across NHSGGC to enhance healthcare for the communities of NHS Greater Glasgow and Clyde. ●●

Sandra Bustillo

Director of Communications and Public Engagement



Artificial Intelligence (AI) in Cancer Diagnosis Research Pilot Service

In 2022, several public engagement sessions were held to test public awareness, understanding and attitudes on the role of artificial intelligence (AI) technology in healthcare. Feedback from these sessions suggested broad public support for the use of artificial intelligence in the cancer diagnosis pathway, with concerns mainly relating to communication, transparency, and consent. In June 2023 approval was granted for a research study to explore the use of AI in the lung cancer diagnosis pathway. The study is called RADICAL - Radiograph Accelerated Detection and Identification of Cancer of the Lung and started in November 2023.

A Patient Reference Group was established in August 2023 to provide patient and public perspectives, insight and lived experience to guide and inform the development of the study. Members include people with lived experience of cancer, carers of people with cancer and those with direct experience or a general interest in the use of technology in healthcare. The group meets via MS Teams bi-monthly and at other times as required.

A key aim of the group is to support ongoing public awareness and engagement with the RADICAL study; an example being the involvement of

members in designing the posters and information leaflets that are on display in hospital waiting areas and given to patients attending for scans. A member of the group has also recently been invited to join the RADICAL trial steering committee to provide a patient and public perspective to the committee who have a remit to oversee all operational aspects and governance of the study. This study will conclude in Autumn 2024 however members of Patient Reference Group will be offered the opportunity to stay involved in other similar opportunities.

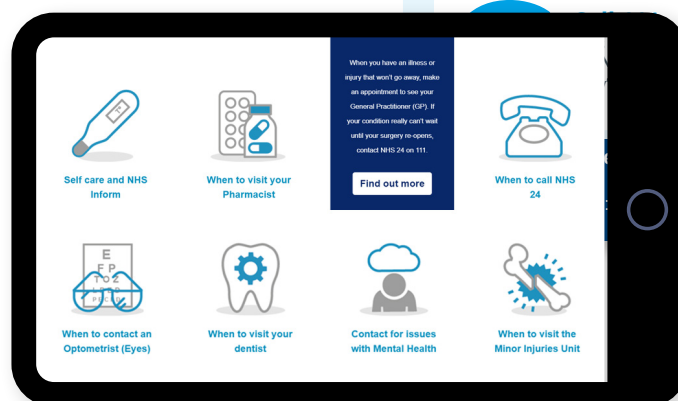
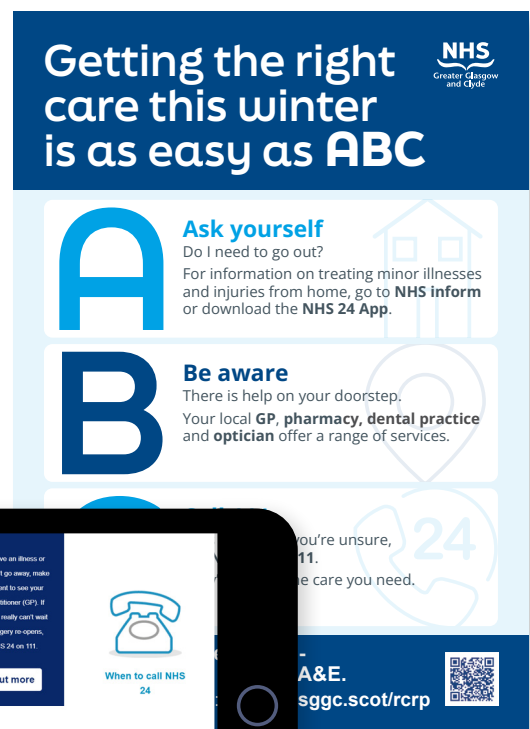
Awareness of Right Care Right Place

In 2023, NHSGGC carried out a short engagement exercise around the Right Care Right Place messaging to better understand patient preferences and behaviours regarding accessing healthcare services for various conditions. The project received **1,277** responses, providing valuable insights into patient decision-making and preferences.

The primary goal was to gather feedback on where patients would seek care for minor injuries, sprains, fractures, and non-emergency medical needs, as well as their use of NHS Inform.

Patients were surveyed through the Involving People Network on their choices for attending to minor cuts, burns, sprains, suspected fractures, and urgent but non-emergency medical help. They were also asked about their use of NHS Inform for accessing self-help information, symptom checkers, vaccination details, and other health-related information.

The survey results highlighted the preferences and behaviours of patients in seeking care. The Right Care Right Place initiative successfully captured valuable patient feedback, revealing a strong preference for Minor Injuries Units and NHS 24 for non-critical conditions. This information is crucial for ensuring we can share effective messaging with patients on where to get help and compare public awareness of healthcare options with service access data.



Public sentiment around medicines waste

Between April 2022 and March 2023 there were almost **25.5 million** prescriptions dispensed by community pharmacy in the Greater Glasgow and Clyde Health Board area. As the number of prescriptions continues to rise understanding community perspectives on the impact of medicines waste and oversupply plays a critical role in developing achievable strategies for more sustainable prescribing. Led by prescribing staff in West Dunbartonshire, and supported by the PEPI Team, a public facing survey sought to understand how people currently manage prescribed items, their awareness of the financial and environmental impact of medicines waste and over-prescribing and suggestions and ideas on how to reduce waste within the system.

Over **1,159** people shared their feedback, providing valuable insight into the factors that influence behaviour when using and ordering medicines and other prescribed items. There was a high level of awareness of both the financial and environmental impact of avoidable waste and over-prescribing however only **50%** of those who responded said this information directly influenced their behaviour and decision-making, and that other factors were more likely to influence them such as previous experience of medicines being unavailable, long waiting times and communication issues between pharmacies and GP practices leading to mistakes or delays.

Suggestions and ideas to reduce the impact of waste and overprescribing included recycling foil packaging, re-using unopened returned medicines, more use of technology for ordering, tracking, and managing prescriptions, routine medication reviews and actions to increase public awareness of the cost and environmental impact.

The prescribing team will use this feedback to identify improvements to our systems and processes, and to inform future public awareness and information campaigns and communications on waste and over-prescribing.

Equalities and Human Rights Community Engagement

In 2023-2024, NHSGGC's Equalities and Human Rights Team (EHRT) undertook several community engagement initiatives to improve healthcare services and address specific needs of diverse communities, including BME groups, the deaf community, and the LGBTQ+ community. These efforts aimed to gather valuable feedback and ensure that services are inclusive and responsive to the needs of all users.

BME Community Engagements, relating to Maternity Service Person-Centred Visiting:

NHSGGC conducted focus group sessions and interviews with **79** women from various BME communities to discuss maternity service experiences. Participants generally appreciated the concept of person-centred visiting and having their partners stay overnight in the ward. However, they raised

concerns about safety, dignity, modesty, privacy, vulnerability, and noise. Additionally, discussions included addressing emerging or existing health inequalities related to typhoid fever.

Human Library Expansion

A Human Library is an innovative method where individuals share their personal stories and experiences to foster understanding and break down stereotypes. Human Library sessions were organised with women from BME communities to explore the process of becoming "books," and how this initiative helps combat miscommunication issues and staff stereotyping of patients. These sessions aimed to improve mutual understanding and break down stereotypes. Sixteen women participated in two sessions during the year.

NHSGGC also extended the Human Library model to the deaf community, organising events that provided deaf individuals the opportunity to engage with NHS staff and share their healthcare experiences.

LGBTQ+ Community Engagement at Mardi Gla

In July 2023, the Equality and Human Rights Team (EHRT) attended the Mardi Gla Pride event to engage with the LGBTQ+ community. They distributed a short questionnaire to gather insights into attendees' experiences with the NHS, focusing on LGBTQ+ safety and awareness of the National Pride Pledge Programme. The survey received **109** responses, providing valuable feedback on how to improve services and ensure safety for LGBTQ+ individuals.

By actively involving diverse communities in the feedback process, NHSGGC is committed to creating a more inclusive healthcare environment that meets the needs of all patients. These targeted engagement efforts provided NHSGGC with critical insights into the needs and concerns of BME, deaf, and LGBTQ+ communities. The feedback has been instrumental in shaping policy, strategies and the way services are delivered.



Design in the Dale Project: Enhancing Patient Experience through Art and Green Spaces, Leverndale Hospital

Glasgow City Health and Social Care Partnership (HSCP) has undertaken the "Design in the Dale" project, a unique initiative aimed at improving patient experience through art and the enhancement of green spaces. This project has been shaped by patient feedback collected through various methods, including casual conversations, patient stories, surveys, questionnaires, and group sessions.

The engagement process involved approximately **50** participants and utilised a combination of approaches with a focus on collaboration with a contracted artist to create artwork for murals and tile work, contributing to the aesthetic enhancement of the site. The collaborative efforts extended to the production of merchandise as part of the Design in the Dale project. Additionally, patient questionnaires were used to inform the next phase of ground works, aimed at increasing access to green spaces and incorporating more artwork on site.

Key outcomes of this engagement include visible patient contributions and artwork displayed on site, such as benches, gardens, and murals. These improvements were directly influenced by patient feedback, ensuring that the enhancements met the needs and preferences of the service users. The initiative has not only beautified the environment but also fostered a sense of ownership and pride among patients. Read more [here](#).



Patient Behaviour and Experience in Unscheduled Care Services

In an effort to improve patient experiences and understand behaviour patterns when accessing unscheduled care, the PEPI Team conducted an in-depth survey via text in 2023. This round of evaluation and engagement built on the successful efforts of 2022-23 and aimed to gather further insights into patient interactions with A&E services across NHSGGC.

The PEPI Team distributed questionnaires to **6,855** individuals who had visited A&E departments. A total of **910** responses were received, marking a **103%** increase from the previous survey. The survey included a variety of questions about patient experiences, behaviour before visiting A&E, and awareness of alternative care pathways. The NHSGGC Equalities Monitoring Form was also included and completed by **58%** of respondents, which demonstrated a diverse representation of patient experiences.

The data gathered from the survey provided valuable insights into patient behaviour and satisfaction with unscheduled care services. It highlights the importance of ongoing education about alternative care pathways and the need for targeted messaging to ensure patients can access the right care at the right time.

Based on the survey findings, NHSGGC has been able to develop more tailored awareness campaigns. These focused on enhancing the effectiveness of existing campaigns and developing more focused messaging aimed at educating subsets of patients about alternative care pathways. The survey also provided opportunity for reflection, and deeper collaborating with frontline staff to design questions that yielded deeper insights into patient behaviour and decision-making processes.

National Complex Mesh Surgical Service

On behalf of the National Complex Mesh Surgical Service (CMSS), the PEPI Team conducted Cycle 4 of the Patient Experience Survey in March 2024.

126 patients were identified by the service, with **49** people responding. This provided a response rate of **39%** (a slightly higher return than the previous cycle). This patient cohort included everyone seen by the CMSS either a first or return appointment or surgery with the CMSS between July 2023 and December 2023.

Pre-appointment communication scored highly and input from the psychology team at this early stage was especially well received. Clinic experiences were mainly very positive, particularly in relation to staff attitudes and person-centred care. Feedback on care before surgery and during any hospital stay was overwhelmingly positive and received a **100%** satisfaction score. Feedback on post-surgery follow-up communication from the CMSS also remained high with an overall satisfaction score of **88%**.

Some patient feedback suggested the need for further improvements in specific areas; on waiting times both for first and follow up appointments and improving communication with patients if there is likely to be a change to a specific consultant's availability for scheduled appointments. The CMSS will use learning from patient feedback to identify changes or improvements. The impact of changes on patient experience will then be tested, measured, and reported in future cycles of feedback.

NHSGGC Peer Worker Programme: Improving vaccination, screening access

In 2023/24, the Peer Model, Vaccines and Poverty programme continued and was extended to include screening. Engagement and Educational Peer Workers collaborated with the Equality and Human Rights Team and the Patient Engagement Public Involvement Team to support ongoing patient engagement, understand barriers to accessing services, and provide essential service information.

The programme focused on engaging with people living in poverty, discussing mitigation strategies, signposting available support, and improving access to NHSGGC services. Further recruitment in 2023 brought 12 additional peer workers into the programme, increasing the total to 28 peer workers, including four volunteer peer supporters. These workers conducted extensive engagement across NHSGGC.

The engagement efforts continued to involve third-sector organisations and community groups, providing health and wellbeing information, gathering service feedback, and sharing lived experiences. Peer workers also referred individuals to other services, such as money advice, energy advice, and emergency food supplies. A total of **34** sessions were held, with **1,220** members of the public from communities and groups that NHSGGC has not engaged well within the past.

Prison Healthcare: Clinical Psychology Service

The Prison Clinical Psychology Service used patient feedback surveys to better understand patient experiences and identify areas for improvement. Staff distributed anonymous surveys to patients, who could complete and post them back to the service. The surveys asked patients to comment on helpful and unhelpful aspects of the service and suggest improvements.

The **50** responses received were collated and presented at the Prison Clinical Psychology Service development day, where staff discussed potential changes based on the feedback. This process provided valuable insights into areas needing improvement, which the service continues to address. Additionally, it highlighted what is working well, positively impacting staff morale.

This initiative underscores the service's commitment to enhancing patient care by actively seeking and responding to patient feedback.

Fall Prevention Team: Patient-centred design of exercise leaflet

NHS Greater Glasgow and Clyde Acute Services embarked on creating an exercise leaflet designed to increase patient engagement with physical activity. Understanding the significance of patient input, the team sought feedback through various methods to ensure the final product met patient needs.

The service initially tested the use of a short patient survey to collect feedback, but it received a limited response. To gather more detailed feedback, an online focus group was organised with the assistance of the Patient Engagement and Public Involvement (PEPI) Team. The session saw **12** patients come together to provide insights about their care and recovery. These insights were invaluable in shaping the new exercise resource with the final product ending up far more robust with the inclusion of the public voice in its development.

Learning from patient feedback and complaints in eHealth

eHealth is committed to continuously improving our services by learning from patient feedback and complaints. We capture ongoing feedback through various channels such as casual conversations, patient stories, Care Opinion, and "What Matters To Me" boards. We also review and learn from complaints.

Whenever possible, we take on board the feedback and suggestions we receive from patients. This approach helps us understand how our practices affect and impact them. A recent example of this commitment is the redesign of our application forms for access to patient records. Based on in-depth patient feedback received from people regarding the formal request process, eHealth have been able to incorporate suggested improvements to make the request forms and output more user-friendly and effective for the public.



NHSGGC's Stoma Engagement and Forum Sessions

The NHSGGC Stoma Forum helps ensure that the recent experiences of stoma care patients shape the development of Stoma Services. Following the NHS Scotland Stoma Care Quality and Cost Effectiveness Review (2016), a key recommendation from the National Stoma Quality Improvement Short Life Working Group (2019) was to increase engagement between health boards and stoma care patients. In response, NHSGGC re-established the Local Stoma Forum and recruited eight lived experience volunteers.

The Stoma Forum provides a platform for discussions on stoma care services, commissioning clinical guidelines, and ratifying formulary changes for stoma products. This forum is crucial for NHSGGC to listen to patient experiences and incorporate their feedback into service development.

In August 2023, the Stoma Forum organised a Process Mapping Session to develop a patient process map and explore variations in stoma support across NHSGGC. This session was highly beneficial, allowing attendees to share their experiences and gain insights into living with a stoma. To further enhance the session's outcomes, a questionnaire was distributed via NHSGGC's Involving People Network and the Local Stoma Forum, receiving **226** responses.

The combined insights from the questionnaire and session will help shape both patient and clinical process maps, with ongoing efforts by the Local Stoma Forum to continuously improve stoma care services.

Deep Brain Stimulation (DBS) Service – Regional Services

The Deep Brain Stimulation (DBS) Service is a national service for the whole of Scotland. DBS treatment provides significant therapeutic benefits for adult patients with movement and affective disorders such as Parkinson's disease and Dystonia who no longer respond to traditional medications. DBS involves several stages: assessment, surgical implantation of electrodes in the brain, post-operative care, and ongoing management in collaboration with local healthcare services.

The primary goal of DBS is to reduce medication dosage or make medication regimens more tolerable while improving neurological symptoms such as tremors, muscle rigidity, stiffness, and slow movements.

In March 2024, for the first time since the COVID-19 pandemic, the DBS service held a stakeholder event at the University of Stirling. This event brought together **30** participants, including healthcare professionals, representatives from the National Services Division (NSD), advocacy groups, patient advocates, and other stakeholders.

The all-day event aimed to review the DBS service and educate attendees about its benefits. Presentations covered the direction, challenges, and

opportunities of the DBS programme. The event was well-received, providing a valuable platform for sharing knowledge and shaping the future of DBS treatment.

Enhancing Preoperative Experiences and Communications

NHSGGC Access Team requested support from the PEPI Team to deliver a short life project aimed to enhance patient experiences and expectations of pre-operative assessment through a structured survey. The survey sought to capture detailed feedback on experience of care, and what patients feel could be improved. This fed into group discussions aimed at improving preoperative communications and planning. The survey saw **279** responses, providing valuable insights into patient experiences.

Patients highlighted the need for clearer and more detailed information about preoperative procedures. Building on these comments the service also saw patients emphasise the importance of setting realistic expectations about the preoperative and postoperative processes. To help ensure that all patients have access to supportive resources and materials to help them prepare for surgery it was suggested by respondents that materials were reviewed and clarified to ensure ease of access for all.

The feedback obtained from the survey was shared with the preoperative pathway planning team, significantly influencing their messaging and ongoing improvements to patient care procedures. In addition, a complimentary staff engagement survey was developed to gather feedback from healthcare professionals which will be used to build a Staffnet space to act as a central point for staff to access valuable information and resources.





Section 3: Service Level Involvement

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 to capture feedback to more formal support or engagement activities. The following pages provide an insight into the range of work undertaken by teams across the organisation.



Advancing and delivering healthcare goes beyond simply listening and learning; it involves the active participation of patients, carers, and families to celebrate successes and drive necessary changes. Embedding good practices and fostering innovative involvement strategies empower our teams to transform patient care. I believe that these efforts while at times challenging are worth it in leading to more lasting improvements in the delivery of quality across NHSGGC.

Professor Angela Wallace
Executive Nurse Director



Flow Navigation Centre evaluating NHS Near Me experiences

The Flow Navigation Centre (FNC) is a Virtual Care Pathway lead by a specially trained nursing team in NHSGGC. This service aims to provide health advice, self-care, pathfinding support and reassurance from nursing staff and avoid unnecessary visits to A&E and other sites, empowering patients to care for themselves in their home. The FNC sees around **90%** of their patients via Near Me allowing a robust routine evaluation opportunity to be provided through this method. In early 2023 the PEPI Team developed a short post Near Me call evaluation survey in partnership with FNC colleagues.



This proved an invaluable source of feedback and reassurance that patients found the service supportive with their health needs. Continuing to build on this work the form was further refined to capture positive comments and thoughts from patients, this was following a trial to encourage Care Opinion use which saw some success but failed to generate the feedback levels hoped for. Following the launch of this evaluation approach we saw an initial **577** responses received between February and March 2023, this has grown to **4,176** responses during 2023/24 with more than **99%** of responders reporting they would make use of the Near Me service in the future.

This evaluation tool is now a core part of the services delivery providing data on feedback trends across months and allows the easy evaluation of care pathways and changes to service delivery approaches. The addition of positive feedback capture and comments has proven particularly beneficial in telling the healthcare story of patients in more detail, and providing staff with direct feedback on their impact, massively impacting morale. NHSGGC are now looking at this model of evaluation and how we can spread the learning to other virtual services.

Interventional Cancer Pain Service

A project at West of Scotland Beatson Cancer Centre aimed to enhance patient feedback mechanisms for palliative oncology treatments focused on pain relief and quality of life. The initiative involved designing and implementing new survey approaches to gather feedback from patients, carers, and families during different stages of care, including the delivery of intravenous pain relief and following the death of patients receiving care.

To date the approach has seen **61** responses, with surveys developed to capture feedback on several aspects of the patient journey, from initial assessment, the six week follow up and any hospital stays. The approach also looked to capture experiences of Intrathecal Drug Delivery (medication delivered directly into the spinal cord via a small pump) and feedback from family members following the death of patients. Due to the nature of the service surveys were offered to patients, carers, and family to complete in private, but support was also provided by staff to help people share their thoughts.

The PEPI Team provided initial support to design and set up digital surveys to aid staff and patients in capturing feedback. This assistance ensured that the surveys captured patient experiences accurately and contributed to meaningful service improvements.

Mobile Dental Unit Development

The NHSGGC Oral Health Directorate lead by East Dunbartonshire Health and Social Care Partnership (HSCP), initiated a project to assess the need and utility of a Mobile Dental Unit for homeless and vulnerable groups. This assessment was a follow-up to a previous Needs Assessment for Provision of Dental Services for Vulnerable Adults, which had not considered a Mobile Dental Unit at that time.

To gather relevant feedback, a simple, anonymous questionnaire was developed by the Oral Health Directorate. The survey received **20** responses from the public and targeted current patients, wider potential service users and those who referred people to the pilot.

The questionnaires revealed significant support for the Mobile Dental Unit, highlighting the barriers these patients face in accessing dental care through traditional 'high street' dentists. The feedback confirmed the Directorate's belief in the necessity of a Mobile Dental Unit and underscored its potential impact on improving dental care accessibility for vulnerable populations.

By incorporating patient and third-party feedback into the business case for the Mobile Dental Unit, the HSCP aims to address these barriers and enhance dental service provision for those most in need.

Family Nurse Partnership: Intensive Home Visit Programme

The Family Nurse Partnership (FNP) is an intensive home visiting programme for young women (19 and under) having their first baby. In NHSGGC we are now additionally offering the programme to Care Experienced 20-year-olds having their first baby. The young woman (and any significant others) are visited by a specially trained Family Nurse from early pregnancy until the first child reaches two years old when they graduate to the Health Visitor.

While the key aims of the FNP are focused on improving pregnancy and birth outcomes, child health and development and improving the economic stability of the family feedback and involvement is a key component of achieving these aims.

The FNP actively encourages their clients to share their thoughts and views on the programme to help shape the service in partnership with new first-time parents to ensure it is as supportive as possible. This involvement includes having clients involved in the recruitment process for new staff which has been hugely beneficial in developing a more person-centred workforce. More recently, clients produced a testimonial video on what it is like to have a Family Nurse, the support provided and difference it's made to them as young first-time parents. This has enabled the FNP to provide insights into the type of support they provide to future clients from the perspective of someone who has been in the same place. All actions as a result of feedback are shared in a variety of ways including one to one conversations, questionnaires and via groups sessions.

Understanding peoples first appointment: WestMARC

With support from the PEPI Team the staff at WestMARC, (West of Scotland Mobility and Rehabilitation Centre) developed a feedback approach to capture the experiences of patients attending their first appointment at WestMARC.

The clinic primarily caters to new amputees, offering assessments for prosthetic limb casting suitability. During the appointment, patients interact with a multidisciplinary team comprising Prosthetists, Physiotherapists, and Nurses. The primary objective was to assess the efficacy of the services rendered and identify potential areas for enhancement. The questions asked focused on understanding what was working well and what could be improved. A total of **42** individuals participated in the survey, contributing valuable service feedback.

The results were very positive, with **89%** of respondents rating their encounter as excellent. All feedback received was reviewed by the WestMARC project team to reflect on what was going well as well as where they could improve patient experiences during this crucial phase of their rehabilitation journey.



Improving Podiatry Foot Protection Services

In the Renfrewshire Community Podiatry Foot Protection Service, addressing foot ulceration in patients with long-term health conditions has been challenging. This issue led to a high demand for resources and multiple clinical appointments, significantly burdening patients. To tackle this, a project was developed to provide person-centred care with shared decision-making, aimed at encouraging behaviour change using motivational interviewing skills.

Patient feedback was collected through surveys, motivational interview sessions, and qualitative interviews, involving approximately **67** patients. The project compared a standard wound clinic with a test clinic implementing the new approach. Patients were surveyed before and after the project about their involvement in care, feeling listened to, understanding issues, and time to discuss their feelings.

Results showed **67%** of patients were willing to take on some wound care responsibilities, reducing appointment frequency. The motivational interviewing significantly boosted patient confidence, leading to fewer returns to the test clinic compared to the standard clinic. Clinician feedback was also positive, and the model is being rolled out across the NHSGGC Podiatry Service.

Enhancing Parkinson's Physiotherapy Services for Older People

In 2023-2024, NHSGGC's Parkinson's Physiotherapy Service conducted a benchmark study to gather insights into the physiotherapy needs and experiences of older people with Parkinson's disease with support from the PEPI Team. The study used a short survey with the findings being used to inform service improvements and ensure that the physiotherapy services provided are aligned with patient needs and expectations, hearing from **40** patients across NHSGGC.

As they analysed the results the team saw several respondents highlighted a lack of awareness of the benefits physiotherapy services could have to those with a Parkinson's diagnosis. Upon further review they discovered that of those surveyed only **30%** stated they were offered physiotherapy at the point of Parkinson's diagnosis. This pointed to a potential area for improvement that the team have taken forward with colleagues carrying out diagnosis.

Linked to this they also observed that only **22%** of patients stated they were offered information on the benefits of exercises in relation to Parkinson's symptoms. The team are now looking at how they can better promote awareness of the "gold standard" 150 minutes of exercise a week amongst patients, something only **2%** of those surveyed achieved.

Overall, patients expressed high satisfaction with the quality of care provided by physiotherapists, appreciating their expertise and the personalised nature of the treatment plans.

The team are also exploring how to develop more personalised exercise programmes to better meet individual patient needs, alongside improved communication between physiotherapists and patients regarding treatment plans and progress to ensure clarity and satisfaction.

Based on the survey findings, the service plans to implement several changes including those outlined above ahead of the roll out of a second phase of engagement to understand the impact of these changes and if they have improved patient outcomes in the short term.

Developing the NHSGGC Long Covid Service

In 2023, NHSGGC launched an initiative to develop a Long Covid Service, funded by the Scottish Government. This service aims to provide holistic care for individuals suffering from long-term symptoms of Covid-19, addressing both physical and psychological needs.

The service's development involved significant public engagement, including an initial survey seeing **178** responses and subsequent focus groups. This engagement work helped ensure it meet the needs of those affected by Long Covid from the outset and that they were able to shape the approaches taken to support their community.

Following the survey, over **20** people with Long Covid joined in-depth conversations across two focus groups to delve deeper into patient experiences and expectations. Slides based on the findings from the initial survey were used to frame and focus discussions, which provided additional qualitative data to refine the service model. Participants in the focus groups emphasised the need for support that includes both physical rehabilitation and mental health care.



The insights from the survey and focus groups have been instrumental in shaping the NHSGGC Long Covid Service. This collaborative approach ensures that the service is responsive to the real needs of patients, providing support for those living with Long Covid.

East Dunbartonshire Community Health Services

East Dunbartonshire Community Health Services is committed to improving its services by actively seeking feedback from patients and carers through various methods, including surveys, questionnaires, group sessions, and casual conversations.

Feedback collection methods were varied to ensure a wide range of people could be reached. Some approaches used to reach people were comment cards in all reception area for continuous feedback, coupled with discharge surveys used by each team to capture patient experiences post-care.

The team also worked closely with the Mental Health Network, who carry out annual visits to gather impartial feedback, advertised through posters and the Annual Survey letter. Feedback has provided powerful insights into the service's impact and identified necessary changes. This process has enabled the team to request funding for improvements and demonstrated that patient and carer voices are central to service development.

- **Empowerment and Partnership:** Valuing and acting on feedback fosters a sense of partnership and empowerment among users, enhancing relationships and trust.
- **Third-Sector Involvement:** Engaging organisations like Carers Link brings expertise and perspectives that refine informational materials and highlight important issues, such as carers' rights.

East Dunbartonshire Community Health Services' proactive and inclusive approach to feedback ensures continuous service improvement and reinforces the importance of patient and carer experiences.

Improving Paediatric Theatre Recovery Experience

A project in Paediatric Theatre Recovery focused on enhancing patient and caregiver engagement through improved survey design. The objective was to tailor the recovery experience to better meet the needs of children and their families.

The team received support to refine survey tools, making them more child-friendly and accessible to individuals with varying literacy levels. Operating within Paediatrics and Neonates, this project targeted the unique needs of young patients and their families in a sensitive medical setting. Feedback on the prepared survey led to enhancements, including incorporating more visual elements to engage children effectively. The revised survey was implemented, with a follow-up planned to assess its impact on improving the recovery experience.

Orth Geriatric Rehab Unit, Gartnavel General Hospital: Involving patients in rehab redesign

As part of an improvement project linked to the Scottish Quality and Safety Fellowship a diverse team of staff from ward 6c at Gartnavel General Hospital worked together, and with patients and families to improve patient experience of rehabilitation on the ward. Patients, relatives, and staff were surveyed to gather feedback and map out what areas mattered most to them. The team used inclusive and accessible methods to ensure everyone had an opportunity to have their say, including large print, laminated question charts/scales for those patients who were visually or cognitively impaired and written and in-person interviews.



The whole premise of this project was to find out what our patients and relatives wanted and how we might enhance their experience on our ward. Everyone involved, medical students, nurses, health care support workers, physios and occupational therapists put this aim at the heart of what we were trying to achieve'. ”

The top two themes identified for improvement were access to therapy/exercise/activities and communication from the multi-disciplinary team (MDT). In response to this feedback the team introduced several changes. Changes focused on offering a weekly update to all relatives after the ward round, these updates were agreed at the MDT, with each staff member responsible for their delegated update.



A 'Welcome to the Ward' rehab board was created to showcase information about the ward and its activities. Linked to this was the addition of Glasgow landmarks to the ward walls so that patients have mobility goals to work towards using familiar landmarks. The team also worked to develop a twice weekly programme of visits from a volunteer who helps to engage patients with their personal exercises, chats to patients and facilitate activities.

The team continues to measure patient satisfaction scores, revising questions as improvements are introduced. This is supporting them to measure success and look for any emerging themes. To date **75** patients and **47** relatives have participated in the project.

Enhancing Stroke Ward Services through patient and family feedback

The Acute Services in Clyde have undertaken several initiatives to improve patient and family experiences on the stroke wards, guided by feedback collected through surveys, questionnaires, and informal discussions.

Through a combination of surveys, questionnaires, and casual conversations with **33** patients and their families, it was identified that communication on the stroke wards needed improvement. Families expressed that poor communication often led to difficult conversations and a lack of clarity regarding patient care.

To address this, feedback was gathered on what type of information families and patients would like to receive upon hospital admission following a new stroke. This information is being used to develop a tailored ward information booklet. This booklet aims to provide essential information and improve communication, ensuring families feel informed and supported during their hospital stay.

In addition, more in-depth feedback was acquired from **10** patients participating in a newly implemented exercise class on the stroke wards. Patients were asked to share their thoughts on the class and suggest changes for future sessions. Based on this feedback, adjustments were made to certain sections of the class, and time for social interaction was added after each session. This not only improved the class structure but also fostered a sense of community among patients.

These initiatives have had a significant positive impact and cement a commitment to carry out ongoing communication and listening with stroke patients, families, and carers. The development of the ward information booklet has been an immediate improvement guided by direct input from patients and families, ensuring it addresses their specific needs and concerns. The service has also worked to implement modifications to existing exercise classes based on patient feedback, these changes have led to higher engagement and satisfaction, with patients feeling heard and more willing to participate.

Neonatal Care Engagement, Royal Hospital for Children

The Neonatal Team at the Royal Hospital for Children regularly holds HUG (Helping Us Grow) focus group meetings with neonatal staff and parents as part of the Family Integrated Care programme. Additionally, they engage parents through the unit's social media pages, encouraging participation in surveys, charity events, and projects, and sharing photos of their babies' progress. Feedback from HUG groups and social media engagement helps shape the service and enhance the parent experience.

In summer 2023, the team conducted a survey using the 'Parents' Experiences of Communication in Neonatal Care' (PEC) validated questionnaire, targeting parents of infants currently receiving neonatal care. Over two weeks, **24** parents (a **56%** response rate) participated.

Positive feedback highlighted high parent satisfaction with the frequency of nursing updates, involvement in care, and confidence in staff. The neonatal unit was rated as highly supportive, with regular staff communication, and parents would recommend the unit to others.

Areas for improvement that the team worked on have focused on creating more time for parents to speak with doctors, alongside providing more written information for parents and improving the readability of said information ensuring they eliminate conflicting information.

These findings were presented at a HUG meeting, where parents and staff discussed potential improvements. Suggestions included offering parent tours of the level 2 area ahead of transfers and creating online 'immersive tours' of the neonatal unit, which are currently being finalised.

The PEC survey will continue to be administered regularly, in conjunction with ongoing HUG parent meetings, to continually refine and improve the service.

Reflections and Next Steps

This is the third annual report for engagement and involvement activity, showcasing continued growth in both the volume and breadth of engagement efforts across the organisation. The report highlights an expanded range of examples and a broader distribution of activities from NHSGGC and each Health and Social Care Partnership.

Reflections on 2023/24

The past year has demonstrated NHSGGC's ongoing commitment to embedding the public voice in all aspects of service planning, improvement, and development.

Key achievements include:

Engagement activities have significantly informed decisions at both local and corporate levels, reflecting the organisation's commitment to listen and learn from patient experiences.



The work aligns closely with the Stakeholder Communication and Engagement Strategy, particularly in ensuring public input is central to service planning and improvement efforts.



Efforts have been made to capture representative views, comments, and opinions from diverse communities, ensuring that service development is driven by patient and public input.



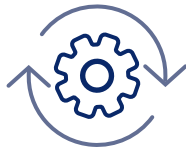
The focus on effective public and stakeholder engagement has supported the delivery of person-centred care, integrating patient and service user experiences into the remobilisation of services.



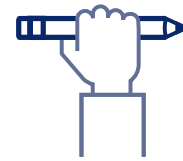
Next Steps for 2024/25

Building on the foundations laid in 2023/24, the Patient Experience Public Involvement Team and the wider organisation will focus on several key areas to advance this work further:

Implement topic-based engagement approaches aligned with priority areas, bringing public and third sector partners closer to decision-making processes.



Continue developing staff capacity through service-led learning opportunities, fostering a listening, and learning culture across the organisation.



Enhance processes for capturing and sharing case studies that demonstrate patient and carer impact on service design and delivery, disseminating this learning across the health board and the wider NHS.



Increase the programme of community outreach events and sessions to strengthen relationships with communities and provide robust opportunities for public engagement with NHSGGC's work.



Impact Reporting: Review and refine methods for capturing and reporting the impact of engagement and feedback, clearly demonstrating how public input has influenced NHSGGC's work.



Explore how we can enhance our current resources and approaches to increase accessibility to young people, adjusting their voice can shape the future of the 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](#).

