

Minutes

Name of meeting: Comms & Engagement Heads of Profession Peer Group

Date: 13/02/2024

Time: 15:05 – 16:35

Venue: Microsoft Teams

Present:

[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED] (part of
meeting)

[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]

PTHB (Chair)
DHCW
WAST
BCUHB
CAVUHB
CTMUHB
WNHSC

Apologies: [REDACTED]
[REDACTED]

Round robin updates – current areas of focus

- Colleagues discussed financial pressures in their teams and organisations and how that was being managed, including a focus on reducing non-pay spend to contribute to offsetting deficits.
- Colleagues touched on planning for the next round of industrial action by junior doctors.
- [REDACTED] noted a sense of emerging from the winter pressures period in WAST.
- [REDACTED] mentioned research by CAVUHB on NHS Charities Together and the proportion given to Wales. There will be proportionately less funding in Wales this year as they are closing off funding bids for Welsh organisations.
- **Action:** [REDACTED] **asked colleagues to share/provide feedback on the DHCW long-term strategy (All).**
- [REDACTED] noted it's approaching one year since BCUHB was placed back into special measures. The HB intends to issue proactive comms to help tell story, using positive case studies etc. with the aim of having a proactive, transparent approach.
- The lack of clarity around how de-escalation works in the new WG escalation framework was mentioned.

Discussion on peer group priorities / feedback from session with all peer group chairs

- **Action:** [REDACTED] to link in with [REDACTED] (WNHSC) to find out next steps following peer group chairs meeting ([REDACTED]).
- [REDACTED] advised issues discussed at the meeting included finance and sustainability, national digital developments.

The peer group discussion included/asked:

- How do we have a coherent work programme that stretches across the networks? Noted challenge of three interim CEs. Continually and collectively put the case forward for comms peer group members to be more involved. [REDACTED] suggested a comms lead for each system priority in order to push priorities 'upwards'.
- Who is a key CE we could link in with?
- What is our talent pool approach? How are we supporting our profession?
- Keen for comms directors to be engaged in any Teams Wales events.
- HB/LA joint working (comms):
 - [REDACTED] asked how HB comms can do more joint working with LA counterparts. Is there a better route into it as a collective? He noted it would help to do joint comms work operationally in terms of winter pressures, performance etc and suggested a joint meeting to start the conversation.
 - [REDACTED] suggested getting RPB footprints together for a bring and share eg communications successes (eight years since their creation).
 - Colleagues shared experiences of endeavours to work more closely with LA colleagues and the difficulties in getting traction.
 - It was noted that, for example, in BCU there are six LAs to one HB and the difference in needs/make up of population from county to county.
 - [REDACTED] noted the current approach in ABUHB/Gwent – Marmott region, healthier Gwent etc – how do they do this?
 - [REDACTED] said joined up working also needs to be about communicating less to reduce overwhelm of messaging. Similar but different messaging from HB and LA on discharging patients for example confuses the public.
- [REDACTED] advised the HB-LA / RPB relationships were raised in the ministerial advisory group meeting on 13 February. The question was asked as to how we learn from the positive relationships during pandemic, which will likely be covered in the advisory group's report/recommendations. [REDACTED] advised the group had also discussed being more transparent with the public with more accessible information.
- [REDACTED] noted the A Healthier Wales refresh in light of the new FM. AHW used to be reported on annually (positive achievements etc).
- Senedd Reform and its implications were discussed.

AOB

All Nations Centre issue (■■)

- CAVUHB looking into allegations of misaligned views around conversion therapy.
- **Action: ■■ to share findings/outcome with group.**

Social media / filming guidance (■■)

- Final draft complete, now needs to go through CAV governance process.
- **Action: ■■ to circulate current guidance for awareness (■■).**

With Us Not Against Us campaign (■■)

Campaign evaluation showed assaults on medical workers and firefighters have reduced (but increased on police). WAST have had the go-ahead to continue and ramp up campaign. ■■ planning next phase of campaign, making a real effort to acknowledge all NHS staff in messaging based on feedback.

Microsoft 365

- Question as to how NHS organisations/comms teams can we better utilise the suite of products.
- **Action: ■■ to follow up with DHCW M365 lead, ■■■■■■ (■■).**

Annex - Action log

	Action	Lead	Status
New			
1.	█ asked colleagues to share/provide feedback on the <u>DHCW long-term strategy</u> .	ALL	
2.	█ to link in with █ (WNHSC) to find out next steps following peer group chairs meeting.	█	
3.	█ to share findings/outcome re All Nations Centre with group.	█	
4.	Social media/filming guidance: █ to circulate current guidance for awareness.	█	
5.	█ to follow up with DHCW M365 lead, █.	█	
Outstanding actions carried forward – to be reviewed in March meeting			
6.	Seek clarification on the process for the review of the national guidance on Service Change which was due for review within the first year following publication (<u>Guidance on changes to health services GOV.WALES</u>)	█	
7.	Respond to the request from █ for information about how health boards will support Phase 3 engagement on EMRTS / Wales Air Ambulance.	All health boards	
8.	Social media guidance <ul style="list-style-type: none"> █ to aim for inclusion on CEMT agenda in January meeting, for CE approval. █ to contact █ (HEIW) to bring back an update on the All Wales Social Media Policy. 	ALL █ █	Ongoing
9.	Waiting Well website - █ to invite █ to future meeting to discuss and make a final decision on whether to make an all-Wales resource.	█	
Ongoing			
10.	Actions for future agenda items/speakers: <ul style="list-style-type: none"> NHS Wales App – March Census update (HEIW) – April 	█	
11.	Comms development sessions – paused due to pressures? <ul style="list-style-type: none"> Email █ and █ with topic/speaker suggestions / if you'd like to volunteer to be part of a session. █ to draw up session proposal. 	ALL █ & █	