

# Agenda and Action Notes



**Meeting: GP Data Patient and Public Engagement and Communications Advisory Panel**

**Date: Thursday, 7<sup>th</sup> October 2021**

**Time: 09:30 to 11:00**

**Location: MS Teams dial in**

Time	Agenda Item	Owner
9.30	Welcomes	Chair/ All
9:35	Update on terms of reference	Chair
9.40	Update on web content	Comms Team NHS D
9:55	Listening phase research plan	Comms Team NHS D
10:25	Actions/next steps	Chair / All

Attendee name:	Organisation
Comms Lead	NHS Digital
Strategic Communications Lead	DHSC
Lay member 1	Independent member
Eileen Phillips	Office of the National Data Guardian
Programme Head GP Data	NHS Digital
Lay member 2	Independent member
Lay member 3	Independent member
Natalie Banner	Understanding Patient Data
Nicola Perrin	Association of Medical Research Charities
Senior Business Support Officer	NHS Digital
Lay member 4	Independent member
Research Manager	NHS Digital
Comms Business Partner	NHS Digital
Senior Project Manager	NHS Digital
Patient and Public Involvement and Engagement Lead *	NHS Digital (Chair)

Strategic Communications	NHS Digital
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\* Meeting Chair

Apologies	Organisation / Department
Lay member 5	Independent member
Lay member 6	Independent member

Agenda Item	Notes (record summary of discussions and decisions)
1	<p><b><u>Welcome</u></b></p> <p>New members/attendees joining the panel were welcomed.</p> <p>Members were informed that the updated 'Terms of Reference' (ToR) document will be shared with the panel for review following the meeting. Members were asked to confirm in reply to the email whether they have objections to the meeting being recorded for the purposes of writing the action notes. Note the recordings will not be published.</p>
2	<p><b><u>Research Plan</u></b></p> <p>Members were informed about the plan for research and what the scope and approach used will be. Members were told about what the listening phase involves and what the objectives are. A brief overview was given which covered why the research is being undertaken at this stage. It was highlighted that the research is to inform all areas of the programme. It was emphasised that not everything is up for grabs, therefore the parameters of the listening phase will be defined for this purpose. There will be some areas that this research will influence and other areas that it will not.</p> <p>There are critical factors for the success of the research and an overview of these was shared. The research objectives and types of research areas were also highlighted alongside the plan for delivering the research programme. The plan from the start to end of the phase was shown, which also covered the various types of research that will be used to achieve this.</p> <p>Members were informed that there is need to understand more about the level of understanding that currently exists in GP practices and among different types of staff, to take them on the right journey and get them to a stage where they are able to support the programme.</p> <p>Feedback on research plan included:</p> <ul style="list-style-type: none"> <li>● Desire for this to be linked to broader work around building confidence in data</li> <li>● Questions around whether there is a proper understanding of why data can't be fully anonymised in order to link data sets together. This is an area the research can look to understand better.</li> </ul>

- Helpful to get greater understanding of what is best way to communicate the programme - visualisations may help. The research can look to unpick this.
- Critical objective of this phases should be to understand misperceptions are in public domain
- Need to understand what is the right balance between emphasising the benefits of the programme whilst not turning into a 'marketing' campaign.

The conversation included broader feedback on the programme, including:

- Need to ensure this programme looks at longer term too, once this programme is business as usual
- Desire to link into broader conversations about data
- Desire for more case studies (members informed that team is talking to Integrated Care Systems (ICSs) to identify better case studies.

It was highlighted that a new team will be in place to support the research and engagement needs. The new workstream lead will join this panel.

**Update on web content**

The web content is still in progress and is going through different iterations at present. At times during the review process there has been conflicting feedback, so a tracker has been developed to explain why a certain route has been taken.

Programme Head said she would update when final content is agreed, and would likely share it with members before it was published, for information. She acknowledged the comments about ensuring it was clear a new approach was taken as previous attempts had been unsuccessful, and she said it was important the tone is right in any future web content.

Members were informed that once the new material is online, it would be useful to drip feed information regularly. It can focus on myth-busting which may mean short videos from different members explaining different content. It was suggested that maybe members of the co-development panel can do this.

**AOB**

Members were informed that there are plans for the communications and engagement work and that it is all scoped out and the approaches to use are all mapped out and progressing. Work is ongoing to align work with other data programmes as appropriate. Work on the Trusted Research Environment and opt-out options also progressing. More detailed updates will come to future meetings.

Check and Challenge meeting discussed again. Members raised concern about how the two groups link up. Team explained how this will happen.

Question was raised around feedback on the Patient Principles. This will be tabled for the next meeting.

It was agreed that at the start of each meeting minutes from the previous meeting would be approved giving members the opportunity to raise any changes needed.

Members were advised that conversations have taken place with UseMyData who are keen to support this panel. It has been suggested that this might be the right forum or them to join as they can be helpful in providing another set of views. Members were asked to consider this when review the ToR.

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