

Action notes

GP Data Patient and Public Engagement and Communications Advisory Panel

Date: Thursday 7th of July 2022

Time: 09:30am to 11:00am

Location: MS Teams dial in

Time	Agenda Item	Owner
09:30	Introductions	Eileen Phillips
09:35	Formal noting of previous meeting's action notes	Eileen Phillips
09:40	Panel recruitment	Communications and Stakeholder Engagement Manager
10:05	National Data Strategy	Deputy Director, Data Policy and Digital Oversight, NHS England
10:55	Programme update	Head of Communications
10:59	AOB	Eileen Phillips

Attendees	Organisation
Eileen Phillips (CHAIR)	National Data Guardian
Grace Melvin	Association of Medical Research Charities
Lay member 1	Lay member
Lay member 2	Lay member
John Marsh	use MY data
Rebecca Moore	Healthwatch
Information Governance Lead	NHS Digital
Communications and Stakeholder Engagement Manager	NHS Digital
Business Support	NHS Digital
Head of Communications	NHS Digital
Service Designer	NHS Digital

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Apologies	Organisation
Lay member 1	Lay member
Programme Manager	NHS Digital

Agenda item	Notes
1	<p>Introductions</p> <p>Panel members were welcomed to the meeting and the Chair ran through the agenda and planned discussion points.</p> <p>Thanks were expressed to the two departing lay members of the panel, and it was noted that there would be a formal letter of thanks sent from the programme.</p> <p>Apologies were noted.</p>
2	<p>Formal noting of previous meeting's action notes</p> <p>The action notes from the 23rd of June 2022 meeting were agreed as an accurate reflection of the meeting and approved for publication.</p>
3.	<p>Panel recruitment</p> <p>The Communications and Stakeholder Engagement Manager provided an update on the development of the recruitment campaign. She ran through the objectives which were:</p> <ul style="list-style-type: none"> • to recruit additional members to the panel to ensure there is a strong representation of patients and public voices. • to develop greater diversity across the panel – in terms of demographics and views about the use of GP data. • to create greater resilience. <p>She confirmed that the brief, which was agreed at a previous meeting, had been used by the creative team to develop a series of concepts and messages for testing.</p> <p>Public testing has been undertaken to identify which visual and messaging would be most effective to drive recruitment. An overview of the findings was provided, and an optimised creative has been put together based on the findings.</p> <p>The content is scheduled to be published on 18 July, recruitment and selection taking place over the summer, and with a view to the new members being in place for the 15 September.</p>

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	<p>The need to identify images which were welcoming and informal and would therefore appeal to a broad range of people, was stressed, as was the need to reach audiences who may not engage with traditional communications channels or who may not be online.</p>
<p>4.</p>	<p>National Data Strategy</p> <p>The Deputy Director for Data Policy and Digital Oversight at NHS England presented a brief overview of the recently launched national data strategy (Data Saves Lives).</p> <p>She highlighted the goal of the new strategy as harnessing the potential of data in health and care, whilst maintaining the highest standards of privacy and ethics.</p> <p>In response to queries raised by the panel in previous meetings, particular focus was given to the following aspects:</p> <ul style="list-style-type: none"> • Gaining Public trusts and showing transparency • Secure data environments • National Data Opt-outs <p>The use of wording such as “data partnerships” was queried as it was felt to be unclear or potentially misleading to the public. The complexity of the national data opt-outs and Type 1 opt-outs was discussed and the need to simplify it recognised, so that it’s well understood by the public and GP practice staff alike. The panel also queried the move from a focus on national health records in the draft strategy published in 2021, and the reference of local health records in the final strategy. It was confirmed that from a tech perspective interoperability of health records used between systems was a priority, and beyond that there was a desire to empower local organisations (ICSs) to judge what’s needed at a local level. It was noted that a balance was needed between a national and local approach but that records needed to flow between systems.</p>
<p>5.</p>	<p>GDPR Programme Update</p> <p>Due to time constraints, the Head of Communications for the GDPR programme provided a brief update on the programme which included:</p> <ul style="list-style-type: none"> • Updating the panel on the publications of the assurance and listening phase reports, along with the findings of the public research and an accompanying blog. • Confirming that conversations to resolve the urgent challenges with the General Practice Extraction Service are ongoing. • User testing for the Type 1 digital service will begin next week. • Work continues to ensure alignment between the GDPR programme, and the data strategy teams with further clarification of how the future state should look.

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	<ul style="list-style-type: none">Preliminary work has started to map out the range of channels that will be used to reach different audiences for GDPR awareness campaign. Plans will be brought to this panel to seek views and ensure there are no gaps.
6.	AOB None raised. No agenda items were put forward for the next meeting (21 July).

ENDS