

# Action notes

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

**Date: Thursday 11 of May 2023**

**Time: 09:30am to 11:30am**

**Location: MS Teams dial in**

Time	Agenda Item	Owner
9:30	Introductions	Eileen Phillips
9:35	Formal noting of previous meeting's action notes	Eileen Phillips
9:40	GP data access models – focus group feedback – part 2	NHS England
10:10	Comfort break	
10:15	SDE policy - comms and engagement update	NHS England
10:45	Programme update	NHS England
10:50	Any other business	Eileen Phillips

Attendees	Organisation / Department
Lay member	Independent member
Lay member	Independent member
Lay member	Independent member
Lay member	Independent member
Lay member	Independent member
Eileen Phillips (CHAIR)	National Data Guardian
Dave Chuter	use MY data
Communications and Stakeholder Engagement Manager	NHS England
Head of Communications and Engagement	NHS England
Research and Insight Manager	NHS England
SDE Senior Policy Lead	NHS England
SDE Policy Lead	NHS England

Apologies	Organisation / Department
Matt Howard-Murray	AMRC / CRUK
Rebecca Moore	Healthwatch
Project Manager	NHS England
Lay member	Independent member
Lay member	Independent member
Lay member	Independent member
Programme Manager	NHS England

Agenda item	Notes
1.	<p><b>Introductions</b></p> <p>Panel members were welcomed to the meeting by the Chair, who also ran through the agenda.</p>
2.	<p><b>Formal noting of previous meeting's action notes</b></p> <p>The action notes from the 13 April 2023 meeting were discussed and approved for publication. Members of the panel provided challenge regarding publication of PPECAP away day reflections. The Head of Communications and Engagement confirmed that there is commitment to publish the write up of the PPECAP away day reflections. The discussions were held confidentially with the panel at an early stage, on the basis of a 'safe space' to allow for input into early thinking, so the write up will be published at an appropriate stage and when early ideas are nearer to being plans for wider discussion. One panel member and the Chair expressed concern that the documents should be published in as timely a way as possible, which was agreed by the delivery team. The Chair confirmed that members of the panel are able to provide feedback until 25 May 2023.</p>
3.	<p><b>Focus groups</b></p> <p>The Research and Insight Manager for the GDPR programme provided a continued overview of findings from research that has been commissioned – a series of eight focus groups.</p> <p>Findings from focus groups reflected a range of audiences, including those who had some challenge towards health data sharing.</p> <p>The panel reflected the confusion shown by participants regarding health data, which impacts programme-level communication around how GP patient data could be collected in the future. The panel added that subjects that mattered to audiences, such as security and complexity of different data models, need to be clearly communicated with patients and the public, despite their complexity. The panel recognised that in addition to confusion in how we communicate elements of various models, there is an existing lack of knowledge of how health data is currently used.</p> <p>Due to time constraints, the debrief will be continued at the next PPECAP meeting held on 25 May 2023.</p>

4.	<p><b>SDE policy – comms and engagement update</b></p> <p>Colleagues from the SDE policy team provided an update on SDE policy for data access. Colleagues provided an overview of policy statements and the commitments to ensuring policy development is iterative, taking on board input from stakeholders during the process.</p> <p>The panel were provided with an opportunity to ask questions to SDE policy colleagues. The panel wanted to learn about the plans to engage with patients and members of the public. SDE policy colleagues provided an update on patient and public engagement, confirming that the team are in the process of finalising plans to launch regional and national engagement activity this year.</p> <p>The panel queried whether the policy will be communicated for patients and the public using a non-technical summary. The SDE policy colleagues took this feedback on board and have referenced the development of public-facing FAQs to explain elements of the national SDE data access policy.</p> <p>The Chair invited SDE policy colleagues to return to PPECAP for a future update around the time the policy launches.</p>
5.	<p><b>Programme update</b></p> <p>A brief programme update was provided to the panel, noting that work is continuing with senior executives and ministers to agree on the direction of the programme and how GP data will be accessed in the future.</p> <p>The communication and engagement team have been working with mis/disinformation and behavioural science specialists to inform the Ambient campaign. Case studies are continuing to be developed and are in the process of being finalised. PPECAP was updated on how case studies for the campaign would be used, including evaluating impact. The panel queried whether misinformation was anticipated as a result of seeing the Ambient campaign. The Head of Communications and Engagement reassured the panel that the campaign is not likely to cause misinformation due to the approach.</p>

	<p>The Head of Communications and Engagement added that the panel will be engaged with to support the development of web content at a later session ahead of the campaign launch.</p>
<p>6.</p>	<p><b>AOB</b></p> <p>The Chair invited input from attendees regarding content of the following PPECAP meeting. The Chair agreed that the Research and Insight Manager will provide the final section of the findings from the focus groups, as well as the Head of Communications and Engagement providing an overview of case studies of the Ambient campaign if possible.</p> <p>No other points were raised.</p>