

Action notes

GP Data Patient and Public Engagement and Communications Advisory Panel

Date: Thursday 25 of May 2023

Time: 09:30am to 11:30am

Location: MS Teams dial in

Time	Agenda Item	Owner
09:30	Introductions	Matt Howard-Murray
09:35	Formal noting of previous meeting's action notes	Matt Howard-Murray
09:40	GP data access models – focus group feedback part 3	Research and Insight Manager
10:10	Comfort break	
10:15	Ambient campaign – case study materials	Head of Communication and Engagement
10:45	Programme update	Head of Communication and Engagement
10:50	Any other business	Matt Howard-Murray

Note: all meetings will be recorded for the purpose of the meeting notes only

Attendees	Organisation / Department
Matt Howard-Murray (CHAIR)	Association of Medical Research Charities / Cancer Research UK
Rebecca Moore	Healthwatch
Lay member	Independent member
Lay member	Independent member
Lay member	Independent member
Lay member	Independent member
Lay member	Independent member
Lay member	Independent member
Lay member	Independent member
Eileen Phillips	National Data Guardian
David Snelson	use MY data
Head of Communications and Engagement	NHS England
Research and Insight Manager	NHS England

Apologies	Organisation / Department
Lay member	Independent member
Lay member	Independent member
Project Manager	NHS England

Agenda item	Notes
1.	<p>Introductions</p> <p>Panel members were welcomed to the meeting by the Chair, who also ran through the agenda.</p>
2.	<p>Formal noting of previous meeting's action notes</p> <p>The action notes from the 11 May 2023 meeting were discussed and approved for publication. The Head of Communications and Engagement confirmed to the panel that the programme remains committed to publishing the write up of PPECAP away day reflections and will notify the panel at the earliest opportunity.</p>
3.	<p>Focus groups</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 difficulty in navigating and understanding the various data opt outs that exist, highlighting the importance of having a clear policy in place to enable patients to readily access information. The panel recognised that the patient experience of trying to access information on how health data is being used might be difficult, and queried how frontline health and care could help in informing patients of this. The Head of Communication and Engagement confirmed that the programme has recognised the value of frontline health and care staff in informing patients, which needs to be considered further to ensure patients are effectively informed.</p>
4.	<p>Ambient campaign – case study materials</p> <p>The Head of Communication and Engagement provided an update to the panel on the creative development of the Ambient campaign, seeking feedback of the creative materials of the case studies in the process. Panellists were shown 2 different versions of each case study storyboard,</p>

	<p>each at varying lengths.</p> <p>Members of the panel reflected the use of models in the creative, seeking reassurance that models used in filming will be reflective of diverse populations, reflecting local populations where relevant. Furthermore, panel members recommended using notable landmarks for a case study that was relevant to a specific location.</p> <p>The panel also queried accessibility of imagery used in the case studies, which was acknowledged by the Head of Communication and Engagement as a question to take away and seek assurance on accessibility standards of the creative materials.</p> <p>The panel questioned the messaging and language in some areas as not having a clear enough link to data. The Head of Communication and Engagement confirmed the team would review how links to data could be strengthened, ensuring there are clear links between the analysis of health data and improving health outcomes.</p>
5.	<p>Programme update</p> <p>A brief programme update was provided to the panel, noting that the team has been working on finalising and communicating the data privacy notice of a change in legal basis for allowing analysis of GP data for Covid-19 research, using the OpenSAFELY tool.</p>
6.	<p>AOB</p> <p>No other points were raised.</p>

ENDS