

Action notes

GP Data Patient and Public Engagement and Communications Advisory Panel

Date: Thursday 22nd of June 2023

Time: 09:30am to 11:30am

Location: MS Teams dial in

	Agenda Item	Owner
09:30	Introductions	Matt Howard-Murray
09:35	Ambient campaign – case study testing	Research and Insight Manager
10:10	Comfort break	
10:15	Ambient campaign – storyboard / script testing	Research and Insight Manager
10:35	Programme update	Programme Manager
10:55	Any other business	Matt Howard-Murray

Attendees	Organisation / Department
Matt Howard-Murray (CHAIR)	Association of Medical Research Charities / Cancer Research UK
Eileen Phillips	National Data Guardian
Lay member	Independent member
Lay member	Independent member
Nicola Hamilton	Understanding Patient Data
Lay member	Independent member
Lay member	Independent member
Lay member	Independent member
Lay member	Independent member
Lay member	Independent member
David Snelson	use MY Data
Research and Insight Manager	NHS England
Programme Manager	NHS England
Project Manager	NHS England
Delivery Manager	NHS England

Apologies	Organisation / Department
Lay member	Independent member
Head of Communication and Engagement	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. A new representative from Understanding Patient Data was introduced.</p>
2.	<p>Formal noting of previous meeting's action notes</p> <p>The action notes from the 8th June 2023 meeting were discussed and approved for publication.</p> <p>The chair noted that NHS England is still arranging for a representative from Healthwatch to attend the panel.</p>
3.	<p>Ambient campaign – case study testing</p> <p>The panel were presented with a draft case study on air pollution for the ambient campaign. On balance, the case study was positive, but needed amends to improve it.</p> <p>The panel reflected on the use of terminology and language, advising to ensure the case study was easy to read and avoided technical terminology. Furthermore, the panel suggested that the case study would benefit from re-ordering sections, ensuring the use of data to be made clearer and drawing out the impact more strongly.</p>
4.	<p>Ambient campaign – script testing</p> <p>The panel were presented with two script versions for an upcoming case study focusing on the use of NHS patient data to discharge patients more quickly, once they are well enough.</p> <p>The panel reflected that more detail on how data is used would be beneficial, strengthening the link between data use and improving patient outcomes.</p> <p>The panel reflected that there may be better examples of use of data that could be used for the campaign which directly affect patients. They asked for more detail to be provided to improve understanding of how health data feeds into this specific case study</p>

	<p>The panel noted that language used to communicate this case study needs to be mindful that not all patients will have the same discharge experience, reflecting on the experiences of patients who are vulnerable or displaced as an example.</p> <p>The discussions shed light on the difficulty of conveying how health data was used for planning purposes in the NHS.</p>
<p>5.</p>	<p>Programme update</p> <p>The panel were provided an update on the General Practice Data for Planning and Research programme.</p> <p>The Programme Manager informed the panel that the programme is continuing to work towards the existing ministerial commitments. The next step in the programme is to agree the strategic route forward for the technical solution.</p> <p>It was noted that the write-up of the away day is still to be published and it was agreed this will be published after sign-off has been provided.</p>
<p>6.</p>	<p>AOB</p> <p>The Chair invited input from attendees regarding content of the PPECAP meeting or any other business.</p> <p>It was requested that the SDE policy statement is discussed at next PPECAP.</p> <p>No other points were raised.</p>

ENDS