

Action notes

GP Data Patient and Public Engagement and Communications Advisory Panel

Date: Thursday 20th July 2023

Time: 09:30am to 11:30am

Location: MS Teams dial in

| | Agenda Item | Owner |
|-------|---------------------------------------|------------------------------|
| 09:30 | Introductions | Matt Howard-Murray |
| 09:35 | Previous action notes | Matt Howard-Murray |
| 9:40 | Powered by Data – performance to date | Research and Insight Manager |
| 10:10 | 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 |
| David Snelson | use MY data |
| Lay member | Independent member |
| Emma Lagerstedt | Understanding Patient Data |
| Lay member | Independent member |
| Lay member | Independent member |
| Lay member | Independent member |
| Lay member | Independent member |
| Lay member | Independent member |
| Lay member | Independent member |
| Research and Insight Manager | NHS England |
| Delivery Manager | NHS England |

| Apologies | Organisation / Department |
|---|----------------------------|
| Nicola Hamilton | Understanding Patient Data |
| Tanya Almeida | Independent member |
| Head of Communication and Engagement (GDPR) | NHS England |
| Programme 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 6th July 2023 meeting were discussed and approved for publication.</p> |
| 3. | <p>Powered by Data project – performance to date</p> <p>The Research and Insight Manager provided the panel with an update on the Powered by Data project.</p> <p>The panel was presented with the latest statistics from the project's performance which are positive and demonstrated that the project had exceeded its viewing targets. The panel queried how the success of the project would be measured. The Research and Insight Manager confirmed to the panel that an evaluation framework is in place to effectively measure the project's performance against its objectives, using a combination of data sources to metrics, such as reach and engagement, as well as public sentiment towards health data use.</p> <p>The panel queried how messaging would reach members of the public who do not have access to social media. The Research and Insight Manager assured the panel that the team have considered this in the development of promotional materials and have developed resources that could be used within various health and care settings (e.g. posters, digital screen cards).</p> <p>The panel raised that alternative social media platforms such as TikTok and Snapchat may reach a wider audience base. The Research and Insight Manager advised the chosen platforms covers a wide range of demographics, but this could be considered in future.</p> <p>The panel were informed about the next case studies to be published (Asthma and Diabetes) and will be informed once they go live. The panel raised the possibility of including a Covid-19 case study to demonstrate the use of health data, this was taken under consideration as part of a case study.</p> |
| 4. | <p>AOB</p> <p>The Chair invited input from attendees regarding content of the PPECAP meeting or any other business.</p> <p>The panel were informed that PPECAP will be taking a summer break to resume in September due to availability of NHSE team.</p> <p>No other points were raised.</p> |

ENDS