

**Pharmaceutical Services Negotiating Committee
Communications and Public Affairs (CPA) Subcommittee
Minutes for the meeting held on
Wednesday 4th September 2019 at 3pm
Aylesbury Meeting Room, 14 Hosier Lane, London EC1A 9LQ**

Minutes of a meeting of the PSNC CPA Subcommittee held at PSNC on Wednesday 4th September 2019 at 3.00pm.

Members of CPA present: David Broome, Jas Heer, Tricia Kennerley (Chair), Clare Kerr, Fin McCaul, Jay Patel, Prakash Patel, Stephen Thomas

In Attendance: Richard Bradley, Peter Cattee, Ian Cubbin, Simon Dukes, Jessica Ferguson, Sam Fisher, Alice Hare, Luvjit Kandula, Sunil Kocchar, Sue Killen, Andrew Lane, Zoe Long, Melinda Mabbutt, Margaret MacRury, Has Modi, Lucy Morton-Channon, Garry Myers, Janice Perkins, Sian Retallick, Anil Sharma, Faisal Tuddy.

Apologies: No apologies were received.

Conflicts of interest: No conflicts of interest were declared.

Minutes of the last meeting: The minutes of the meeting held on 13th May were approved by the subcommittee.

Matters arising: David Broome was approved as Vice Chair of the subcommittee.

Item 1 – CPCF and Wider Communications Planning (Appendix CPA 04/09/19)

- 1.1 Zoe Long gave an overview of the communications materials that were released alongside the announcement of the five-year CPCF deal. The Regional Representatives had found the template slides for LPC presentations useful and timely.
- 1.2 Several Committee Members have already attended PSNC Roadshows. David Broome said that the honesty of the messaging had been well received, and Jay Patel felt it was useful having Committee Members present to support the executive team. It was agreed that at the next Roadshows copies of PSNC's short summary of the deal will be available as a handout.
- 1.3 Next steps for CPCF communications include continuing to highlight the key messaging and some joint messaging from the CEOs of the national pharmacy organisations, aimed at engaging with the full range of contractors and pharmacy teams.
- 1.4 The subcommittee considered animations and felt that these would be useful at this stage.

Action 1: The office will plan further animations and take these forward.

- 1.5 Garry Myers raised the complexity and importance of managing messages to GPs, and Clare Kerr highlighted that joint communications with NHS 111 providers would be helpful in future.
- 1.6 The subcommittee considered the PSNC website and agreed that improvements to the navigation, including the search function, were needed.

1.7 The subcommittee were asked to consider the possibility of a rebrand and felt that the name Community Pharmacy England would improve PSNC's reputation externally. However, a rebrand should not take place in isolation, so this work should take place alongside any more general review of pharmacy representation (which the Committee will consider on Thursday).

Action 2: The office will begin a review of the website, and work on a possible rebrand will take place alongside any more general review of pharmacy representation.

Item 2 – PSNC Policy Asks (Appendix CPA 04/09/19)

2.1 Following the announcement of the CPCF, there was a need to review PSNC's policy asks. The subcommittee reviewed the draft asks set out in the agenda.

2.2 Richard Bradley suggested that a role long term conditions management should be included. This would build on pharmacy's role in medicines optimisation, and CVD management could be an obvious choice.

Item 3 – PSNC Annual Report (Appendix CPA 04/09/19)

3.1 The subcommittee considered the draft annual report. Jas Heer felt that it should reflect even further the hardships that many contractors will have faced throughout the year.

Action 3: The office will further refine the tone of the report and circulate a final copy to the Committee along with a communications plan in due course.

Item 4 – All-Party Pharmacy Group (Appendix CPA 04/09/19)

4.1 Zoe Long reported that Lexington Communications had been appointed by the pharmacy organisations to provide a Secretariat function for the APPG. Their first jobs will be to update the website, work with the Officers of the Group to develop a workplan for the APPG, and to engage as many MPs as possible with the Group.

4.2 The subcommittee agreed that meetings to promote the CPCS, to explore the role of technology in pharmacy and to look at local healthcare issues would be helpful, but stressed the need for the Group to be seen to be exploring issues in a timely manner.

4.3 Zoe Long reported that Lexington Communications will have a speaking slot at this year's LPC Conference, which will be a good opportunity for the LPCs to hear about the plans for the group and how they can support this work locally.

4.4 Prakash Patel asked whether the group would undertake any work on medicines shortages in the media. Zoe Long said that one of the reasons Lexington were appointed was because they pledged to do more national media work, and that this may include trying to raise the profile of pharmacy in this matter.

4.5 The subcommittee considered possible replacements to chair the APPG, following Kevin Barron's decision to not seek re-election. Any suggestions should be emailed to Zoe Long.

Item 5 – Pharmacy Communications (Appendix CPA 04/09/19)

5.1 This paper was created for review. There were no comments to add.

Item 6 – Parliamentary Work (Appendix CPA 04/09/19)

6.1 This paper was created for review. Tricia Kennerley asked whether the team has had any contact with Jo Churchill, the new pharmacy minister. Simon Dukes said he has spoken with her unofficially and is seeking a meeting date.

Item 7 – Wider Public Affairs Work (Appendix CPA 04/09/19)

7.1 Prakash Patel asked about PSNC's presence at the Pharmacy Show. Zoe Long gave an update on the Roadshow session, being held on the Sunday of the Show.

7.2 Zoe Long updated the subcommittee on the party conference events which are being hosted by PSNC, AIM, NPA, CCA. A range of attendees from various healthcare organisations are set to attend roundtables on prevention.

Item 8 – Any Other Business (Appendix CPA 04/09/19)

8.1 No other business was raised.