

**Pharmaceutical Services Negotiating Committee
Communications and Public Affairs (CPA) Subcommittee
Minutes for the meeting held on
Monday 27th July 2020**

Minutes of a meeting of the PSNC CPA Subcommittee held via Zoom on Monday 27th July at 11.00am.

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

In Attendance: Mark Burdon, Simon Dukes, Jessica Ferguson, Sam Fisher, Gemma Hackett, Sue Killen, Melinda Mabbutt and Zoe Long.

Apologies: Apologies were received from Sunil Kocchar.

Conflicts of interest: None received.

Minutes of the last meeting: The minutes of the meeting held in May 2020 were approved.

Matters arising: The actions from last time were addressed in the agenda.

Action:

Item 1 – Communications and Public Affairs Plan

- 1.1 Zoe Long gave an update on Communications and Public Affairs plans, including highlighting some key risks ahead of the winter months. The subcommittee suggested that communications could put greater emphasis on testing in pharmacies. It was also suggested that we revisit our work on Brexit, as there will be a need for some communications at the end of the year, especially if FMD turns off at end of December 2020.
- 1.2 The subcommittee also discussed work around the upcoming flu vaccination season. There will be some challenging messaging this year, and perhaps some confusion among the public, as the 50-64 age group will be eligible for free vaccines but only as part of a second phase of vaccinations, so there will need to be some communications to help manage patient expectations. Zoe Long has already spoken with the other pharmacy organisations about aligning our messaging ahead of the flu season.
- 1.3 Additional mitigations suggested for the sector were the removal of consent for vaccinations and other services, as well as pressing for a walk-in CPCS service.
- 1.4 It was also suggested we may need some 'off the shelf' communications to help teams with local and regional lockdowns, as we may see more of these in the coming months.

Item 2 – PSNC Website Upgrade

2.1 The subcommittee agreed on the need to pursue the website upgrade to improve accessibility and resilience. Any upgraded website should have a clear focus on being mobile-friendly so that people can access the information they need on the go.

2.2 The subcommittee felt the website should remain open access, as managing contractor log-ins could be an unmanageable administrative burden for the office. But we would need to think carefully about how to share sensitive information with contractors when we need to. The upgrade should also include a refresh of PSNC's emails to check whether MailChimp is still the best platform for this.

2.3 It was noted that we would need to build user testing into the timetable, so the website will likely require a soft launch. We also need to carry out user and contractor surveys in the upgrade process so that we can be clear about our objectives before speaking to any developers.

2.4 The LPC template provision remains important, particularly given the findings of the Wright Review on LPC websites.

2.5 The chair asked for everyone to put forward recommendations for suitable developers to Zoe Long.

Item 3 – PSNC Annual Report 2019/20

3.1 Zoe Long gave an update on plans for this year's annual report. It was agreed that the style should be slightly different to last year's report to avoid it becoming too repetitive.

3.2 The subcommittee felt the report highlight community pharmacy's successes from the last year, such as the five-year deal, the start of the CPCS, and the sector's response to COVID-19. It was suggested that highlighting some aspects of the Pharmacy Quality Scheme would help demonstrate some of the value that pharmacies have added this year. If we can find others to speak on pharmacy's behalf, this would be even stronger.

3.4 Last year we produced hard copies alongside the online version and the subcommittee were asked whether we should do this again this year. It was agreed that some might be necessary, as a mixed format helps improve access to hard to reach audiences. A suggestion was to create an A5 booklet version instead of the larger A4 copies. It was also suggested some videos on the digital version would be helpful – these could be linked to on the paper copies with QR codes.

3.5 It was also questioned whether we need to highlight more work on Corporate Social Responsibility, as many other organisations use their annual reports to highlight this.

Item 4 – PSNC Policy Asks

4.1 The subcommittee reviewed the policy asks, which are updated regularly amid a changing environment, and felt that the ask seeking clarity from the government on the role it wants pharmacies to play is one of the most important. But it was suggested we confirm whether the 11,500 figure we use is still accurate given recent closures. The ask about access to records should include access to GP records and connectivity with GPs, as well as local health records.

4.3 The subcommittee were asked to consider whether we need additional asks on winter pressures. It was acknowledged the knock-on effect of COVID-19 will affect the sector. The public may feel more vulnerable this winter and could be nervous about cough and cold symptoms, which may cause them to seek medical advice. As hospitals are adapting to the new normal, we need to work out how community pharmacy might fit into new pathways, e.g. phoning before visiting A&E etc.

4.4 It was also suggested we include some asks on obesity, given the new government campaign, and it was also suggested we continue to push for Original Pack Dispensing.

Item 5 – Pharmacy Communications

5.1 The subcommittee noted the paper in the agenda.

Item 6 – Parliamentary Engagement and Public Affairs

6.1 The subcommittee noted the paper in the agenda.

Any Other Business

7.1 The subcommittee agreed to meet again in September and felt it might be helpful to put some additional dates in the diary for the rest of the year.