

**Pharmaceutical Services Negotiating Committee
Communications and Public Affairs (CPA) Subcommittee
Minutes for the meeting held on
Monday 7th September 2020**

Minutes of a meeting of the PSNC CPA Subcommittee held via Zoom on Monday 7th September at 12.00 noon.

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

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

Apologies: None received.

Conflicts of interest: None received.

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

Matters arising: Stephen Thomas raised the importance of clear communications on the use of FMD post-Brexit.

Action:

Item 1 – Autumn/Winter External Communications Plans

1.1 Zoe Long provided an update on the office's progress on messaging for the next few months, including obtaining support from other pharmacy bodies and seeking bids on producing resources based on the messaging from external agencies.

1.2 It was suggested that clarity is needed on who each message is intended for and consideration given to timing in regards to the different audiences.

Action 1: Working with our appointed agency, the office will create a more detailed tactics plan for autumn winter outlining which priority messages will be disseminated to which audiences, and when.

1.3 Specifically, the subcommittee advised that:

- a. Under the value section, we need to be careful to include the necessary caveats when we refer to the Pharmacy Advice Audit results. It must be clear that pharmacy cannot afford to keep providing support at this level. We should also add a line to say that pharmacies are easy to access, with appointments not always necessary.
- b. The funding section should include the recent NPA/Ernst & Young data about the perilous state of pharmacy finances. We should also see if we can help support the NPA's plans to get that detail over to key stakeholders.
- c. We could add a separate section on CPCS, with messaging aimed at GPs to tell patients about the service. This could be a candidate for an animation.
- d. The medicines supply section should include something about making sure patients order their medicines in good time to help reduce the pressure on pharmacy teams.

- e. Could we get messages to hospitals about using the Discharge Medicines Service before it goes live in January?

1.4 Concerns were raised about whether the office will have the capacity to do all of this alongside other ongoing workstreams. Zoe recognised that priorities would need to be identified, and some ideas will not be possible to implement, but bringing in an agency will at least help with the production of some of the communications resources.

Action 2: The office will work up brief plans for these additional workstream ideas and the subcommittee will prioritise the actions (for completion by email over the next fortnight).

Item 2 – Public Affairs Plans

2.1 Reflecting on the plans described in the agenda, Sue Killen noted that roundtables are most useful when there is a practical aim, otherwise there is no real outcome.

2.2 Prakash Patel recommended that this would be a useful time to highlight the increasing risk of supply issues as we approached the 31st December Brexit deadline.

2.3 It was suggested that the APPG could be utilised here.

Action 3: The office will continue discussions with the other pharmacy organisations with a focus on clear outputs, but progress on the roundtable events will depend on the subcommittee's decision on priorities (see Action 2).

Item 3 – PSNC Policy Asks

3.1 The subcommittee noted the policy asks and felt that these were still appropriate.

Item 4 – PSNC Website Upgrade

4.1 Zoe described the office's initial exploration of the website design market, as outlined in the accompanying agenda paper.

4.2 It was agreed that, whilst the upfront costs may be higher, using an agency rather than freelancers for this project would avoid impacting too much on PSNC's time, especially as there is currently no in-house expertise on website design.

4.3 Specific queries around the creation of a public-facing section and using paywall or contractor-only type content were briefly discussed, but ultimately it was felt that we would need advice from the experts we hire on how best to accomplish these goals whilst keeping ongoing administration to a minimum.

4.4 The subcommittee also considered the website template offer for LPCs. It was suggested that this should be linked to the Wright Review's findings about the considerable variability in LPC communications, but that LPCs should also be asked for their views.

Action 4: The office will revise the LPC survey and progress with that, as well as seeking other agencies with whom to discuss our requirements and quotes.

Item 5 – Pharmacy Communications

5.1 The subcommittee noted the paper in the agenda.

5.2 Jas Heer highlighted that it was disappointing to note some recent key wins for PSNC have gone under the radar, e.g. the loosening of rules around the use of telephone and video consultations for NMS and MURs. Simon Dukes said it was good for committee members to flag these instances with the office so we can re-promote.

Action 5: The office will review communications on recent PSNC successes and look to highlight these further in upcoming communications, including the summary of this PSNC meeting.

Item 6 – Parliamentary Engagement and Public Affairs

6.1 The subcommittee noted the paper in the agenda.

6.2 Jessica Ferguson outlined upcoming plans for the APPG, including a push on inviting MPs for flu vaccinations in their local pharmacies, leading to wider work on how pharmacy can help with winter pressures.

Any Other Business

None.