

**Pharmaceutical Services Negotiating Committee
Communications and Public Affairs (CPA) Subcommittee
Minutes for the meeting held on
Thursday 9th December 2021**

Minutes of a meeting of the PSNC CPA Subcommittee held on Thursday 9th December 2021 at 3.30pm.

Members of CPA present: Jas Heer, Tricia Kennerley (Chair), Clare Kerr, Fin McCaul, Stephen Thomas.

In Attendance: Alastair Buxton, Mike Dent, George Foote, Jamie Gilliam, Zoe Long, Melinda Mabbutt, Rhys Martin, Has Modi, Lucy Morton-Channon, Indrajit Patel, Jay Patel.

Apologies: David Broome, Sunil Kochhar, Prakash Patel.

Conflicts of interest: None received.

Minutes of the last meeting: The minutes of the meeting held on 7th September 2021 were approved by the subcommittee.

Matters arising: There were no matters arising.

Updates were giving on actions from the previous meeting:

- Work on developing the pharmacy prospectus is still ongoing, but has taken a back seat to the website project.
- The office continues to push NHSE&I for its vision for the sector.
- Zoe Long and George Foote have had meetings with several MPs that culminated in offers to write letters to the Government on the sector's behalf. This will be followed up at the appropriate moment. The team has already written letters to the new Shadow Health Secretary and Shadow Minister with responsibility for pharmacy.

Item 1 – The Annual Review of the CPCF (Confidential)

Zoe Long provided some context for the subcommittee paper, with additional comment from Mike Dent.

The subcommittee considered how the annual review had played out and what contractors needed to know about it. There was a sense that contractors were expecting to hear something, and members shared a keenness to publish the data and analysis that PSNC used in its submissions. Jay suggested reinstating our asks to help demonstrate what we were fighting for.

Key messages were agreed to underline that, whilst the review wasn't what PSNC was hoping for, it has been a helpful process. It was suggested that some commentary from a Negotiating Team member would be beneficial in making this point. The subcommittee agreed the need to be honest with contractors and Fin wanted to make sure they understood that the NHS is not going to change and pharmacy needs to adapt its model.

It was suggested that the language in particular would be important and so we should be clear in expressing our disappointment.

Action: The team to use the subcommittee's feedback to finalise PSNC's messaging.

Item 2 – Communications and Public Affairs Priorities (Confidential)

Zoe ran through the current position and gave an overview of the paper.

As part of the discussion, the subcommittee indicated that the Secretary of State's recent interest in Pharmacy First would be a good opportunity for PSNC to follow up on. This could also be used as leverage for a conversation on funding for walk-in advice and expansion of PGDs. It was noted that we have allies on this from GP land now as well and should use them as advocates.

The subcommittee were also keen to step up communications and public affairs work ahead of the Year 4 mandate and the increasingly difficult winter period. It was suggested that we increase the PR on pharmacy teams being a place where some healthcare support is available all the time. In particular, when everything gets locked down, inequalities start to kick in and pharmacy is the only NHS provider addressing those issues. Jay also suggested building advocacy with peers.

Given the resource constraints within the team, and the knowledge that the time for action is now, the subcommittee was comfortable with using the agreed budget for extra resource from external providers.

Action: The team to begin work reaching out to GP representatives for support on Pharmacy First.

Action: The team to plan a series of work to raise awareness of community pharmacy's role in addressing health inequalities.

Item 3 – PSNC and LPC Website Project Update

Zoe gave an update on where the project had reached, and Melinda Mabbutt provided a demo of the pilot LPC websites.

Item 4 - Pharmacy Communications

The subcommittee noted the paper in the agenda.

Item 5 – Parliamentary Engagement and Public Affairs (Confidential)

The subcommittee noted the paper in the agenda.

Item 6 – Any Other Business

Hypertension case-finding Parliamentary event

Zoe suggested postponing this event due to the Omicron variant and perhaps the timing not being quite right as contractors are not quite ready to start doing the service either. The subcommittee agreed that postponing was the right approach.

Using LPCs to help with comms work

Zoe described something that arose from a PLOT meeting about making better use of the LPCs to help push PSNC's messages locally. There was agreement to ask them to push NHSE&I regional teams on various points to help get messages up the stream to the national body.