



Communications & Public Affairs (CPA) Subcommittee Minutes

Date: Friday 23rd November 2023

Start time: 2:45pm

Location: In person

Note: These minutes have been redacted to protect conversations around items of a confidential nature.

Members present: Tricia Kennerley (Chair), David Broome, Clare Kerr (part-way), Fin McCaul, Jay Patel, Stephen Thomas.

In attendance: Sharlyn Beltran, Phil Day, George Foote, Zoe Long, Melinda Mabbutt, Janet Morrison (CEO), Ian Strachan, Adeola Wilson.

Apologies: none

Conflicts of interest: None declared.

Minutes of the last meeting: The minutes of the meeting held on Friday 15th September 2023 were approved by the subcommittee.

Matters arising: There were no matters arising.

All actions from the previous meeting had been completed or in progress.

Item 1: Subcommittee Workplan

- 1.1 The subcommittee noted the progress on the workplan and the chair thanked the team for the large amount of ongoing work as indicated in the subcommittee papers.

Item 2: Outputs from Committee Meeting

- 2.1 The subcommittee discussed the communications outputs following the Committee Meeting.



- 2.2 It was agreed that a key ongoing focus will be the development of appropriate resources to support pharmacy owners with the implementation of the Pharmacy First service from January. We should look to create checklist style resources, and also a single PDF pack that pharmacy can print off and work through. We should also look at what background information we can provide, for example on skill mix and on PGDs, as many pharmacies will not be familiar with them.
- 2.3 We also need to reiterate the message about how important this service is – and wider post-Committee comms should be kept succinct so as not to dilute this.

ACTION 1: Post-Committee comms to be issued with a focus on Pharmacy First, and comms team to support rollout of ongoing Pharmacy First resources.

Item 3: 2024 Pharmacy Pressures Survey and Polling

- 3.1 The subcommittee agreed to postpone the Pressures Survey, given that pharmacy owners and teams will be extremely busy in January implementing the Pharmacy First service as well as dealing with general winter pressures. Given the need to get the data for use in our influencing work, and also to be as comparable as possible with previous years, the subcommittee agreed that this should launch in March, to be concluded ahead of the runup to Easter.
- 3.2 The survey needs its usual update and should include questions about Pharmacy First this year.
- 3.3 The subcommittee discussed changing the name of pre-committee polling – to potentially just 'committee polling', or something more recognisable to pharmacy owners and LPCs. This would help to emphasise what the results are used for and also to distinguish it from the annual pressures survey. The Committee had already discussed the results of the most recent polling and the need for more work to try to engage independent pharmacy owners.

ACTION 2: Pressures Survey to be updated and recirculated shortly, and plans for further development of the Committee Polling to be considered.



Item 4: Communications Planning

- 4.1 It was noted that we are now six months post-rebrand so it would be prudent to take stock to find out how the new branding is holding up. The subcommittee agreed that it would be good to do some sentiment tracking and test the brand-recognition.
- 4.2 It was agreed that our infographics are serving a useful purpose in helping to clearly set out our messages and we should continue to use them where we can, especially as we can now produce these in-house.
- 4.3 The subcommittee felt that the regular series of webinars will be helpful to and well received by pharmacy owners. We must use these to support pharmacy owners to fully understand the intricacies of the contract, including funding and margin. As part of this, committee members could create other content such as short videos. The subcommittee also discussed sharing tips to help pharmacy owners avoid losing money – this would be well received, they felt.
- 4.4 The subcommittee welcomed the regional representative slides being produced – these had landed well in local presentations, especially the focus and actions for LPCs.
- 4.5 The subcommittee heard that the Pharmacy Show stand had been successful, with lots of visitors and pharmacy owners coming armed with questions. Next year we will look to have a similar presence. Subcommittee members also asked about the plans for regional events/roadshows next year – planning is in progress for these.

ACTION 3: Develop a plan for policy webinars through 2024 to help pharmacy owners to understand all the key issues that they need to.

Item 5: Public Affairs and Pharmacy Manifesto

- 5.1 ZL introduced the paper which focussed on a draft manifesto which is based around five policy asks to secure the future of community pharmacy. It is hoped that it will be possible to agree to a joint manifesto with all the pharmacy bodies.
- 5.2 It was noted that the manifesto asks should be worded in a way that puts patients first and foremost. This would increase the likelihood they are incorporated into the manifesto of political parties.



- 5.3 It was noted that the manifesto, where possible, should align with objectives and language of the political parties. It was suggested that we should look at the manifesto of Community Pharmacy Wales, as they seem to have been successful in achieving their policy asks in recent times.

ACTION 4: Continue development of the pharmacy manifesto, working together with other bodies.

- 5.4 The subcommittee discussed other ways to press for a funding uplift. As a starting point we should work to develop some new statistics – e.g. on closures, affordability, and National Living Wage – which can then form the basis of a series of short policy briefings that we can use in discussions with policy makers and to gain national media coverage.

ACTION 5: Funding analysis and policy documents to be produced to help press for a funding uplift.

- 5.5 On the Save our Pharmacies campaign, it was noted that the campaign in the Spring had some success with the patient petition reaching around 100,000 signatories, a parliamentary event, as well as national poster campaign. However, given the lack of funding for a public-facing campaign, and the lack of consumer-facing expertise in the pharmacy bodies, progress had slowed. ZL noted that in the past, successful joint working had focused on specific projects or action plans, and we could look to repeat this with development of another action plan.
- 5.6 The subcommittee considered other ways to make progress and it was suggested that we could devise briefings for local Councillors in the same way we do for MPs. We could also do more to engage Health and Wellbeing Boards (HWBs) as well as regional Healthwatch committees, providing we have clear asks. We could also be focussing on regional media, as this is an inexpensive and effective way to gain traction.

ACTION 6: Develop an action plan for further joint work.

Item 6: Pharmacy Communications and Engagement

- 6.1 The contents were noted.



Item 7: Public Affairs and Influencing

7.1 The contents were noted.