

**Pharmaceutical Services Negotiating Committee
Communications and Public Affairs (CPA) Subcommittee
Minutes for the meeting held on
Tuesday 7th September 2021**

Minutes of a meeting of the PSNC CPA Subcommittee held on Tuesday 7th September 2021 at 1.00pm.

Members of CPA present: David Broome, Jas Heer, Tricia Kennerley (Chair), Fin McCaul, Jay Patel.

In Attendance: Alastair Buxton, Mike Dent, Simon Dukes, Sam Fisher, George Foote, Jamie Gilliam, Sue Killen, Zoe Long, Melinda Mabbutt.

Apologies: Apologies were received from Clare Kerr, Sunil Kochhar, and Stephen Thomas.

Conflicts of interest: None received.

Minutes of the last meeting: The minutes of the meeting held on 5th July 2021 were approved by the subcommittee.

Matters arising: There were no matters arising.

Zoe Long gave an update on the five actions from the July meeting:

Action 1: PSNC Communications on the RSG will continue through the autumn as the RSG enters another round of sector engagement, including through the Annual Report.

Action 2: We have continued to discuss local NHS changes with LPCs via PLOT and working with ICS structures is on the agenda for the upcoming LPC Conference.

Action 3: Year 3 communications have been issued and thanks to Committee Members who contributed to these.

Action 4: An Optimal Source 'card sorting' survey to seek website users' views into how we should organise our website content was launched early in September. The results will inform our thinking about the architecture/site map for the new website and we will decide this in a workshop with Make on 23rd September. Jas Heer asked about the timing of the LPC website launches – following some delays to the publication of guidance from Make it should still be possible for those LPCs who want to work quickly to go live in October, with flex for those who need more time to join later waves.

Action 5: Work on a programme for stakeholder engagement paused after the resignation of Jessica Ferguson, but her replacement George Foote is now picking this up with Zoe Long.

Item 1 – Public Affairs Priorities

The subcommittee agreed that the wider Committee needs to decide on any new policy objectives for PSNC. In particular, we need a Committee view on what pharmacy has capacity to do in Years 4 and 5, and

on our bids for more money (are we seeking an uplift to do more, or an uplift for what we already do?) Discussions on this will begin in the plenary sessions tomorrow (8th September) and will continue via subcommittees and the Negotiating Team.

However, the subcommittee felt it was useful to have an initial discussion about the draft policy objectives and about public affairs work and tactics. Specific feedback and thoughts raised were:

- Emphasising 'safety' in our objectives around funding for dispensing;
- Emphasising the patient voice and focusing on patient outcomes;
- Using the language of the NHS, and the Long Term Plan, to tell our story;
- Showing our willingness to collaborate across primary care and beyond;
- The need to communicate, on an ongoing basis, positive messages about pharmacy's cost-effectiveness, the value of dispensing and the benefits that would come from more investment;
- The need to use data, including from HealthWatch and others and on pandemic services, to demonstrate how the sector has been there for patients when the NHS needed it – this could start a discussion on how we could contribute more proactively to NHS and Government objectives;
- The need for a wider vision piece for the sector – but this needs advocates from beyond the sector as well as the involvement of NHS and Government;
- An education piece for ICS leaders on what the sector does and has to offer;
- Removing objectives around HLPs, and recognising the need for the Committee to have a wider discussion on future services and how these link to funding;
- The need for detailed thinking (probably by SDS) on service development – eg. how would we want the hypertension case-finding service to develop, and would any developments need pilots;
- The need for a policy on independent prescribing – how do we train more prescribers, and what role do we want them to play; and
- The need for further thinking on walk-ins – what do we have to offer, and how will this help the NHS?

Zoe Long updated that discussions on tactics and joint work had restarted with the other pharmacy organisations and that we are hoping to have a planning session with them soon to map this out.

Action 1: Office to work up a Public Affairs action plan for the autumn/winter and explore what work can be carried out jointly with other pharmacy bodies to maximise its impact. The plan will focus initially on promoting the value of the sector and educating people about Year 3 developments.

Action 2: Office to progress work on the pharmacy prospectus and other resources to support the ongoing work to promote the value of the sector, including to new local leaders.

Action 3: Office to rework policy objectives following the PSNC meeting and circulate for consideration by other subcommittees and the NT – this may lead to a discussion at a future PSNC meeting.

Item 2 - Website Upgrade Project

Zoe Long gave an update on the LPC websites noting that early guidance on their upgrades is now available with more to follow. Following an LPC survey we have also now made a decision on domain names and on LPC emails (which we will not provide, but may be able to offer in the future depending on the outcomes of the RSG's work) and we will issue communications on this to LPCs soon.

Melinda Mabbutt talked through some updated designs for the PSNC website, noting that we are still aiming to go live with the new website in November. Alastair Buxton highlighted the need for us to be able to override features like the 'Most Read' articles if needed, to modulate how long stories stay on the homepage for, and to ensure we are meeting the latest accessibility standards (eg with options for people to read the website in a large text or high contrast format). Much of this detail will be worked through on the development site once that is up and running.

Committee Members who use the PSNC website were also invited to take part in the Optimal Source survey.

Action 4: Office to take feedback on the designs and flexibility back to Make, and to give subcommittee members sight of the development website when that is up and running.

Item 3 – Annual Report 2020/21

Zoe Long gave an update on the annual report: we are working through the designs process and on track for publication later this month. The digital report will include three animations which should also be of wider value to PSNC and can be used on our social media feeds.

Action 5: Office to circulate the report to subcommittee members (by email) ahead of publication for views.

Item 4 - Pharmacy Communications

The subcommittee noted the paper in the agenda.

Item 5 – Parliamentary Engagement

The subcommittee noted the paper in the agenda.

Item 6 – Any Other Business

Zoe Long highlighted HM Treasury's call for submissions to the Spending Review. PSNC submitted a business case seeking a funding uplift earlier in 2021 to coincide with early departmental discussions on the Review – this was rejected, but we should make sure that contractors know that we had sought to influence the Review, and how.

Jay Patel highlighted an upcoming report into pharmacy's role in integration which Day Lewis had been invited to contribute to. Jay will share details with the Office as we may like to support.