

VALLEY ROAD PATIENTS' GROUP - STEERING GROUP MEETING
MONDAY 20 June, 2022 at 10.00am by Zoom

NOTES OF MEETING

1. **Present:** Suzy Lamont, Felicity Forde, Stephanie Bradley, Yasmin Hodge, and Kemi Olayiwola.
Apologies: Sandra Jones, Beverley Bowen.

2. **Matters arising**

To keep the meeting brief it was agreed to defer discussion of the spring party, and other agenda items, until a later meeting.

Women's Health September event

Yasmin reported that there had been 300 responses to her survey asking what topics people would like to see included, and how the event should be run, but these only came from three surgeries – Valley Road, The Exchange and Prentis. The key results were:

- The most popular topics were (peri)menopause and mental health issues, followed by breast cancer, skincare, osteoporosis and other topics which could come under an overall heading of chronic pain.
- 141 respondents preferred an online event, 67 face to face, and 112 either.
- There were some preferences for holding the event on specific days but most would be able to attend an event held on any weekday.
- More than half the respondents (168) preferred an event time of 6.30 to 8.30 pm, with a further 61 saying they could attend at any time.
- Most wanted a follow up email once the event was finalised.
- 73 people expressed willingness to help with the organisation or running of the event.

Suzy thanked Yasmin for her hard and extremely useful work. In the following discussion it was agreed that:

- We would hold between one and three events (depending on speaker availability) in the first week of October between 6.30 and 8.30 pm.
- The events would be held online on Teams, which suits most respondents' preferences, is cheaper and hopefully easier to organise.
- It should be possible to have talks running simultaneously if that suited speakers best, or consecutively, in both cases recorded so that they could be available online later. A possible format would be 20 minutes talk followed by 20 minutes Q&A.
- **Catherine Higgins** could set up the events with pre-registrations, and the facility to raise questions online before or during the talks.
- **Catherine** can also follow up to find out why the other four surgeries did not promote the survey.
- **Stephanie** will contact Nick Turner, who recorded and edited the last event, about doing the same this time.
- **Suzy** will contact Dr Rowley-Conwy for initial speaker suggestions. We will ask for speakers on menopause, osteoporosis, skincare – **Felicity** will follow these up – and mental health, breast

cancer and chronic pain – **Stephanie** will follow these up. **Felicity and Stephanie** will liaise on wording of invitations.

- Rosie Cruickshank, who was due to give a talk on pain management at the last event but dropped out at the last minute, could perhaps do a pre-recorded talk with live Q&A afterwards.
- The email addresses of the 73 who volunteered to help at events could be given to surgeries to encourage membership of their Patient Groups (**Kemi, Catherine?**) and should be given to VRS Patient Group to follow up.
- Marketing – Yasmin has suggested a marketing strategy which is attached as Appendix A . Suzy will be responsible for posters, Sandra and Yasmin – and Catherine? – will deal with other aspects.

3. AOB

Stephanie queried the process for notifying patients of blood test results. She was expecting to be contacted, but as she was not, went online to find her results herself. **Kemi** said that that the practice will only contact patients if there is an issue but she will talk to the doctors about this so that patients know what to expect. A failsafe approach might be for patients to call the surgery if they have heard nothing after a week.

4. Date of next meeting: TBA

Appendix A – Marketing strategy

Marketing focus:

Text messages.

Both surveys have been promoted using only a text message. Since the responses have been excellent, it would be useful to use text messaging as a main form of communication.

Text messaging to promote the health event should happen at various stages, with the following suggested, but of course open to amendment:

As soon as dates and speakers are confirmed a 'save the date' text message with details of topics and speakers.

Two weeks prior to the event a reminder text with a link to Eventbrite to register for the event. Although there is a higher non-attendance rate for free events on Eventbrite, it is useful in helping us get an idea of numbers as well as a good way for people to remember there is an event. Eventbrite can send a reminder as well.

Two days prior to the event: a reminder with a link to Teams for each talk.

On the day of the event: send another reminder with the Teams link for each talk.

Day after the event, a text thanking them for attending/if they were unable to attend then letting them know that a recording will be available online shortly.

As soon as recordings are available, a text can be sent.

Posters/flyers

Flyers would be useful for pharmacists to pop into bags with prescription medication. Pharmacies may also want to display a poster in windows or near the till.

I forgot to mention that we had thought about including pharmacists in the next event. I wonder if we can have an email sent to all the local pharmacies to see if any would like to take part in a talk or be available as an additional person on Teams to answer any relevant questions?