

Core brief

Thursday, 14 June 2018

Introduction

This issue brings you information on the Scottish Government's vision for Scotland's health and record number sign up for Involving People Network.

The vision for Scotland's health

Scotland is aiming to be a world leader in improving the public's health, through a new vision for organisations and communities across the country.

The Scottish Government and COSLA have jointly published public health priorities for Scotland, aimed at focussing action across the public sector and voluntary sector and in communities. The priorities are the first milestone in a wider reform of public health. [Click here to read more.](#)

Health Board reaches a milestone with number of people joining Involving People Network

HUGE interest in health matters has been the catalyst for Greater Glasgow and Clyde Health Board receiving unprecedented interest in joining its Involving People Network.

As the NHS celebrates its 70th anniversary and health services prepare for big changes to meet the changing needs of the population NHSGGC offer video and written news updates on new treatments, robotic technologies, healthy lifestyle tips and career and volunteering opportunities by direct email to members.

This week the IPN (Involving People Network) reaching a record breaking 20,000 membership.

The Board and its executive management team regard proactive public communications and engagement central to the development of services in local communities and the modernisation of the way services are delivered on a regional and local basis.

Exciting breakthroughs in health technology, new drugs, partnership working and approaches to mental health are included in the IPN menu of updates.

By registering at www.nhsggc.org.uk/healthnewssub local people can receive local health information that may affect them and be kept up to date with how they can get involved

IPN members are sent up to the minute news about their local hospitals and community services, health screening programmes, new drugs and technical innovation and many other topics direct to their email inbox.

Patient stories and new innovative ways of working are also featured in the Board's bi-monthly digital public magazine Health News.

Ally McLaws, Director of Corporate Communications, said: “Local and regional print and broadcast media are massively important in getting the news out about our NHS services and developments but we can’t assume in a competitive news environment that our updates will always be given enough space or air-time to tell everything we need to share with the public and our patients.

“By creating an opportunity for people to sign up to our IPN we can offer detailed information including our own video content. This way we can film our healthcare professionals telling their own stories directly to subscribers...it is a very powerful way to explain some of the most exciting developments that are taking place right now in our health service.

“Membership is continuing to grow with more than 500 new members signing up every week. There are so many fantastic stories to tell about our staff, our patients and our services at this time of transformational change.”

Are your contact details up-to-date? [Click here](#) to check