

## **Meeting: Caldicott Guardian Learning Network Session – TOPIC: Communications and Engagement: 3<sup>rd</sup> of April 2025**

*(Total attendance – 44)*

### **Key Points Discussed:**

1. Balancing storytelling with privacy and safeguarding in social care communications.
2. Consent issues:
  - Obtaining and managing consent, especially for those lacking capacity
  - Frequency of reaffirming consent - Challenges with consent in the digital age and online sharing
  - Frequency of reaffirming consent and limitations on where the subject gets used once online or in publication. How quickly does consent need to be reconfirmed?
  - Consent and communications after death – Considerations for the deceased with difficult conversations with loved ones or family
3. Best practices for sharing stories and images:
  - Using minimum necessary information - Considering anonymity in photos and videos
  - Awareness of staff vulnerabilities in public-facing content
  - Closed Groups – can they be truly closed when regarding comms and engagement?
  - Truly understanding online platforms when disseminating communications for those receiving care and support
4. Organisational policies:
  - Policies and procedures – make sure staff are very clear on the social media and public posting policies across different social care services and potential Bring Your Own Device (BYOD) organisations
  - Comms Team vs Operations Teams: knowledge around consent - Anxiety amongst staff members in fear of doing the wrong thing or proceeding without full knowledge – coproduction and frameworks should be embedded to establish responsibilities

5. Partnership between operations, communications, and Caldicott Guardians in managing consent and storytelling – *(Could be looked further into as a future topic)*
6. Legal and ethical considerations in obtaining consent from relatives when individuals lack capacity. Especially around legal roles and responsibilities if family members are not listed as having legal rights.

**Basic tips:**

- Plan with comms teams – universal inclusion between CG and comms to establish best ways of practice
- Use real stories in training – amongst staff
- Audit policies eg social media, photography and video, consent and capacity
- Promote a robust consent through forms and operations
- Build communications into internal governance and reflect on: *'If this was your loved one, would you want it shared?'*

**Action Items:**

1. Consider creating a shared resource for consent forms, policies, and best practices among network members.
2. Explore the possibility of cybersecurity and online safeguarding comms training for those with diminished capacity.

**Suggestions for Future Sessions:**

1. Documentation and database ideas for storing and managing consent with consideration of data sharing using CG principles
2. Strategies for Caldicott Guardians to embed and guide across the organisation
3. Caldicott Guardian principles for smaller organisations – creative ideas for smaller providers who may stall in their decision-making by not considering CG principles
4. Ethics in AI for social care providers
  - AI in Care Planning Software amending/expanding/improving care notes

**Next Meeting:** June 12, 2025, at 12:30 PM

**Additional Notes:**

- UK Caldicott Guardian Council's Annual Conference discount code to be shared via email
- Participants encouraged to register for the next network meeting