

JANUARY - FORWARD PLAN & SOCIAL MEDIA REVIEW

Introduction

For our first session of 2026, we went through a plan of future sessions, their feedback from December 2025, which allowed them to provide more clarity on the topics they would like to discuss, as well as reviewing social media images for recruitment to the Public Advisory Group (PAG).

The list of topics included:

- Impact on opt-outs
- Why we use health data?
- Privacy, safety and the public's rights
- Who wants the data and what will they do with it?
- From research data to better care
- Fairness, inclusion and public involvement
- Getting data into usable shape
- The wider data landscape and what comes next

PAG role and responsibilities

Upon reading their feedback, we understood that there was a lack of clarity for the PAG members on their role within Yorkshire & Humber Secure Data Environment (YHSDE) which we provided, their roles and responsibilities include:

- Providing public perspectives
- Shape and inform how data is used for research and none research purposes
- Addressing issues or concerns the public might have relating to YHSDE activities

We also felt that it was important for the PAG to understand the differences they have made to the YHSDE programme:

- Website changes to make it more public friendly
- Creating voiceovers
- Improve and help the team create public communications, such as Frequently Asked Questions (FAQs) on the website
- Informed SDE topics from the public's perspectives

Social media feedback

PAG members reviewed and provided feedback on social media posts for recruitment to the group, they commented and recommended:

- Liked the first image on the post, but wanted it to be a bit more "call to action" - For example *"Join the SDE"*
- QR code to be added
- Be straight to the point
- Include something around data/ data related graphics to be clear on what they should expect to be doing
- Create a 1 minute video with PPIE members to share their experience and what the new recruits will be involved in