

Scottish Paediatric Renal and Urology Network
Communication Strategy

A large, light blue decorative graphic consisting of two curved, overlapping shapes that resemble a stylized wave or a pair of parentheses, positioned horizontally across the middle of the page.

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Version 1.0
March 2018

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Document control

A communication strategy is a document, which changes and develops as the work of the network progresses. It is recommended that a system of document control be used to keep track of previous versions.

Key Information:

Title:	SPRUN Communication and Engagement Strategy
Date Published/Issued:	March 2018
Date Effective From:	1 April 2018
Version/Issue Number:	1.0
Document Type:	Strategy
Document status:	Final
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Owner:	SPRUN Steering Group
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Approved by and Date:	SPRUN March 2018
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File Location:	K:\09 PCF\NSD\NMCNs & NMDNs\Networks\SPRUN\Workstream\Comms & Engagement\Comms Strategy

Revision History:

Version:	Date:	Summary of Changes:	Name:	Changes Marked:

Approvals: This document requires the following signed approvals.

Name:	Title/Division:	Date of Issue:	Version:

Distribution: This document has been distributed to:

Name:	Title/Division:	Date of Issue:	Version:

Linked Documentation: *(Documents that you have linked or referenced to in the text of this document)*

Document Title:	Document File Path:

1. Purpose

1.1. Introduction

The Network Communication and Engagement Strategy is intended to describe how the Scottish Paediatric Renal and Urology Network (SPRUN) intends to ensure that all its stakeholders are kept informed and have a voice in the network. It was developed in conjunction with the steering group with input from the wider network.

This Communication Strategy gives consideration to **who** the network communicates with (i.e. who its stakeholders are) and it identifies **what** the content of SPRUN communication with these groups of people is (i.e. what the network's key messages are).

1.2. Background

SPRUN was established

- To ensure that through collaboration and multi-disciplinary working, there will be a significant improvement in the outcomes of children and young people with renal and urological disease.
- To ensure that all patients with chronic renal and urological illness receive a coordinated and integrated care plan, that takes into account the educational, psychological, emotional and social needs of the patient and their family as well as treatment of their renal or urological condition.
- To facilitate the care of children and young people with renal and urological disease via local teams delivering care close to home with information and intervention being provided, as necessary, by the specialist unit.

Effective communication with its wide range of professional and patient, carer and family stakeholders is essential to ensuring the success of the work of SPRUN. This communication strategy is intended to give a clear guide to who those stakeholders are and how the network will communicate and engage with them.

1.3. Governance

This strategy was developed with input from the wider network and the SPRUN Steering Group. The strategy will be managed by the SPRUN Programme Manager, and governed through the SPRUN Lead Clinician and the SPRUN Steering Group. Core responsibilities are as follows:

Programme Manager – Mr Carsten Mandt

- Manage the delivery of the Communication Strategy
- Develop communication material as per the Communication Strategy
- Provide communication support and advice where necessary
- Seek communication support and advice from the NSS Communication Team where necessary
- Evaluation of SPRUN communications
- Provide updates on Communication Strategy progress to the Steering Group.

Clinical Lead – Dr Heather Maxwell

- Tasks as per the Communication Plan
- Final approval on all communication materials

Steering Group

- Consultation on the Communication and Engagement Strategy
- Final approval of the strategy

1.4. Communication objective(s)

- Ensure that clinicians, planners and managers with an interest in paediatric renal and urology care are informed about the network, and progress against its workplan
- Engage with clinicians, patients/carers/families, patient groups and voluntary sector organisations to establish a dialogue about priority issues for children's renal and urology services and how SPRUN can help to address these
- Promote consistency in the delivery of safe and effective paediatric renal and urology services across Scotland
- Provide updates to NHS National Specialist and Screening Services Division as commissioners of the network
- Inform the wider NHS and other external stakeholders (e.g. Scottish Government or the voluntary sector) of SPRUN and its key achievements
- Communication of key issues and challenges facing paediatric renal and urology services through appropriate channels

1.5. Communication deliverables

- An up-to-date, relevant website for SPRUN members, patients, their families and wider stakeholders
- A quarterly newsletter to provide succinct updates on developments within SPRUN and forthcoming events
- Up-to-date email distribution lists
- SPRUN work plans and regular updates throughout the network planning cycle (i.e. financial year)
- Mid-year and annual reports
- Patient engagement initiatives, e.g. patient involvement events, focus groups, surveys or social media initiatives
- Stakeholder surveys to ensure appropriate level of engagement

2. Stakeholders

A detailed stakeholder map is included in Appendix 1. The list below gives the main stakeholder groups that have been identified as pertinent to the work of SPRUN:

- Children/young people with renal and urology conditions and their families and carers
- Third sector organisations
- Clinical staff delivering care to children with renal and urological conditions:
 - Paediatric Nephrologists
 - Paediatric Urologists/Surgeons
 - Paediatricians with an interest in Nephrology and Urology
 - General Paediatricians
 - Renal and Urology Specialist Nurses
 - Acute and community pharmacists
 - Adult Nephrology and Urology services (in relation to transition)
 - Paediatric Dietitians
 - Psychologists
 - Play Therapists
 - Radiologists
 - Biochemists
 - Geneticists
 - GPs
- National Commissioners
 - National Specialist and Screening Services Directorate (NSD)
 - NPPPRG / NSSC

- Local and Regional NHS Organisations
 - Health Board Managers and Planners
 - Regional Planning
- Integrated Joint Boards
- Local Authorities
 - Schools and nurseries
 - Education departments
- Scottish Government Health and Social Care Directorate

3. Communication Channels

SPRUN will use a number of communication channels as listed below.

- SPRUN website: <http://www.sprun.scot.nhs.uk>
- Electronic mailing lists
- Face to face meetings (network meetings, members day, focus groups)
- Quarterly SPRUN newsletter (distributed by email and via the SPRUN website)
- Patient / family / stakeholder engagement events
- Education events
- Print media (e.g. patient information leaflets, posters, cards etc)
- Surveys

4. Key Areas

4.1. Equality & Diversity

The network is committed to improving equality of access to paediatric renal and urology services in Scotland. A brief equality & diversity impact assessment has been carried out, and implementing this strategy was not considered to have any detrimental impact on particular groups protected by equality and diversity legislation.

4.2. Branding

National networks, in terms of governance, are subject to NHS Scotland, rather than NSS branding requirements. All SPRUN communication will comply with the NHSScotland Identikit and use the NHS Scotland logo.

4.3. Evaluation

Evaluation of the effectiveness of SPRUN communications will be done through a variety of methods, including:

- Evaluation surveys e.g. feedback on events from network members
- Direct communication with network members
- Steering Group ratification and review
- Website statistics – these will be collated and assessed by the Programme Support Officer and Programme Manager bi-annually. This will be shared with the Lead Clinician and form part of the next annual review.

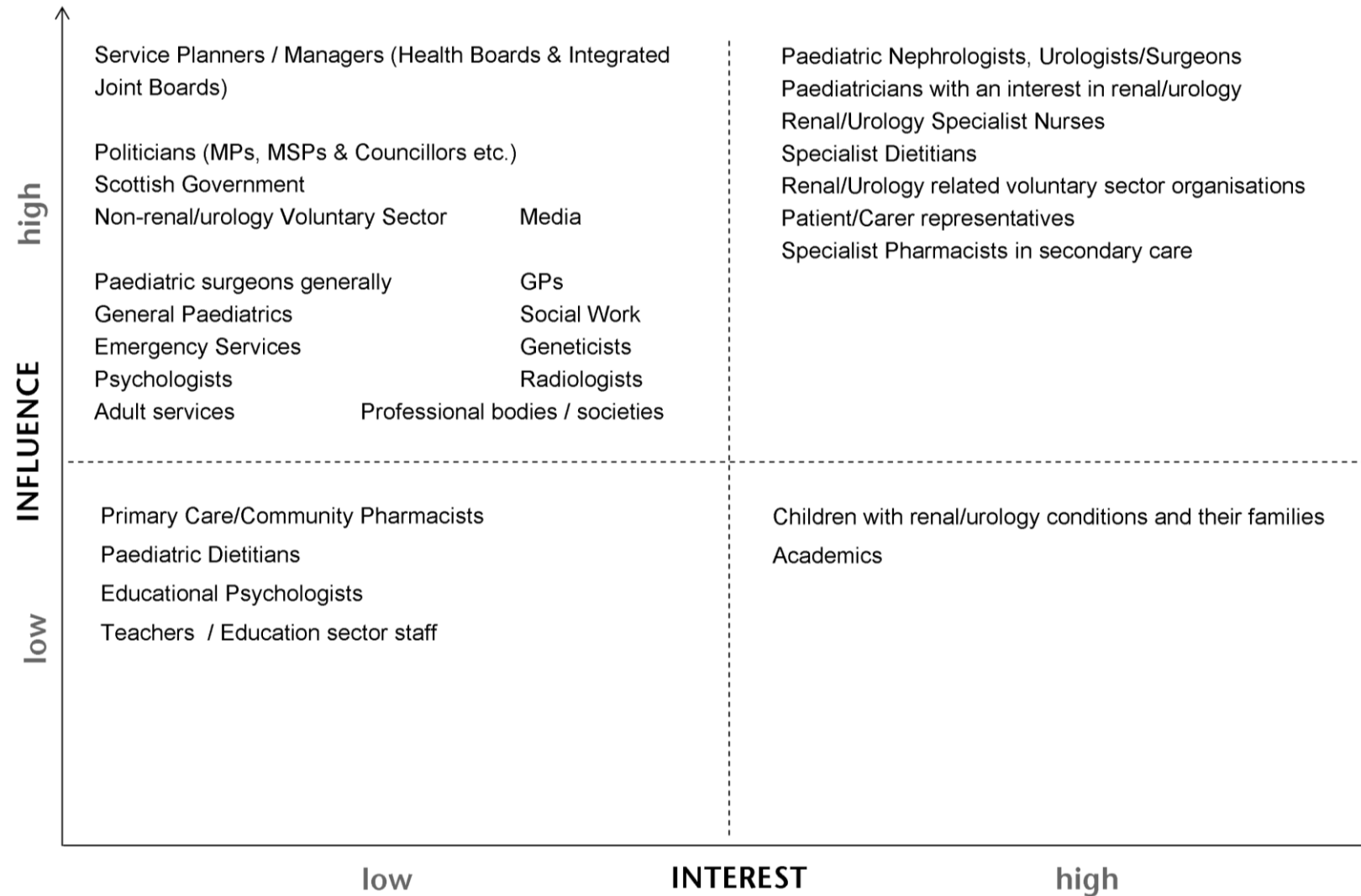
5. Action Plan

Appendix 2 lists the routine communication and engagement actions that have been identified for SPRUN.

Additional specific actions on communication and engagement may be agreed. These will be included in the SPRUN annual work plan, which is developed by the Steering Group with

input from network stakeholders, and ratified by the SPRUN Steering Group. The most up-to-date work plan is available from the network office.

Appendix 1: Stakeholder Map



Appendix 2: Communication Plan

Communication Details					
Key messages	In/ Out	From	To	Method	Frequency
Purpose and vision of the Network/ Long term aims and objectives	Communications Out	Network Office	Network stakeholders	Email SPRUN website Patient/family engagement events Via 3 rd Sector	Every 3- 5 years to refresh network strategic plan – Use opportunity to remind people of network
		Steering Group	Clinical colleagues, local managers Patient & Families	Face-to-face Local team meetings E-mail	Every 3- 5 years to refresh network strategic plan
	Communications In	Network stakeholders	Network Office Steering group/ working group members	Network events Word of mouth Website/ SPRUN E-mail/ Surveys/ 3 rd sector organisations social media	Every 3- 5 years to refresh network strategic plan
Development of workplan	Communications Out	Network Office	Network stakeholders	Email SPRUN Newsletter SPRUN website	Annually (Q4 to collect ideas for next year and Q1 to share agreed work plan)
		Steering Group	Clinical colleagues / local managers	Face to face Local team meetings Email	Annually (Q4 to collect ideas for next year and Q1 to share agreed work plan)
		3 rd sector partners	Patients/families	Face to face Email Social media	Annually (Q4 to collect ideas for next year and Q1 to share agreed work plan)
		Network stakeholders	Local colleagues	Face to face Local team meetings Email	Annually (Q4 to collect ideas for next year and Q1 to share agreed work plan)

		Clinical Leads for paediatrics in each area	Local colleagues	Face to face Email Child Health Regional Planning Groups	Annually (Q4 to collect ideas for next year and Q1 to share agreed work plan)
	Communications In	Steering Group	Network Office	Face to face Email	Annually (Q4 to collect ideas for next year and Q1 to share agreed work plan)
		Network stakeholders (incl. 3 rd sector partners)	Local representatives on Steering Group or Network Office	Face to face Email SPRUN education days	Ad hoc – minimum annually
		Patients/families	3 rd sector partners Local clinicians Network Office	Face to face Email SPRUN website Patient/family events Focus groups Social media	Annually
Progress against the workplan	Communications Out	Network Office	Steering Group	Steering group meetings	Quarterly
		Steering group	Clinical community	Local discussion/MDTs	Ad hoc
		Network office	Network stakeholders	Newsletter	Quarterly
		Network Office	Commissioners (NSD)	Mid year/ annual report	31 st May 31 st October
	Communications In	Commissioners (NSD)	Steering group	Annual performance review	Annually
		Steering group		Steering group meetings	Quarterly
		Sub-groups/ Working groups	Steering group	Chairs report	Quarterly
Service development aims and	Communications Out	Network Office	Steering Group Network stakeholders	SPRUN newsletter SPRUN website Social media	Ad hoc – minimum quarterly
		Steering Group	Local clinicians /	Face to face	Ad hoc

progress			managers	Local team meetings Email	
	Communications In	Local services	Network Office	Email Face to face	Ad hoc
New developments in diagnosis, treatment and management of renal and urology	Communications Out	Network Office	Steering Group Network stakeholders	SPRUN newsletter SPRUN website Email Social media	Ad hoc – minimum quarterly
	Communications In	Network stakeholders Steering Group	Network office	Email Face to face	Ad hoc
Educational opportunities about renal and urology	Communications Out	Network Office	Network stakeholders (incl. 3 rd sector)	Email (including potential cascade via education offices or HB directors) SPRUN newsletter SPRUN website Social media Posters / flyers	Ad hoc – minimum quarterly
		Network Office	Potential sponsors (for SPRUN events)	Email	Ad hoc
		Network stakeholders	Local colleagues Patients/families	Email Face to face Posters/flyers in clinic	Ad hoc
	Communications In	Relevant organisations (e.g. NES or RCPCH)	Network office (can be via network stakeholders)	Email Posters/flyers	Ad hoc
		Network stakeholders	Network Office	Email Face to face	Ad hoc
	Provision of expert clinical advice about renal and urology	Communications Out	Network Office	Scottish Government / MSPs / MPs (via NHS NSS channels) SMC Other NHS bodies	Email
Network Office			Network clinicians	Email	Ad hoc

(excludes advice about individual cases)	Communications In	Scottish Government / MSPs / MPs (via NHS NSS channels) SMC Other NHS bodies	Network Office (can be formal enquiries via NHS NSS)	Email	Ad hoc
		Clinicians	Network Office	Email	Ad hoc
		Patients / families / 3 rd sector	Network Office	Email	Ad hoc
Protocols/ Guidelines/ Pathways for renal and urology	Communications Out	Network Office	Network Stakeholders	Email SPRUN newsletter SPRUN website	Ad hoc
		Specialist Clinicians in Network	Clinical colleagues	Emails Face to face Meetings Relevant local HB infrastructure e.g. clinical gov/ intranet	Ad hoc
		General Paediatricians with an interest	Other Paediatricians and local colleagues	Emails Face to face Department meetings Local education events Relevant local HB infrastructure e.g. clinical gov/ intranet Guideline folders in wards	Ad hoc
		Renal and Urology Specialist Nurses	Nursing colleagues	Emails Face to face Department meetings Local education events Relevant local HB infrastructure e.g. clinical gov/ intranet Guideline folders in wards	Ad hoc

		Specialist Dietitians	Dietetic Colleagues	Emails Face to face Department meetings Local education events Relevant local HB infrastructure e.g. clinical gov/ intranet Guideline folders in wards	Ad hoc
		Local renal and urology services	Local GPs	Email Letter	Ad hoc
	Communications In	Clinicians in network	Network Office	Email At meetings	Ad hoc