

**Scottish Paediatric Epilepsy Network**  
**Communication Strategy**

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

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**Version 1**  
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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.

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## 1. Purpose

### 1.1. Introduction

The Network Communication and Engagement Strategy is intended to describe how the Scottish Paediatric Epilepsy Network (SPEN) 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 SPEN communication with these groups of people is (i.e. what the network's key messages are).

### 1.2. Background

SPEN was established

- to promote the delivery of high quality care to children and adolescents with epilepsy in Scotland
- to be patient centred and support delivery of seamless care between organisations and professional groups involved in epilepsy care
- to contribute to the setting of standards for epilepsy care and to audit the care provided
- to promote equity of services for all children and young people with epilepsy wherever they live in Scotland

Effective communication with its wide range of professional and patient, carer and family stakeholders is essential to ensuring the success of the work of SPEN. 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 SPEN Steering Group. The strategy will be managed by the SPEN Programme Manager, and governed through the SPEN Lead Clinician and the SPEN 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 SPEN communications
- Provide updates on Communication Strategy progress to the Steering Group.

#### **Clinical Lead – Dr Krishnaraya Kamath Tallur**

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

#### **Steering Group and Advisory Board**

- 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 epilepsy 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 epilepsy services and how SPEN can help to address these
- Promote consistency in the delivery of safe and effective paediatric epilepsy 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 SPEN and its key achievements
- Communication of key issues and challenges facing paediatric epilepsy services through appropriate channels

#### **1.5. Communication deliverables**

- An up-to-date, relevant website for SPEN members, patients, their families and wider stakeholders
- A quarterly newsletter to provide succinct updates on developments within SPEN and forthcoming events
- Up-to-date email distribution lists
- SPEN 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 or surveys
- An annual SPEN Members Day to discuss network progress and identify strategic priorities for the following year's work plan
- 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 SPEN:

- Children/young people with epilepsy and their families and carers
- Third sector organisations
- Clinical staff delivering care to children with epilepsy:
  - Paediatric Neurologists
  - Paediatricians with Expertise in Epilepsy
  - General Paediatricians
  - Epilepsy Specialist Nurses
  - Acute and community pharmacists
  - Paediatric Dietitians
  - Neuropsychologists and Psychologists
  - Neuroradiologists
  - Neurophysiologists
  - Neurosurgeons
  - 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

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

- SPEN website: <http://www.spen.scot.nhs.uk>
- Electronic mailing lists
- Face to face meetings (network meetings, members day, focus groups)
- Quarterly SPEN newsletter (distributed by email and via the SPEN 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 epilepsy 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 SPEN communication will comply with the NHSScotland Identikit and use the NHS Scotland logo.

#### 4.3. Evaluation

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

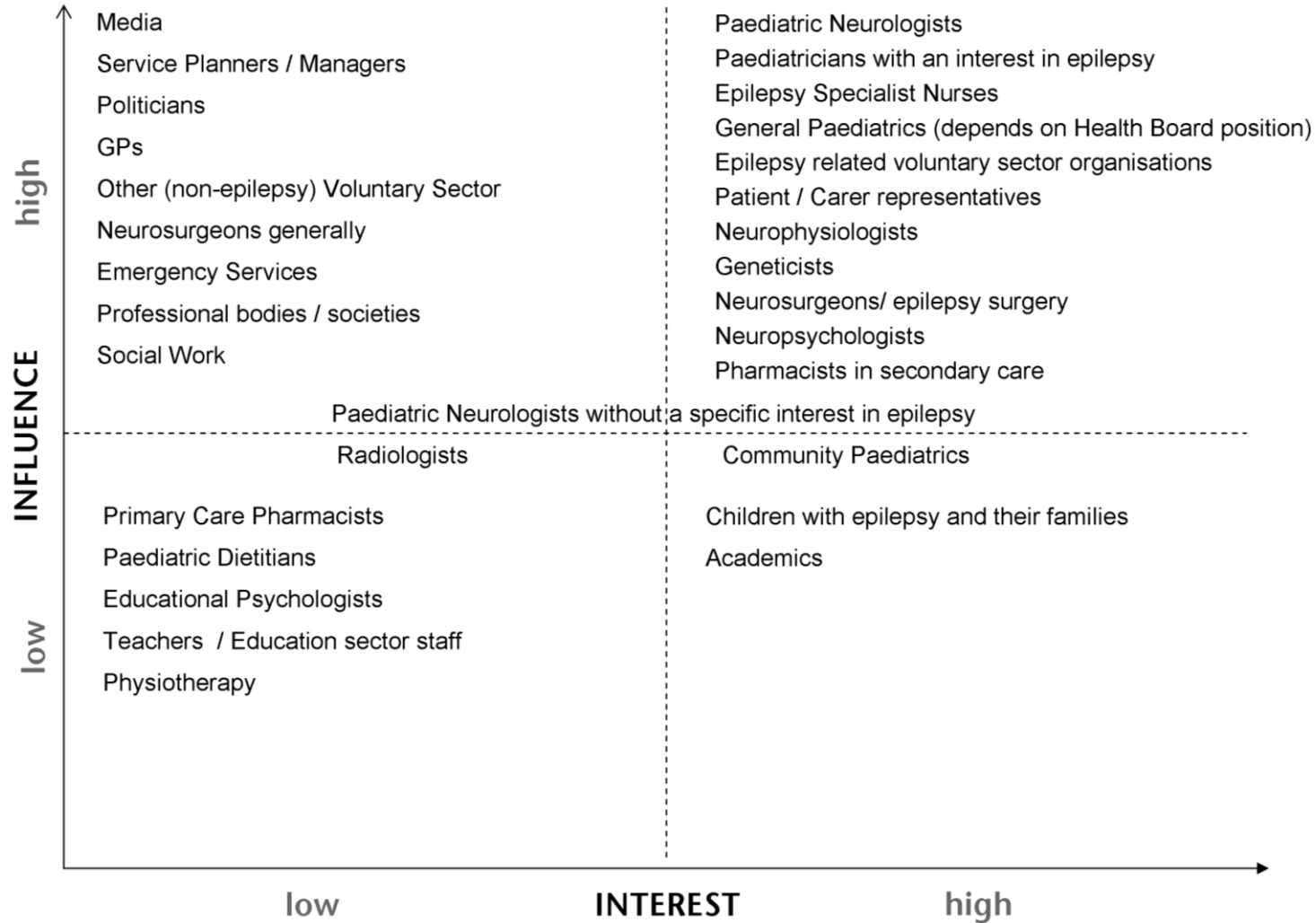
- Evaluation surveys e.g. feedback on events from network members
- Direct communication with network members
- Steering Group ratification and review
- Website statistics – these will be collated and assessed by the Programme Support Officer and Programme Manager bi-annually. This will be shared with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

Additional specific actions on communication and engagement may be agreed. These will be included in the SPEN annual work plan, which is developed by the Steering Group with input from network stakeholders, and ratified by the SPEN Advisory Board. 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
<b>Purpose and vision of the Network/ Long term aims and objectives</b>	<b>Communications Out</b>	Network Office	Network stakeholders	Email SPEN website Family Days – as part of patient education Via 3 <sup>rd</sup> Sector	Every 3- 5 years to refresh network strategic plan– Use opportunity to remind people of network
		Steering Group / Advisory Board	Clinical colleagues, local managers Patient & Families	Face-to-face Local team meetings E-mail	Every 3- 5 years to refresh network strategic plan
	<b>Communications In</b>	Network stakeholders	Network Office Steering group/ working group members	Members Day Family Days Word of mouth Website/ SPEN E-mail/ Surveys/ 3 <sup>rd</sup> sector organisations social media	Every 3- 5 years to refresh network strategic plan
<b>Development of workplan</b>	<b>Communications Out</b>	Network Office	Network stakeholders	Email SPEN Newsletter SPEN website	Annually (Q4 to collect ideas for next year and Q1 to share agreed work plan)
		Steering Group / Advisory Board	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 <sup>rd</sup> 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)
	<b>Communications In</b>	Steering Group / Advisory Board	Network Office	Face to face Email Network members day	Annually (Q4 to collect ideas for next year and Q1 to share agreed work plan)
		Network stakeholders (incl. 3 <sup>rd</sup> sector partners)	Local representatives on Steering Group / Advisory Board or Network Office	Face to face Email SPEN education days Network Members Day	Ad hoc – minimum annually
		Patients/families	3 <sup>rd</sup> sector partners Local clinicians Network Office	Face to face Email SPEN website Family days Focus groups Social media	Annually
<b>Progress against the workplan</b>	<b>Communications Out</b>	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 <sup>st</sup> May 31 <sup>st</sup> October
	<b>Communications In</b>	Commissioners (NSD)	Steering group	Annual performance review	Annually
		Steering group		Steering group meetings	Quarterly
		Sub-groups/ Working groups	Steering group	Chairs report	Quarterly
<b>Service</b>	<b>Communications</b>	Network Office	Steering Group / Advisory Board	SPEN newsletter SPEN website	Ad hoc – minimum quarterly

<b>development aims and progress</b>	<b>Out</b>		Network stakeholders	Social media	
		Steering Group / Advisory Board	Local clinicians / managers	Face to face Local team meetings Email	Ad hoc
	<b>Communications In</b>	Local services	Network Office	Email Face to face	Ad hoc
<b>New developments in diagnosis, treatment and management of epilepsy</b>	<b>Communications Out</b>	Network Office	Steering Group / Advisory Board Network stakeholders	SPEN newsletter SPEN website Email Social media	Ad hoc – minimum quarterly
	<b>Communications In</b>	Network stakeholders Steering Group / Advisory Board	Network office	Email Face to face	Ad hoc
<b>Educational opportunities about epilepsy</b>	<b>Communications Out</b>	Network Office	Network stakeholders (incl. 3 <sup>rd</sup> sector)	Email (including potential cascade via education offices or HB directors) SPEN newsletter SPEN website Social media Posters / flyers	Ad hoc – minimum quarterly
		Network Office	Potential sponsors (for SPEN events)	Email	Ad hoc
		Network stakeholders	Local colleagues Patients/families	Email Face to face Posters/flyers in clinic	Ad hoc
		Network Office	Royal Colleges	CPD Application	Ad hoc
	<b>Communications In</b>	Relevant organisations (e.g. NES, BPNA or RCPCH)	Network office (can be via network stakeholders)	Email Posters/flyers	Ad hoc
		Network stakeholders	Network Office	Email Face to face	Ad hoc
<b>Provision of</b>	<b>Communications</b>	Network Office	Scottish Government / MSPs / MPs (via NHS	Email	Ad hoc

<b>expert clinical advice about epilepsy (excludes advice about individual cases)</b>	<b>Out</b>		NSS channels) SMC Other NHS bodies		
		Network Office	Network clinicians	Email	Ad hoc
	<b>Communications In</b>	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 <sup>rd</sup> sector	Network Office	Email	Ad hoc
<b>Protocols/ Guidelines/ Pathways for epilepsy</b>	<b>Communications Out</b>	Network Office	Network Stakeholders	Email SPEN newsletter SPEN website	Ad hoc
		Paediatric Neurologists in Network	Clinical colleagues	Emails Face to face Meetings Relevant local HB infrastructure e.g. clinical gov/ intranet	Ad hoc
		General Paediatricians (SPIEG)	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
		Epilepsy Specialist Nurses	Nursing colleagues	Emails Face to face Department meetings Local education events	Ad hoc

				Relevant local HB infrastructure e.g. clinical gov/ intranet Guideline folders in wards	
		Local epilepsy services	Local GPs	Email Letter	Ad hoc
	<b>Communications In</b>	Clinicians in network	Network Office	Email At meetings	Ad hoc