



Scottish Clinical Biochemistry Network

Communication
and
Engagement
Strategy



Document control

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

NSD suggests integrating the roles of approval, version control and a distribution list within the first page of the Communication and Engagement Strategy to ensure confidentiality and consistency. Final sign off will go through the Steering Group.

Key Personnel

Title:	SCBN Communication and Engagement Strategy
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Approver:	SCBN Steering Group
Owner(s):	Lead Clinician

Version History

Version	Date of revision	Summary of changes	Changes marked
V0.1	March 2016	Initial Draft	The structure of the document was created and the addition of basic information
V0.2	April 2016	More detail was added	The content of the appendices
V0.3	June 2016	Feedback from stakeholders was considered for amendments	Communication objectives
V0.4	July 2016	Amendments made from Lead Clinician request	Changes to stakeholder map
V0.5	September 2016	Including feedback from Senior Programme Manager	Addition of working with other NMDN's
V0.6	September 2018	Review of plan/strategy	Addition of engagement opportunities and updated stakeholder map appendix 2

Distribution

Name	Organisations	Date
SCBN Steering Group	NSS NHS Health Boards Scottish Government	April 2016

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1. Purpose of Document

1.1. Introduction

The Scottish Clinical Biochemistry Network (SCBN) brings together professionals from across Scotland to work in a coordinated manner to ensure the provision of high quality, clinically effective biochemistry services.

This Communication and Engagement Strategy outlines the communication and engagement aims and objectives for the SCBN.

1.2. Communication Strategy Governance

This strategy is designed to support the work of the SCBN. This strategy will be managed by the Network Programme Manager, governed by the Lead Clinician and ratified through the Network Steering Group.

Programme Manager – Dr Catherine Colquhoun

- Manage the delivery of the Communications Strategy
- Actively seek opportunities for two-way engagement with the biochemistry community
- Demonstrate the network's responsiveness to feedback from stakeholders
- Develop communication material as per the Communication Plan
- Provide communication support and advice where necessary
- Yearly evaluation of the Communication Plan
- Provide updates on Communication Plan progress to the Steering Board.

Lead Clinician – Dr Ian Godber

- Final approval on all communication materials
- Taking forward specific actions assigned in the Communication Plan
- Ensure involvement in relevant strategic groups

Steering Group

- Consultation on the Communication Strategy and Plan
- Final approval of the Communication Plan
- Taking forward specific actions assigned in the Communications Plan

1.3. Communication Objectives

- Ensure that clinicians and scientists working with the SCBN are informed about Network updates and progress against the work plan and have opportunity to provide input
- Inform and educate wider services about the work of the SCBN
- Engage closely with industry to understand where innovative healthcare solutions can improve patient care, efficiency and sustainability in NHS Scotland
- Provide updates to other stakeholders including those at National Services Division (NSD) and the Scottish Government, ensuring the network work plan aligns with strategic initiatives
- Promote consistency in the delivery of effective diagnostic services across Scotland

The Communication Scoping Overview is available in Appendix 1.

1.4. Communication Deliverables

- Have an up to date and informative website for members of SCBN
- Produce a newsletter quarterly (to be posted to the SCBN website) and to produce supplementary email updates to the mailing list
- Cascade stakeholder surveys, discuss priorities for the Network and feed back to stakeholders about these
- Set up and frequently use a Twitter account for all of the National Managed Diagnostic Networks to provide relevant updates and to engage with stakeholders
- Undertake and promote an annual event, open to anyone working in biochemistry services in Scotland
- Participate in a series of road shows to promote the work of the network and hear the views of those providing biochemistry services in labs throughout Scotland
- Representation of network interests in strategic initiatives through the Diagnostic Steering Group structure and other means as required

1.5. Key Messages

- The Network will engage with Stakeholders within and out with the Network to develop and deliver its work plan
- SCBN supports the promotion of consistent, efficient and effective diagnostic services across Scotland. It will seek to map existing services, highlight and share best practice and then support other parts of Scotland to adopt these pathways and methods of testing
- It will achieve this by working closely with industry, by promoting innovation and by regularly monitoring changes in best practice knowledge (SIGN and NICE)

2. Stakeholders

Key stakeholders include:

Internal (to the Network)

Lab staff
 Steering Group Members
 Working Group Members
 National Network Management Service (NNMS) Staff

Other Professionals

NHS Health Board representatives
 Voluntary Sector Organisations
 Regional/Local Planners
 Industry colleagues
 NHS National Specialist and Screening Services Division (NSD)
 The Diagnostic Steering Group
 Scottish Government colleagues, including those progressing the Healthcare Science National Delivery Plan
 Public Health Consultants
 The offices of the Chief Medical Officer and the Chief Scientists Officer
 NES - NHS Education for Scotland

RCPATH – Royal College of Pathologists
 ACB – The Association for Clinical Biochemistry and Laboratory Medicine
 The National Laboratories Programme
 Regional operational groups
 NHS Directors of Planning
 Patients and patient representatives including the National Association for Patient Participation (NAPP)
 Other National Managed Diagnostic and Clinical Networks (NMDNs/NMCNs)

A Stakeholder Map is available in Appendix 2.

3. Communication Channels

The SCBN will use a number of communication channels to engage with those involved in the Network and interested parties. These will include:

- SCBN Website: www.clinicalbiochemistry.scot.nhs.uk/
- Electronic Mailing Lists
- Leaflets
- Newsletters
- Twitter
- Posters (to be created for events)
- Engagement Events including road shows
- Stakeholder Surveys
- email Mailing List
- Working with third sector partners as and when appropriate, through their websites and mailing lists

Engagement opportunities

- Innovation Dashboard – this will provide the opportunity for colleagues from all NHS Boards to highlight examples of good practise, which could be useful to other boards
- Link Scientist/Clinician – this aims to engage more stakeholders with the network and ensure greater dissemination of communications and information
- Diagnostic road shows (ask Biochemists to man stand for a time slot)
- Attendance at relevant events (e.g. the Scottish Drug Conference)
- Call for items for the newsletters and suggestion of topics for the Annual Education day event
- Seek opportunities to collaborate with other relevant groups e.g. SCAN, WoSCAN and the North Cancer Alliance
- Link in with other networks on collaborative projects e.g. CA125 audit in collaboration with SCIN
- Ensure Lead Clinician is engaged in the Lead Clinician forum (possibly do a talk/point of contact)
- Lead Clinician engaged with other relevant groups/bodies e.g. DSG, DSG AG
- Link with other staff members in NSD to share good practise or ask for support to further progress projects for fresh ears

- Link with existing networks
- Steering groups members speaking at relevant meetings
- Engaging with national initiatives
- Data collection (pioneering the way to national diagnostic data collection)

4. Key Areas

4.1. Equality & Diversity

After carrying out a “Rapid” equality & diversity impact assessment of the Network, it was not felt there would be any negative impact on particular groups protected by equality and diversity legislation through implementing this strategy. The network aims to reduce inequality by ensuring effective and equitable access to services across Scotland.

4.2. Evaluation

The evaluation of the effectiveness of communications will be using the following methods:

- Evaluation Surveys
- Direct communication with network members
- Steering Group 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 Network annual review
- Ongoing stakeholder feedback

5. Action Plan

5.1. Developing the Communication Action Plan

Specific actions on communication will be included in the SCBN work plan, which is included in the service level agreement and is available from the SCBN Programme Manager.

The Communication Action Plan is available in Appendix 3.

Appendix 1: Communication Scoping

An overview of the communication objectives, deliverables, key messages and scope

Key Messages	Objectives	Deliverables
New diagnostic pathways, as approved by SIGN and NICE, will be shared with the Network and support provided to implement these	Ensure that any new pathways are shared, and support offered, in good time	Meetings of the Demand Optimisation and Innovation Group, the use of the website, newsletters and the use of e-mails, annual and mid-year reports, Twitter
Key achievements of the Network will be shared with all interested person(s)	Ensure SCBN achievements are shared	Website, newsletters, e-mails, annual and mid-year reports, Twitter
Consistency in the delivery of effective diagnostic services across Scotland	Promote consistency in the delivery of effective diagnostic services across Scotland	Steering Group and Working Group meetings, e-mails, annual and mid-year reports, newsletters, Twitter
Educate the wider NHS of the SCBN and its outputs	Inform and educate the wider NHS of the SCBN and its outputs	Website, newsletter, e-mails, annual and mid-year reports, Twitter

Appendix 2: Stakeholder Map

A table listing all of the current Stakeholder groups and their current / desired position, with regards to communication goals

Stakeholder	Current Position	Desired Position	Risk/Issues
Staff involved with Network: <ul style="list-style-type: none"> • Network Programme Manager/ Programme Support Officer • National Network Management Service (NNMS) Staff • Lead Clinician • Scientific manager • Steering Group • Working Groups 	<ul style="list-style-type: none"> • Good awareness of the Network, its aims and objectives and its current work priorities • Good awareness of diagnostic pathways and the impact on patient care 	Maintain the current position.	Timeliness of communication – it is important that all members of the SCBN maintain awareness of, and involvement in, the Network using the various communication channels
Non-Network NHS staff: <ul style="list-style-type: none"> • Laboratory staff • Clinicians • NHS Health Board representatives 	<ul style="list-style-type: none"> • NHS Staff directly involved in the Network have good awareness, others have some or no awareness of the Network 	Increased awareness of the Network Improved knowledge of preferred diagnostic pathways	Improve the timeliness and reach of communication work to ensure staff can access SCBN information easily

NSD	<ul style="list-style-type: none"> • Good awareness of the SCBN and its work 	Improved links to other Networks and sharing of best practice	Requires working across Network boundaries within NSD
The Diagnostic Steering Group	<ul style="list-style-type: none"> • Good awareness of the SCBN and its work 	Improved links to other Networks and sharing of best practice/identification of similar challenges facing the scientific disciplines	Requires working in collaboration with other disciplines. Opportunity for forging more links with other diagnostic networks and groups
NES – NHS Education for Scotland, RCPATH – Royal College of Pathologists and ACB – The Association for Clinical Biochemistry and Laboratory Medicine	<ul style="list-style-type: none"> • Limited awareness of the Network 	Improved links with these bodies, and awareness of the network and on-going work projects.	Requires improving communication with these bodies, which in turn will raise the profile of the network and impact of on-going work. Timely circulation of network communications e.g. newsletter
Third Sector Including The National Association for Patient Participation (NAPP)	<ul style="list-style-type: none"> • Voluntary sector organisations have a range of involvement and awareness of the Network 	Increased awareness of the Network	Timeliness of communication is key to ensuring all members maintain awareness of, and involvement in, the Network
Patients, families and general public	<ul style="list-style-type: none"> • Little awareness of the Network, unless directly involved in the work 	Increased awareness of the Network through linking with lab tests online	Engagement with patients can be challenging to build and maintain against competing demands on their time

		Info for patients tab to be added to website	
Public Health Consultants and Industry Colleagues	<ul style="list-style-type: none"> • Little awareness of the Network 	<p>Increased awareness of the Network</p> <p>Increased engagement with the Network</p>	May be challenging to raise the profile of the Network with this group
NHS Directors of Planning, Regional/local planners and regional operational groups.	<ul style="list-style-type: none"> • Ranging awareness of the Network depending on involvement with it 	<p>Increased awareness of the Network</p> <p>Increased engagement with the Network</p>	Can be difficult to raise the profile of the Network in every NHS Board
Scottish Government (including those progressing the Healthcare delivery plan) and The offices of the Chief Medical Officer and the Chief Scientists Officer	<ul style="list-style-type: none"> • Good awareness of the SCBN and its work • Support of the Network and its work 	Maintain the current position.	Maintain involvement in working groups, maintain consistent communication and ensure continued support for the Network

National Managed Diagnostic and Clinical Networks (NMDNs/NMCNs) and The National Laboratories Programme	<ul style="list-style-type: none"> Ranging awareness of the SCBN and its work 	Increased awareness of the Network and cross Network liaising	A risk that there may be duplication of work across the Networks
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Appendix 3: Communication Plan

The Communication Action Plan linking stakeholders to key messages, channels, timescales and responsibility for delivery

Stakeholder	Key message	Channel	When	Responsible
Lead Clinician	Progress on SCBN work and key documents	Email, telephone conversation, face to face meetings, weekly TC	Ongoing	Network Programme Manager
Scientific Manager	Progress on SCBN work and key documents	Email, telephone conversation, face to face meetings, weekly TC	As demand requires	Network Programme Manager
Network Programme Manager	Progress on SCBN work and key documents. Improve the website, increase access to the website and audit hits for the 2018 annual report	Email, telephone conversation, face to face meetings, website, newsletters	Ongoing according to working groups deadlines	Network Programme Support Officer
Network Programme Support Officer	Awareness of changes in the Network. Improve the website, increase access to the website and audit hits for	Email, telephone conversation, face to face meetings, newsletters	As demand requires	Network Programme Manager

	the 2018 annual report			
Steering Group	Agreeing the work of the Network Monitoring the progress of the Network	Email, telephone conversation, face to face meetings, website, blogs, newsletters	Quarterly	Network Programme Manager and Lead Clinician
Working Groups	Implementing Network changes and communicating these to the Steering Group	Email, telephone conversation, face to face meetings	As frequently as they meet	Network Programme Manager and Lead Clinician
NSD	General awareness of the Network progress	Email, telephone conversation, face to face meetings, mid-year and annual report,	As demand requires	Network Programme Manager
Other NHS Staff	General awareness	Email, newsletters, posters, telephone conversation, face to face meetings	Ongoing	Network Programme Manager, Lead Clinician, Steering Group Members/Working Group Members
Third Sector	General awareness	Email, newsletters, posters, telephone conversation, face to face meetings, blogs, the website	Ongoing	Network Programme Manager, Lead Clinician, Steering Group Members and Working Group Members
Patients, families and the general public	General awareness	Email, newsletters, posters, telephone conversation, blogs and the patient friendly section of the website	Ongoing	Network Programme Manager, Lead Clinician, Steering Group Members, Working Group Members