

South West Neuromuscular Operational Delivery Network

Communications Policy



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Neuromuscular
Operational
Delivery Network**

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1. South West Neuromuscular ODN Organisational Objectives

- 1.1 The South West Neuromuscular Operational Delivery Network (SWNODN) is a clinically driven network of key stakeholders including doctors, allied health professionals, NHS managers, commissioners, and patients and their carers/relatives.
- 1.2 Its objective is to develop and establish world class and equitable care for people of all ages living with rare neuromuscular conditions in the South West of England, and to improve their quality of life and overall experience of NHS services.

2. Objective of this Policy

- 2.1 The objective of this Policy is to document the activities that the SWNODN will undertake to ensure communication with all stakeholders involved in the delivery of care and support to the neuromuscular community in the South West.
- 2.2 To achieve the above objective, the SWNODN has agreed the following specific aims:

Aim 1 – Professional External Stakeholders

Ensure a communication and reporting structure to enable timely and appropriate communications with all professional external stakeholders to facilitate two-way engagement to support the SWNODN achieve its overall organisational objectives of delivering an equitable neuromuscular service across the South West.

Aim 2 - SWNODN Staff

Ensure an internal communication and reporting structure to communicate with SWNODN staff across the South West in a timely and appropriate manner to facilitate two-way engagement in developing SWNODN activities and developments and deliver an equitable neuromuscular service across the South West.

Aim 3 - Patient & Public Engagement

Ensure appropriate communication methods to encourage patient and public engagement in the development of the SWNODN and to ensure patients and their families feel supported and are aware of the specialist resource the Network can offer.

Aim 4 – Third Sector Charities and Support Organisations

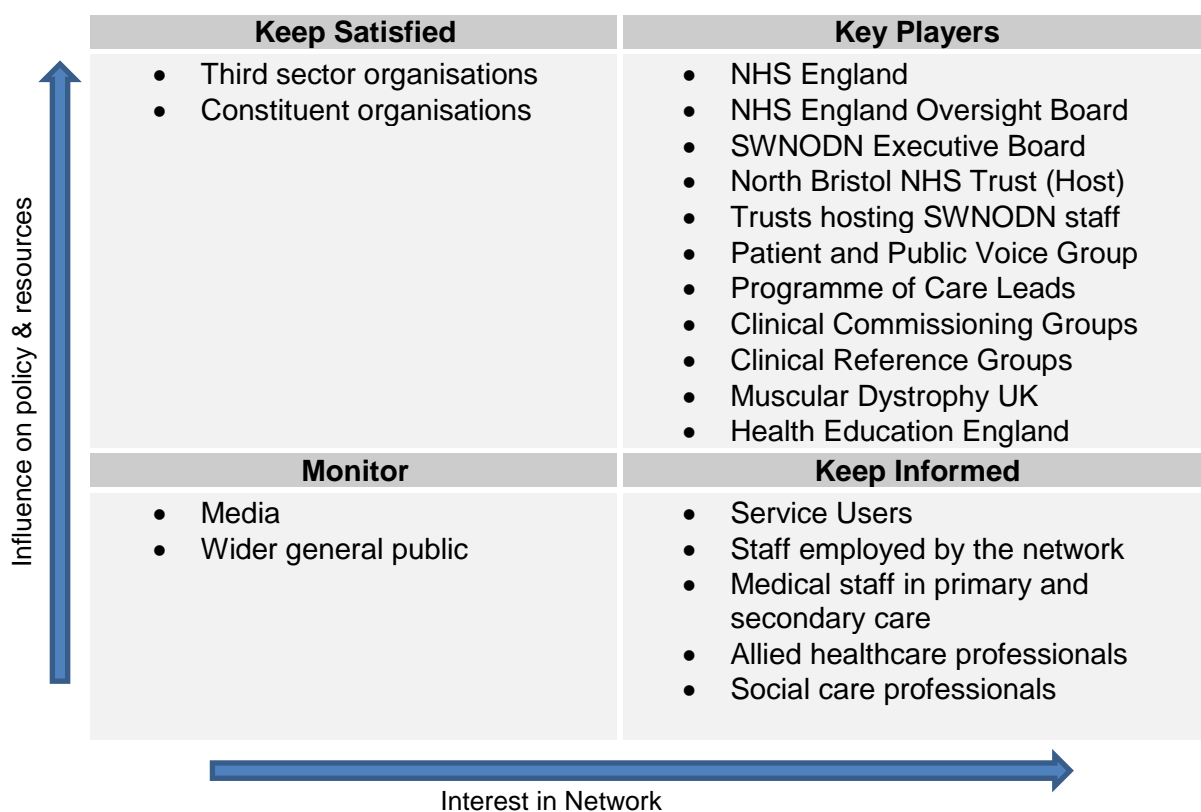
Ensure appropriate communication methods with third sector organisations and support groups to encourage their engagement in the development of the SWNODN and to ensure the SWNODN can work together with these organisations to improve services and provide a specialist resource.

3. How the South West Neuromuscular ODN will deliver the aims of this Policy

Aim 1 Professional External Stakeholders - Ensure a communication and reporting structure to enable timely and appropriate communications with all professional external stakeholders to ensure two-way engagement to help us achieve our overall organisational objectives of delivering an equitable service across the South West.

3.1 The SWNODN will identify key stakeholders and the level of communication and engagement required based on their ability to influence the development of the Network’s overall aims and their requirement for information.

Key External Stakeholders and their level of engagement



3.2 The SWNODN central office will use an Outlook contact list of external stakeholders to facilitate timely communications about meetings and events.

3.3 The SWNODN will be registered as a stakeholder with the relevant Programme of Care Leads, Clinical Reference Groups and Clinical Commissioning Groups as identified in the Network’s Operational Policy.

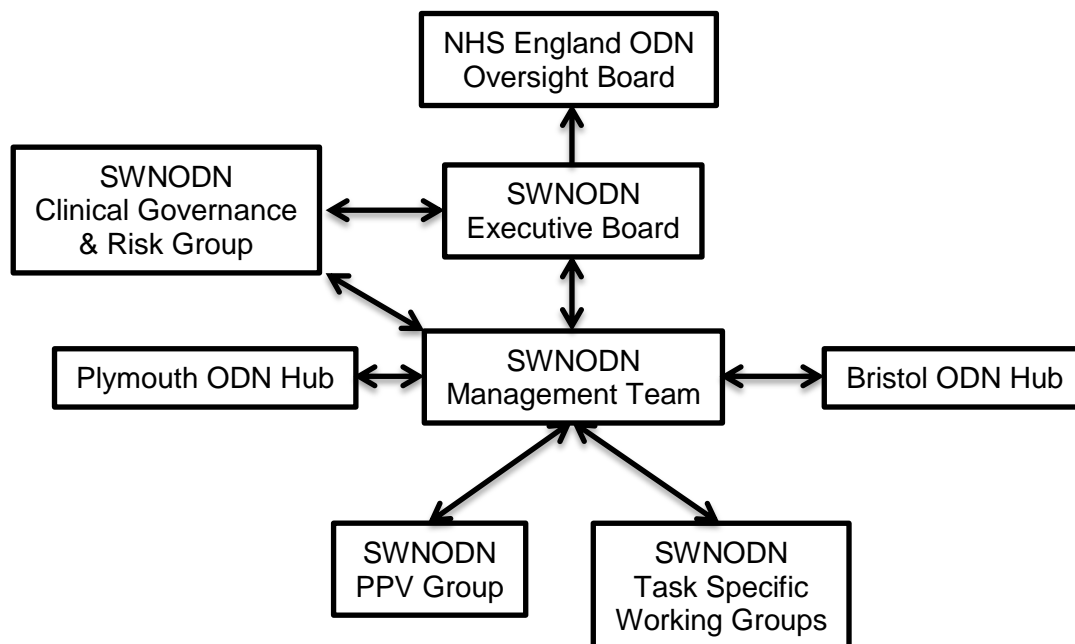
3.4 The SWNODN will ensure a structure is in place to facilitate communications with NHS England and its SW ODN Oversight Board and the Network Host Trust (North Bristol NHS Trust).

3.5 The SWNODN will ensure a structure is in place to facilitate communications with Trusts hosting SWNODN staff and those hosting specialist multi-

disciplinary clinics. This will include the adoption of agreed Service Level Agreements.

- 3.6 The SWNODN will ensure an operational and reporting structure is in place to facilitate involvement and accountability of/with all stakeholders in the SWNODN development to ensure delivery of the [NHS Standard Contract for Neuromuscular Operational Delivery Networks](#).

SWNODN Operational and Reporting Structure



- 3.7 The SWNODN will be aware of political, economic, social and technological (PEST) factors in the external environment that may influence the way in which it communicates in the future and update this Communication Policy as required.

PEST Influencing Factors

Political	Economic
<ul style="list-style-type: none"> • Change of government • Change in government policies • NHS reorganisations • Changes in commissioning priorities • Muscular Dystrophy UK 	<ul style="list-style-type: none"> • Central or local NHS funding • Network budget for service developments and engagement activities
Social	Technological
<ul style="list-style-type: none"> • Social service restructuring and funding • Increased number of service users with complex conditions • Need for highly specialised staff within Network • Service user awareness and expectations raised • Cover a large geographical area 	<ul style="list-style-type: none"> • Investment in NHS hardware and software • Changes in use of technology across the NHS • Social media: Facebook, Twitter, etc • Increased use of video/tele-conferencing technology

- 3.8 The SWNODN will make use of appropriate media to facilitate communications with external professional stakeholders.
- 3.9 The SWNODN will ensure it has a web presence that can provide specialist information and useful links to information and resources.
- 3.10 The SWNODN will make use of on-line professional forums and professional engagement events to share and cascade best practice.

Aim 2 **SWNODN Staff** - Ensure an internal communication and reporting structure to communicate with SWNODN staff across the South West in a timely and appropriate manner to ensure two-way engagement in developing SWNODN activities and developments.

- 3.11 The SWNODN will have an internal organisation structure that clearly defines a reporting process and opportunity for all SWNODN staff to contribute to Network wide developments (see *SWNODN Operational and Reporting Structure* on page 3).
- 3.12 The SWNODN will use an internal Outlook distribution list to ensure all staff members are kept informed of Network developments.
- 3.13 The SWNODN Manager/Co-ordinator will ensure minutes of SWNODN meetings are shared with SWNODN staff members.
- 3.14 The SWNODN will make use of technology and software to facilitate cross organisational collaboration and communication on network wide projects.
- 3.15 The SWNODN will hold bi-monthly Hub meetings and encourage use of video/teleconferencing resources to facilitate cross-organisational team meetings between Bristol and Plymouth.
- 3.16 The SWNODN teams will work with in-house Communication Departments to raise awareness of the local specialist resource available within each hosting Trust.

Aim 3 **Patient & Public** - Ensure appropriate communication methods to facilitate patient and public engagement to ensure patients and their families feel supported and are aware of the specialist resource the Network can offer.

- 3.17 The SWNODN will develop a Patient Registration Policy to facilitate communication of patient and public engagement activities of the Network.
- 3.18 The SWNODN will develop a website that ensures the work of the Network is clearly explained and communicates all relevant information about current and future developments.
- 3.19 The SWNODN will develop a Patient and Public Voice Policy to ensure service users and their families opinions are at the heart of SWNODN developments.

- 3.20 The SWNODN will incorporate patient and public engagement as part of the SWNODN Education & Training Policy.
- 3.21 The SWNDON will develop patient and public resources using the most appropriate media.

Aim 4 **Third Sector Charities and Support Organisations** - Ensure appropriate communication methods with third sector organisations and support groups to encourage their engagement in the development of the SWNODN and to ensure the SWNODN can work together with these organisations to improve services and provide a specialist resource.

- 3.22 The SWNODN will build links with third sector organisations to cascade information about the Network and for the Network team to attend local support groups when capacity allows.
- 3.23 The SWNODN will encourage third sector involvement in the Network through involvement in the Patient and Public Voice Group.
- 3.24 The SWNODN will ensure Muscular Dystrophy UK, as a national charity representing all muscle wasting conditions, has representation on the SWNODN Executive Board and on any Task Specific Working Groups that facilitate links to Muscular Dystrophy UK's national work.

4. Roles and responsibilities

- 4.1 All network staff will be expected to contribute to the Network Communication Policy via:
 - 4.1.1 Working closely with their local Trusts to promote the work of the Network.
 - 4.1.2 Promoting the work of the SWNODN to service users and registering their details with the SWNODN to facilitate communication of SWNODN activities.
 - 4.1.3 Promoting the work of the SWNODN to other healthcare professionals and recording attendees' contact details at training and education events to add to the SWNODN Professionals Distribution List.
 - 4.1.4 Developing and contributing to patient and public engagement activities.
 - 4.1.5 Developing and contributing to professional stakeholder engagement and training activities.
 - 4.1.6 Contributing content for the SW Neuromuscular News and South West Interest in Muscles Bulletins and other SWNODN publications

- 4.1.7 Contributing content for the SWNODN's website (www.swneuromuscularodn.nhs.uk)
- 4.1.8 Attending SWNODN Hub meetings and taking part in SWNODN organisational meetings such as Executive Board, Task Specific Working Groups, etc to support the delivery of the SWNODN Work Programme objectives.

5. South West Neuromuscular ODN Identity

- 5.1 The SWNODN will comply with [NHS Identity Policy](#) for non-statutory organisations and where applicable the Host Trust's branding.
- 5.2 The SWNODN Logo and strapline will be incorporated into template documents (ie letterheads, compliment slips, business cards, etc).
- 5.3 The SWNODN Logo will be used on all SWNODN publications to ensure a common theme and recognisable identity.
- 5.4 The SWNODN Logo and strapline will be incorporated into local Trust letters and leaflets when applicable to local clinical neuromuscular activity (ie, local clinic leaflets, induction flyers, etc).
- 5.5 The SWNODN logo and strapline will be added to all e-mail signatures where possible.

Document approved by the SWNODN Executive Board on 1 August 2016

Review date: The Communications Policy will be reviewed annually or sooner if required.