



**Scottish Paediatric Endocrine
Group (SPEG) Network**

**Communication
Strategy**

Document control

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1. Purpose of Document

1.1 Introduction

The Network Communication Strategy is intended to describe how the Scottish Paediatric Endocrine Group (SPEG) intends to ensure that all its stakeholders are kept informed and have a voice in the network. It was originally 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 SPEG communication with these groups of people is (i.e. what the network's key messages are).

1.2 Communication Strategy Governance

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

Programme Manager

- Manage the delivery and review of the Communications Strategy
- Develop communication materials as per the communication objectives within the network's annual Business Plan
- Provide communication support and advice where necessary
- Provide updates on the communication objectives within the network's annual Business Plan to the Steering Group

Lead Clinician

- Final approval on all communication materials
- Take forward specific actions assigned via the communication objectives within the network's annual Business Plan

Steering Group

- Consultation on the Communication Strategy and objectives
- Final approval of the Communication Plan

1.3 Communication Objectives

- Ensure that clinicians, planners and managers with an interest in paediatric endocrinology are informed about the network, and progress against its Business Plan
- Engage with clinicians, patients/carers/families, patient groups and voluntary sector organisations to establish a dialogue about priority issues for children's endocrine services and how SPEG can help to address these
- Inform and educate wider services and organisations about the work of SPEG
- Promote consistency in the delivery of safe and effective paediatric endocrine 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 SPEG and its key achievements
- Communication of key issues and challenges facing paediatric endocrine services through appropriate channels

1.4 Communication Deliverables

- Maintain an up-to-date and informative website for SPEG members, patients, their families and wider stakeholders through the National Services Division (NSD) shared web offering.
- Produce a newsletter (quarterly) to provide succinct updates on developments within SPEG and forthcoming events
- Maintain and update email distribution lists
- Maintain and update the SPEG clinical directory of stakeholders within each health board (which includes a checklist of who should be invited to education events)
- Maintain and update Microsoft Teams channels
- Provide regular updates throughout the network planning cycle (i.e. financial year)
- Annual reports
- Patient engagement initiatives, e.g. patient and family engagement events or surveys
- An annual SPEG Steering Group meeting focusing on network progress and identifying strategic priorities for the following year's business plan
- Stakeholder surveys, to ensure appropriate level of engagement

2. Stakeholders

A detailed stakeholder map is included in Appendix 1.

Key stakeholders include:

- Children/young people with endocrine conditions and their families and carers
- Third sector organisations
- Clinical staff delivering care to children with endocrine conditions:
 - Paediatric Endocrinologists
 - Paediatricians with interest in Paediatric Endocrinology
 - General Paediatricians
 - Paediatric Endocrine Specialist Nurses
 - General Paediatric Nurses
 - Community Nurses
 - School Nurses
 - Acute and community pharmacists
 - Biochemists
 - Psychologists
 - GPs
- National Commissioners
 - National Specialist and Screening Services Directorate (NSD)
 - NPPPRG / NSSC
- Local and Regional NHS Organisations
 - NHS 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

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

- Face to face meetings
- Microsoft Teams meetings
- SPEG website: [Scottish Paediatric Endocrine Group – National Managed Clinical Network \(nhs.scot\)](https://www.nhs.uk/scottish-paediatric-endocrine-group/)
- Electronic Mailing Lists
- Newsletters
- Engagement events with patients, families and other stakeholders
- Stakeholder surveys
- Working with industry, third sector partners and other organisations and services as and when appropriate, through their websites and mailing lists
- Education events
- Print media (e.g. patient information leaflets, posters, cards etc)

A Communication Channel Breakdown is available in Appendix 3.

4. Key Areas

4.1 Equality & Diversity

The Network aims to reduce inequality by ensuring effective and equitable access to services across Scotland.

4.2 Branding

National networks, in terms of governance, are subject to NHS Scotland, rather than NSS branding requirements. All SPEG communication will comply with the NHS Scotland Identikit and use the NHS Scotland logo. SPEG-specific branding can be used where appropriate.

4.3 Evaluation

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

- Evaluation surveys (e.g. feedback of events from network members)
- Direct communication with network members
- Steering Group ratification and review
- Website engagement (including the Right Decision Service clinical guidelines toolkit)

5. Action Plan

5.1 Developing the Communication Action Plan

Specific actions on communication will be included in the SPEG annual Business Plan, which is included in the service level agreement and is available from the SPEG Programme Manager.

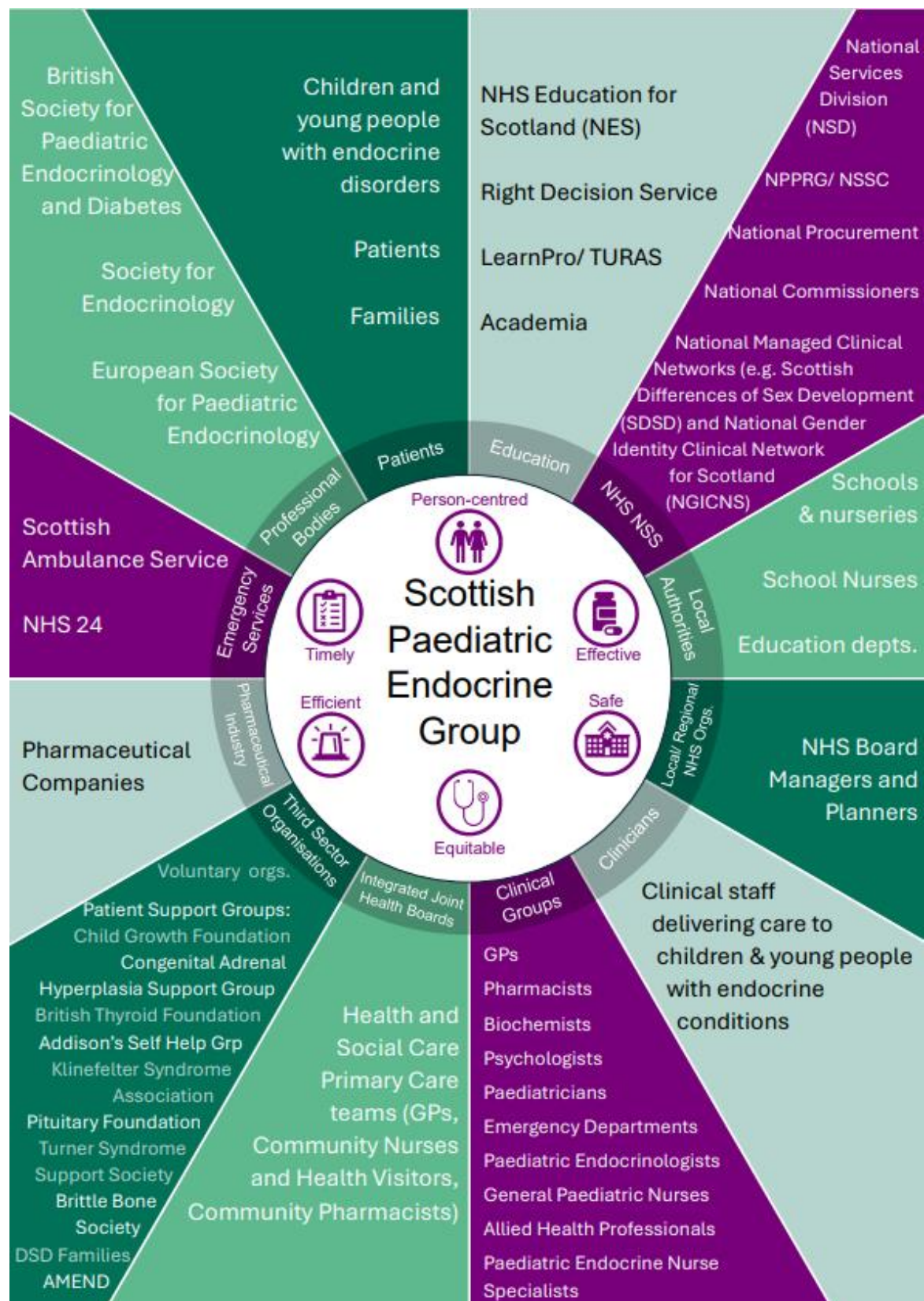
Communication Deliverables

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

Strategic Aims	Objectives	Deliverables
Provide useful information to all healthcare professionals	<p>Clinical guidance and resources should be provided in an easy to access way via a combination of platforms (i.e., website, MS Teams, Right Decision Service). Clinical guidance documents will be converted onto the Right Decision Service platform.</p> <p>Newsletters will be shared on a quarterly basis to provide stakeholders with up-to-date information, developments, opportunities and events.</p> <p>Stakeholder contacts will be maintained through outlook distribution lists, Microsoft Teams channels and the SPEG clinical directory.</p>	<p>The value of clinical guidance will be captured through surveys and will demonstrate the important role these documents continue to play in producing the highest quality of clinical outcomes.</p> <p>SPEG stakeholders will be kept informed of network updates and progress through quarterly newsletters. This will maintain engagement and ensure events and opportunities are well publicised.</p> <p>The maintaining of stakeholder lists will ensure the network continues to be well represented across the Scottish landscape and any identified gaps will be addressed accordingly.</p>
Ensure the network is meeting requirements of wider clinical community	<p>Provide guidance on emergent issues (e.g., medication supply chain disruption) via the use of SPEG-produced information leaflets and letter templates for distribution to affected families. Engage with procurement about any supply issues.</p> <p>Membership should be expanded to include primary</p>	<p>Efficiencies would be realised through the development of standard templates and the sharing of emergent issues that affect health boards throughout Scotland.</p> <p>By inviting primary care representation onto the SPEG Steering Group, this will provide a direct opportunity for two-way communication to address questions, concerns</p>

	<p>care representation on the SPEG Steering Group.</p> <p>Recruitment to the SPEG subgroups to continue in order to maximise representation across all workstreams.</p>	<p>and emergent issues in general practice.</p> <p>By increasing the representation on the SPEG subgroups, this will help to reduce any unwarranted variation across the country and will ensure different voices are heard throughout the SPEG community. More members will also allow further delegation of actions.</p>
<p>Support parents/carers and children and young people with endocrine disorders by providing relevant information and education</p>	<p>Useful information for parents/ carers and children and young people will continue to be published on the SPEG website.</p> <p>A contact form on the SPEG website and contact details on SPEG information leaflets allows for direct feedback and questions. QR codes will be used more widely to direct people to the SPEG website.</p> <p>The network will continue to maintain and develop useful information through patient leaflets that will be published on the SPEG website as well as being made available in print form.</p> <p>Patient and family engagement events will be organised every two years, with a spotlight on a specific condition. These include staff educational talks as well as lived experience.</p>	<p>Essential information and patient leaflets will continue to be made available for children and young people and their parents/ carers on the SPEG website to provide guidance, reassurance and links to useful resources.</p> <p>By providing SPEG contact details, parents/ carers and children and young people can ask questions and provide feedback easily. This allows two-way communication and will continue to help shape the future priorities of the network.</p> <p>Patient and family engagement events are designed to provide useful education around specific conditions, to improve outcomes for patients and their families. These events also allow peer support.</p>

Appendix 1: Scottish Paediatric Endocrinology Group Network Stakeholder Map



Appendix 2: 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 SPEG work and key documents	Email, Microsoft Teams, face to face meetings	Ongoing	SPEG Programme Manager
Network Programme Manager	Progress on SPEG work and key documents	Email, Microsoft Teams, face to face meetings, website	Ongoing	SPEG Programme Support Officer
Network Programme Manager	Improve website, increase access to website	Website, Microsoft Teams, email, Sway newsletters	Ongoing	SPEG Programme Manager and Programme Support Officer
Network Programme Support Officer	Progress on SPEG work and key documents	Email, Microsoft Teams, face to face meetings	Ongoing	SPEG Programme Manager
Steering Group	Agreeing work and monitoring progress	Email, Microsoft Teams, face to face meetings, website, newsletters	Quarterly	SPEG Programme Manager and Lead Clinician
Subgroups	Implementing work and communicating with Steering Group	Email, Microsoft Teams, face to face meetings	As frequently as they meet	SPEG Programme Manager and Lead Clinician
National Services Division (NSD)	General awareness of progress	Email, Microsoft Teams, face to face meetings, annual report	As demand requires	SPEG Programme Manager
Other NHS Staff	General awareness	Email, newsletters, posters, Microsoft Teams, face to face meetings	Ongoing	SPEG Programme Manager, Lead Clinician, Steering Group members/ subgroup members
Industry/Third Sector	General awareness	Newsletters, posters, Microsoft Teams, face to face meetings, website	As demand requires and ongoing	SPEG Programme Manager, Lead Clinician, Steering Group members/ subgroup members
Patients, families and the general public	General awareness	Email, posters, website, face to face events	Ongoing	SPEG Programme Manager, Lead Clinician, Steering Group members/ subgroup members

Appendix 3: Communication Channel Breakdown

Communication type & purpose	Roles & Responsibilities	Frequency
SPEG Steering Group agenda, papers & minutes Communicate key decisions and actions arising from the network meetings	Network Support Team: <ul style="list-style-type: none"> Develop and issue agenda and papers to members in advance of meetings Share on Microsoft Teams Distribute minutes to members Steering Group members: <ul style="list-style-type: none"> Communicate decisions / actions arising with wider stakeholders 	Quarterly
Network update on the work of the subgroups To provide network stakeholders with an update on the work of the subgroups	Network Support Team: <ul style="list-style-type: none"> Develop and issue to network stakeholders as required Share on Microsoft Teams Chairs of the subgroups <ul style="list-style-type: none"> Contribute to any updates Network Stakeholders <ul style="list-style-type: none"> To cascade to relevant parties 	Dependent on frequency of subgroup meetings
Network Newsletter Communicate key decisions and actions arising from network meetings as well as other work going on within the network and related field.	Network Support Team: <ul style="list-style-type: none"> Develop and issue to network stakeholders via email and Microsoft Teams Publish on the website Network Stakeholders: <ul style="list-style-type: none"> Cascade to relevant parties Provide appropriate contacts to the Network Support Team for database 	Quarterly
Website Provide a repository for network documents, information on each of the workstreams and key network activities	Network Support Team <ul style="list-style-type: none"> Update information as required 	As required
Emails/ Microsoft Teams Circulate information within the network to seek input and feedback on workstream / network documents	Network Support Team: <ul style="list-style-type: none"> Develop and issue to key network contacts and others as required Group members: <ul style="list-style-type: none"> Communicate decisions and actions to the SPEG network Collate feedback from the network to feed into the workstreams 	As required