

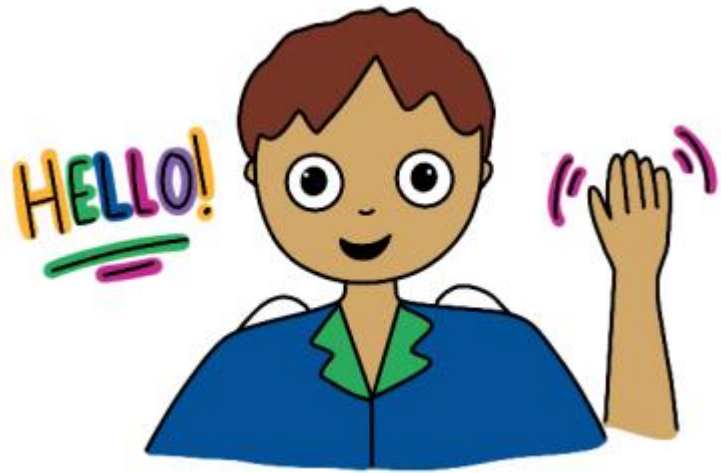
North West Children's Cancer Operational Delivery Network

Communications Strategy

2024

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Introduction

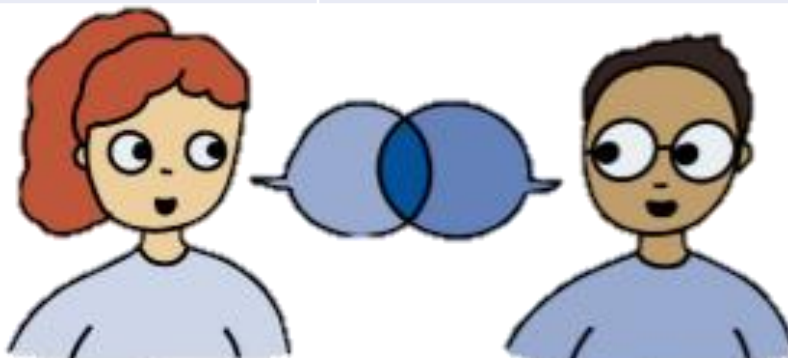
The following Communications Strategy outlines the approach that the North West Children's Cancer Operational Delivery Network (NWCCODN) is taking to communicate with stakeholders to meet the network aims and objectives. The NWCCODN aims to deliver a collaborative model of care to improve the experiences and outcomes for children with cancer and their families based on regional and local need.

Communication objectives have been agreed along with key messages to ensure clarity when communicating with all stakeholders. The Network communications channels have been logged, noting how these will be managed. Stakeholders have been identified and grouped to ensure that communications are relevant and appropriate for the Network different audiences. The Project Support Officer is responsible for updating and monitoring the stakeholder contacts, and ensuring the circulation lists are accurate. Finally consideration has been made to evaluating the success of the Network communications in relation to the Networks goals.

Communications Objectives

The following communication objectives link to the Network objectives to ensure that communications contribute to achieving the Network goals:

Network Objectives	Communications Objectives
Ensure equitable, high quality care	<ul style="list-style-type: none"> Engage with stakeholders to gather their ideas, expertise and input on ensuring equitable, high quality care
Improve interoperability and data quality	<ul style="list-style-type: none"> Engage with stakeholders to gather their ideas, expertise and input on improving interoperability and data quality
Build a sustainable and confident workforce	<ul style="list-style-type: none"> Engage with the workforce across the North West Promote careers in children's cancer Promote educational events across the region to increase competence and confidence
Maintain excellent access to clinical trials and high quality research activity	<ul style="list-style-type: none"> Engage with stakeholders to enable access to clinical trials and high quality research
Enable patient engagement and voice	<ul style="list-style-type: none"> Engage with patients and families to hear their voice and enable co production Engage with other stakeholders to incorporate patient voice in services Increase awareness of the signs and symptoms of cancer in children
Build a sustainable and effective network	<ul style="list-style-type: none"> Build awareness of the Network through communications



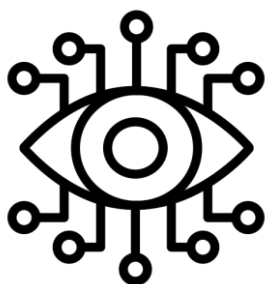
Key Messages

The Network key messages are as follows:



Vision:

“Continue to ensure that every child with cancer in the North West has access to world class, safe, high quality care & treatment, where, when and how it is required”



Mission Statement:

The aim of the NWCCODN is to work with all stakeholders to provide world class, safe, high quality care to all children with cancer across the North West Region, according to need. The focus is to provide system and service oversight, support training and education and share best practice to improve, where required, access, quality and the experience of cancer care across the region by working together to maintain standards for all.

Our strategic aims:

Access

Ensure equity of access to care for children with cancer across the NW

Quality

Ensure quality of care to children with cancer across the NW

Experience

Improve the experience of care for children with cancer across the NW

Our network values:

Patient focused care

Evidence based transformation



Honesty, integrity and compassion

Collaborative working

Our objectives:

Ensure, equitable, high quality care

Improve interoperability and data quality

Build a sustainable, competent and confident workforce

Maintain excellent access to clinical trials and high quality research activity

Enable patient engagement and voice

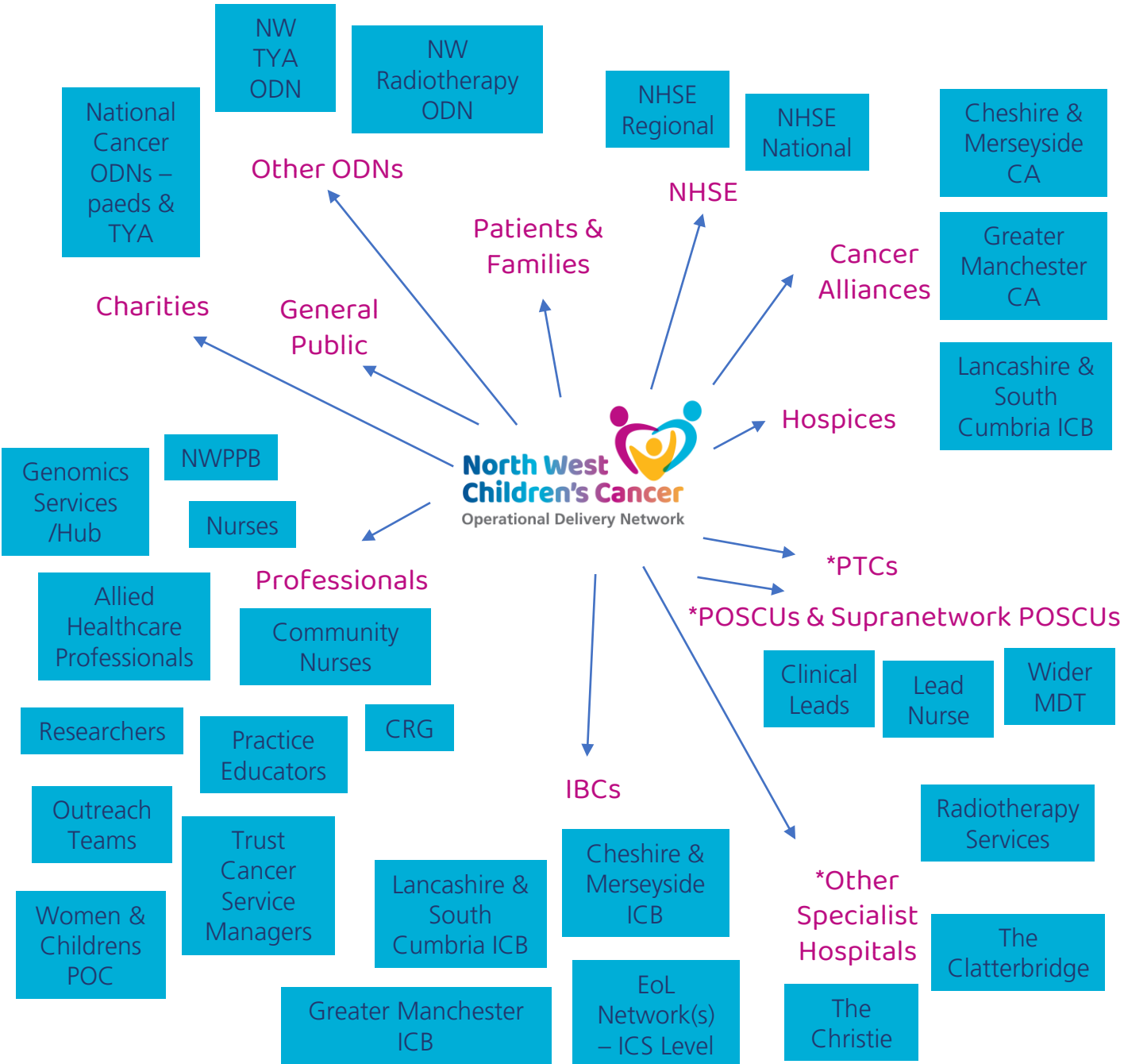
Communication Channels

The Network communications channels are described below:

Channel	Overview	Management
Website	The Network website provides and sign posts stakeholders to information related to the network.	The website has been developed by the network and StudioWide. Design and content has been influenced by discussions with professionals and feedback received from professionals and families from across the region. Members in the Network team have been trained on how to update the website and the StudioWide team are available for support.
Newsletter	The newsletters provide updates on the networks activity and informs stakeholders of upcoming events and work.	An Network newsletter is produced quarterly and circulated to the <i>Wider Network Group</i> via Email. The Project Support Officer is responsible for the content creation and circulation of the newsletter once it has been reviewed and approved via the SLT.
Email	The ODN has a generic email: info.nwccodn@mft.nhs.uk which is used to communicate with stakeholders.	All Network team members have access to the Network email which is monitored on a daily basis (Monday to Friday). Emails will be responded to within 2 working days. A contact list is kept and updated in the Networks Team channel which logs all stakeholders.
Social Media	The Network currently operate two social media channels: Instagram and X (Twitter). These channels are used to engage with stakeholders, provide relevant information and cultivate an online community.	The social media channels are managed according to the Network Social Media Strategy (see Appendix 1).
Meetings	The Network deliver a number of regular meetings to communicate with internal stakeholders and direct meetings to disseminate the work of the Network to wider stakeholders. These include the quarterly NOG, the monthly SLT and numerous working group meetings.	Governance meetings are organised through the Network email. Agendas are developed and minutes are produced by the Project Support Officer. A chair is allocated and diaries are aligned as best as possible.
Events	The Network has and will continue to host events and workshops to engage and educate stakeholders.	Events are organised via appropriate Working Groups and are often in collaboration with stakeholders. ⁵

Stakeholders

The Network SLT have identified a large number of stakeholders for the Network. These stakeholders have been grouped into the following audiences:



The Network stakeholders are reviewed monthly by the team and contact details are logged in the MS Teams channel. Distribution lists have been created in the Network outlook to ensure the correct people are contacted in relation to the correct meetings, working groups and task and finish groups.

*Cross over with professionals' group

Stakeholders

To ensure appropriate engagement, the Network audiences have been mapped against the communications channels in the table below:

	Website	Newsletter	Email	Social Media	Meetings
Patients & Families					WG
Professionals					NOG
General Public					
POSCUs					NOG
PTCs					NOG & SLT
Hospices					Visits
Charities					Visits
NHSE					NOG
TYA ODN					NOG
Radiotherapy ODN					NOG
Other ODNs					
Cancer Alliances					NOG
ICBs					

NOG: Network Oversight Group

SLT: Senior Leadership Team

WG: Working Group



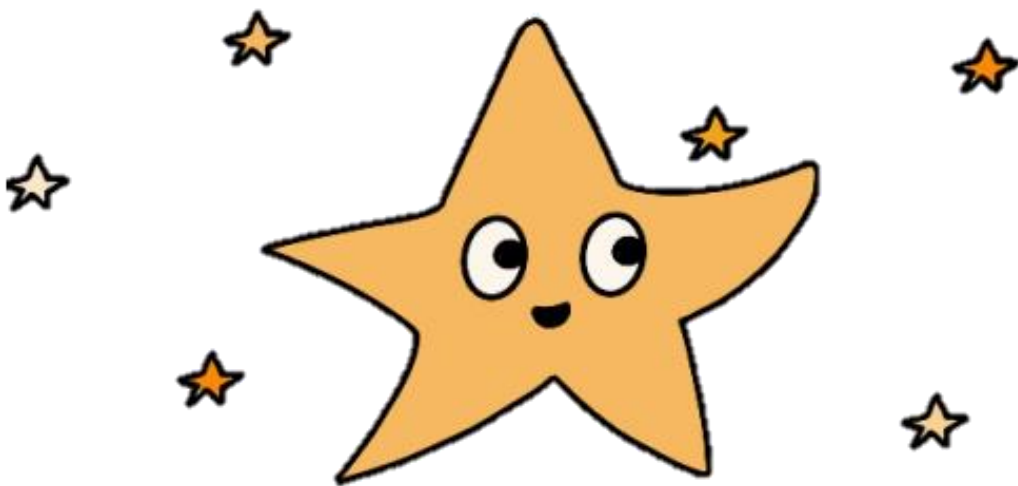
Evaluating Success

The success of the Network communications activities will be determined by the extent to which the communications objectives (set out on page 4) have been met. The ODN team will regularly review communications to ensure stakeholder interaction is beneficial. In addition to this the team will regularly review the following metrics to understand the effectiveness of communications:

- Website metrics
- Social media metrics
- Meeting attendance

More subjective measures of success are as follows:

- Increased engagement from stakeholders
- Good ODN reputation
- Effective team working across the region resulting in high quality projects being completed



Any risks relating to the Network communications will be logged in the Network risk register and mitigated accordingly.

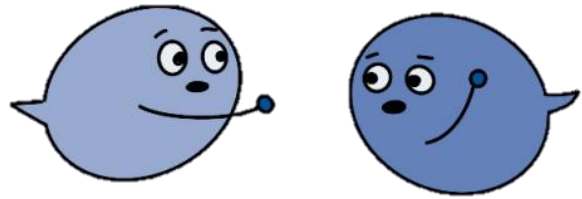


Appendix 1:

NWCCODN Social Media Strategy

The North West Children's Cancer Operational Delivery Network have devised the following Social Media Strategy which is to be read in conjunction with the Social Media Policy. The strategy contains information on the following in relation to the management of the Network's social media platforms:

- Social Media Objectives
- Content & Branding
- Management Plan
- Measuring Outcomes
- Crisis communication plan



The network currently operate two Social Media channels: Instagram and X/Twitter. Additional Social Media platforms may be added in future.

Social Media Objectives

Increase awareness of the network with professionals working regionally and nationally

Promote equality, diversity, inclusion and accessibility

To engage with and educate people who have an interest in children's cancer

Promote collaboration

Promote our network, events and news

Share best practice

Content & Branding

As noted in the Social Media Policy, all posts will reflect the Network's and NHS' values and 'tone of voice' to ensure that all posts reflect professionalism.

Content will be created using graphics produced for and paid for by the Network to ensure copyright laws are adhered to. If content is obtained via other sources, written consent will be obtained. Templates have been produced by Charlie Snowdon Graphics and are saved in the Social Media Teams channel. These templates will be used when creating content so a consistent look is maintained.

All Instagram posts will contain image descriptions and all acronyms and abbreviations will be explained to ensure that the information is as accessible as possible.

A wide variety of religious and cultural holidays and events be celebrated on the Network's social media platforms to promote equality, diversity and inclusion. This is an important part of building the Network's inclusive reputation as the North West contains a wide variety of children from different backgrounds.

Permission will be obtain, in written form, from the authoring account when reposting any content containing children.

Management Plan

Content will be created by the Social Media Administrators (PSO, IPO and QI Lead Nurse) and saved in the MS Teams channel. Content is cross checked by at least one other member of the team to ensure quality and appropriateness. All posts are logged in the Social Media

Management spreadsheet saved in the MS Teams channel, with a column tracking approval. The team also use this spreadsheet to schedule post for upcoming events, holidays or awareness days.

The Network team will meet monthly to update on and plan future social media activity. The team will review the monthly metrics and cross check and sign off any upcoming posts for the month. Responsibility for the social media channels will rotate between team members on a monthly basis. The rota for this is kept in the Social Media Management spreadsheet. The responsible team member will schedule the months posts, create new content and monitor the comments and messages. Team members will handover in the monthly meeting and/or via email.

Twitter/X posts are scheduled using the platform's scheduling option and Instagram posts are scheduled via Meta Business Suite software. Scheduling posts enables the team to spread out content over the month, post during non-working hours and improve time management as posts can be uploaded in one sitting. The scheduling software also provided intelligence on peak times to post, therefore helping to improve engagement.

An initial monthly posting schedule has been agreed as follows:

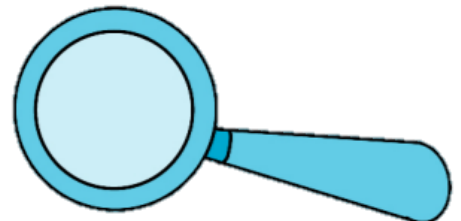
- 1 or more network awareness post
- 1 or more visit post (e.g. hospital or charity etc)
- 1 or more educational post
- 1 or more event or holiday post

This schedule has been agreed to ensure variety of content and to create consistency so it is clear to our audiences what our social media channels are about.

Measuring Outcomes

The following metrics are measured each month:

- Total followers (Instagram and Twitter/X)
- Total following (Instagram and Twitter/X)
- Number of posts (Instagram and Twitter/X)
- Instagram accounts reached
- Instagram accounts engaged
- Tweet impressions



This data will then be used to measure the effectiveness of the social media channels and guide future activity.

The team will also highlight posts that receive high levels of engagement to better understand what resonates with our audiences.

Crisis Communications Plan

In the unlikely even that a post or repost results in negative comments, the comment function will be temporarily switched off. The impact of the negative engagement will then be mitigated by the team before the comment function is switched back on. This is to prevent any further escalation and to work to maintain the Network's positive reputation. Learning will then be discussed to avoid any negative escalation in the future.

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