



COMMUNICATION STRATEGY

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Contact: *Network Administrator*

Introduction

The Staffordshire, Shropshire & Black Country Newborn and Maternity Network (SSBCNMN) has developed its methods of communication over several years. There are several levels of communication both within the SSBCNMN and external to the SSBCNMN.

Purpose

This document is designed to set out the communication strategy of the Staffordshire, Shropshire & Black Country Newborn and Maternity Network.

Authorisation

David Loughton

Chair – Staffordshire, Shropshire and Black Country Newborn and Maternity Network

Aim

The Staffordshire, Shropshire & Black Country Newborn and Maternity Network is committed to communicating effectively within and externally to the network in order to achieve the network’s objectives and facilitate the development of high quality neonatal and maternity services.

Strategy

The Network Administrator is the central point for communication within and externally to the SSBCNMN, working with the Network Management Team (Chair, Lead Clinician, Lead Obstetrician, Network Manager/Lead Nurse and the Network Practice Educators). The Network Administrator is supported by the Network Administrative Secretary.

Communication between the network members is facilitated via the Network Administrator, using a variety of media including; the SSBCNMN’s websites, biannual newsletters, quarterly network board meetings, regular network subgroup meetings either face to face or via teleconference, publication of an annual business plan and annual report and holding an annual general meeting.

Agenda’s and papers for all network meetings are published on the relevant network web page and circulated to the group members via email with a link to the meeting’s papers. Minutes of all network meetings are distributed to group members in a similar way.

External communication is via the SSBCNMNs websites, biannual newsletters and also through face to face meetings at regional, national and international conferences and regional and national meetings.

Overall SSBCNMN Objectives

Objective 1: High Quality data and information to support high quality care

Objective 2: Best care for babies and families

Objective 3: The network is fit for purpose and able to demonstrate added value

Communication Methods

Communication Vehicles	Audience/Distribution List
The Staffordshire, Shropshire and Black Country Newborn Network Website: http://www.networks.nhs.uk/nhs-networks/staffordshire-shropshire-and-black-country-newborn	Open website accessible by all including staff, patients and public
The Staffordshire, Shropshire and Black Country Maternity Network Website; http://www.networks.nhs.uk/nhs-networks/staffordshire-shropshire-and-black-country	Open website accessible by all including staff, patients and public
The Staffordshire, Shropshire and Black Country Newborn and Maternity Network Board Website: http://www.networks.nhs.uk/nhs-networks/ssbc-newborn-network-board	Restricted access to Network Board Members only – see current distribution list in Appendix 1. Distribution list maintained by Network Administrator. Trust’s to inform Network Administrator of changes to staff Approved minutes of quarterly network board meetings are available to all on the SSBC Newborn network website

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Biannual network newsletter	Neonatal and Maternity Services staff working within SSBC Newborn and Maternity Network Wider stakeholders both within and external to the SSBCNMN area See email distribution list in Appendix 2 Published on SSBC Newborn Website for all to access
Annual Report	Approved by the Network Board prior to presentation at the Annual General Meeting and distribution to key stakeholders See distribution list in Appendix 3 Published on SSBC Newborn Network website for all to access
Annual General Meeting	Open event where the Annual Report is presented and feedback on the performance of the network is obtained from wider stakeholders Advertised via the Network Board, the Bi annual Newsletter and the SSBC Newborn Network Website
Network Business Plan	Discussed and agreed by the Network Board. Published on the Network's website for all to access
Quarterly Staffordshire, Shropshire and Black Country Newborn and Maternity Network Board Meetings	The agenda and papers for the quarterly network board meetings are published on the network board website and circulated to network board members via email with a link to the papers
Quarterly Maternity Network Meetings	The agenda and papers for the quarterly maternity network meetings are published on the maternity network website and circulated to maternity network members – see distribution list in Appendix 4 via email with a link to the papers
Various sub groups of the Staffordshire, Shropshire and Black Country Newborn and Maternity Network	The agenda and papers for the various sub group meetings are published on the appropriate page of the network website and circulated to the appropriate group's members via email with a link to the papers. See distribution lists for network sub groups in Appendix 5
Network Training Events	Advertised on the network website which is available to all to access, the bi-annual network newsletters and flyers for individual events are circulated to each neonatal maternity service as appropriate to advertise to their staff

Related Documents

- Network Board Terms of Reference
- Network Sub groups Terms of Reference
- Network Annual Reports
- Network Business Plans
- Network Newsletters
- Network Parent and Public Involvement Strategy (in development)

Appendices

Appendix 1 – Network Board Membership/Distribution List

Appendix 2 – Network Newsletter Distribution List

Appendix 3 – Annual Report Distribution List

Appendix 4 – Maternity Network Group Membership/Distribution List

Appendix 5 – Sub groups Membership/Distribution Lists