**Palliative Care GGC Website Editorial Group Meeting**

**Minute of meeting 11/05/16**

**Present:** Paul Corrigan, Christina Hamill

**Apologies:** Francesca Gray, Katie Clark, Euan Paterson, Stuart Milligan, David Gray, Claire O’Neill

**1. Previous Minute**

Minute from February meeting approved.

**2. Editorial Group Membership**

Claire O’Neill will join the group. It has not been confirmed if Planning Manager Karen Ross will join the group in place of Jackie Britton. Dr Jill McKane, GP Facilitator from Inverclyde has expressed an interest in joining the group.

**ACTION** Group membership will be opened up at the next MCN meeting.

**ACTION** CH will ask if any nursing colleagues would like to join.

**3. User Testing**

5 user tests of the professional area of the website have been completed through ‘What Users Do’ website. One of the videos was shown at the meeting demonstrating how a user unfamiliar with the palliative care website performs tasks to find specific information. Themes from the 5 tests were discussed along with possible solutions.

1. Education may be difficult to find.

*Highlight education more on the home page and / or add as a top level menu item.*

1. Some of the web pages may have too much content to be easily navigable.

*Add an index at top of long pages to allow users to identify content and ‘jump’ to it within the page.*

1. The top level menus and search function may not stand out enough to encourage users to immediately use them to find specific content.

*Add arrows to indicate menus have drop down choices, make it clearer in the home page text that the menus and search function are the main route to content.*

1. The portal page at: [www.palliativecareggc.or.uk](http://www.palliativecareggc.or.uk) can be slightly confusing as users may not know where to go to quickly find the content they are looking for.

*Have the website address go straight to the professional home page and allow users to find the content for patient / carers and twitter through their host websites (www.nhsggc.org.uk & Twitter.com) or search engines.*

The trial user testing was thought to be worthwhile and has helped refine a testing plan which could be adapted for used with health / social care professionals to further test the website.

**ACTION** Website Editorial Group to comment on proposed changes 1 - 4 above.

**ACTION** PC will create a refined test plan with sign up section and CH (and any group members who can assist) will attempt to find nursing staff who could participate in further testing.

**4. Website – Content for health care professionals**

PC noted recent updates to the website and updates that are in progress or dependent on support from palliative care groups.

* Guidance at End of life – PC to contact the group producing the update to ensure it links in correctly with resources on the website.
* Pharmacy – A new resource for prescribing in palliative care from the MacMillan Pharmacy service may be added to the website when available electronically.
* Bereavement Section – Awaiting appointment of new chair for NHSGGC Bereavement Group. The bereavement content on the website is guided by this group previously chaired by Jackie Britton.
* Care Homes – Jude Marshall Chair of the MCN Care Homes Sub Group has agreed to support development of care homes content for the website and will cover this at their next meeting.
* Non Malignant Palliative Care – The MCN NMPC sub group are creating a quarterly briefing which PC may assist with. This could be a good opportunity to improve NMPC content on the website and also increase awareness of the website amongst non specialist palliative care staff.
* Hospices and Referrals – PC attended MCN HI&T group and following this new forms, links and hospice referral information including generic email addresses are being added to the website and StaffNet palliative care resource.

**5. Website – Content for patients and carers**

PC demonstrated updated content for patients and carers on the Palliative Care area within NHSGGC’s own website.

It was noted that Health Improvement Lead Claire Donaghy has left her post and a replacement to continue Claire’s Palliative Care work (including supporting the palliative care website) has not yet been appointed.

PC has contacted Patient Experience Project Manager Lorna Gray who may work with the MCN Patient Involvement sub group – this group may have an input into content for patients and carers on the palliative care website.

**6. Social Media and website promotion**

PC has attended local events for Death Awareness Week Scotland and promoted them through the Twitter account. PC is also assisting with planning further Social Media training / workshop events through the library service. This should help develop the palliative care Twitter account and allow further networking with NHSGGC staff using social media.

PC noted that business cards with the website address are still available and CH would be using them at a training event this week.

**7. AOCB**

Stats for the Patient and Carers website were circulated. This is the first time stats have been gathered on the pages for patients / carers and they show which web pages were the most popular including: Hospices, What is Palliative Care, Local Support Services and My think Ahead and Making plans. These stats will be collected quarterly and collated at the end of the year.

Stats for the professional area of the website were also circulated. As noted at the last meeting Google Analytics has been reinstated as the tool for generating stats following problems with the alternative stats package provided by Scottish Health on the Web last year. The stats show good usage of the professional area of the website and highlighted popular web pages such as; Clinical Information & Guidelines, End of Life Care and Community Pharmacy. As with the public website these stats will be collected quarterly and collated at the end of the year.

**Next Meetings**

Tuesday 16th August, 9:00 – 11:00 Clutha House

Wednesday 16th November, 9:00 – 11:00 Clutha House