**Palliative Care GGC Website Editorial Group**

**Minute of meeting 16/08/16**

**Present:** Paul Corrigan (PC), Christina Hamill (CH), Euan Paterson (EP), Stuart Milligan (SM), Claire O’Neill, Jill McKane

**Apologies:** Francesca Gray, Katie Clark, David Gray

**1. Previous Minute**

Minute from May meeting approved.

**2. Editorial Group Membership**

Claire O’Neill and Dr Jill McKane have joined the group. It has not been confirmed if Planning Manager Karen Ross will join in place of Jackie Britton. Group membership was opened up at the May MCN meeting but no additional names were put forward.

**ACTION** CH and PC will contact Palliative Care Resource nurses who may be able to join the group.

**3. User Testing**

User testing of the website has continued with 5 community nurses and 4 student nurses taking part in individual task based testing at Dykebar Hospital in July. The Renfrewshire Palliative Care Team kindly recruited staff and arranged facilities.

The group watched a short video of remote user website testing by a member of the public with no health / social care work experience. Following this the group discussed a draft report on findings from all website testing conducted so-far. The group agreed on the following website development actions to address issues raised in website testing.

* Drop Down Menus – PC will create draft webpage templates with the top level menus altered to improve their visibility e.g. bold text, use of colours, menu headings / description.
* Search Box – Graphics / text may be added alongside search box to increase visibility. A draft search page will also be created.
* Search Results – SM noted that many search results show publishing dates from 3 or 4 years ago and users may query if content/ documents are up to date. PC agreed that many resources, including documents are relatively old but new versions are published when available and old versions removed so they should not be found by accident through the website or search engines. An introduction to the search results page will be added to state that all content should be current and users should use the website contact channels if they want to check if any documents are up to date.
* Portal Page – Retain portal page as destination for website address [www.palliativecareggc.org.uk](http://www.palliativecareggc.org.uk). Add description of each resource on Professional and Public home pages.
* Key Resources Slider – Review current links and add links to T34 guidelines and GAEL when these documents are next updated.
* Menu Items – Look into producing a guide to the website for non-palliative care staff and / or adding page descriptions to the site map.
* Education – An education page containing common subjects / recurring courses will be created to allow users searching for specific subjects to be signposted to the relevant education provider.
* Education – The education sub-menu may be revised to display titles more meaningful to non-palliative care staff. Higher Education and Hospice education may be split into two separate web pages.
* Documents – Images of documents published on palliative care website will be made direct links and not links to the web page where the document is published. Links to documents published on external websites should continue to the page where they are published as this will help reduce broken links / links to out of date resources.
* Documents – Key documents will be highlighted more within web pages so they stand out and can more easily be found.
* Web page length – where possible, web pages with lots of content that involves vertical scrolling will include a page menu at the top to allow users to find and ‘jump’ to particular content. ‘Back to top’ links will be included in web pages with these menus.

SM asked if website usage figure could identify what devices / browsers users were using to access the website as in his education experience more students use phones to access education content online.

**Action** PC noted that this information is available through website usage data and will be provided for the next meeting.

**4. Website – Content for Health Care Professionals**

Several updates to the professional area of the website were noted.

EP raised the idea of adding HSCP as a top level menu item. The group agreed that this should be added and a web page created to include HSCP content as it becomes available. The group agreed that the ‘Care Setting’ menu should remain for now.

**5. Website – Content for Patients / Carers**

A few updates to the website for Patients / Carers were noted. Health Improvement Senior Claire Donaghy was previously involved in developing content for this website but Claire has not been replaced and no-one from Health Improvement has been tasked with continuing her work. If the MCN Patient Involvement Sub Group can be established there may be members of this group identified who can assist with development of Palliative Care content for the Patients / Carers website.

**6. Social Media and Website Promotion**

PC noted that the Palliative Care Twitter account continues to increase followers and links regularly with palliative care activity locally and nationally from a number of organisations.

PC recently attended a few events for ‘Death on the Fringe’ and has been trying to increase awareness of the Twitter account through linking in with organisations and individuals involved with this event.

PC is also helping organise a Social Media event with the NHSGGC Library Service to raise awareness of Social Media use within NHSGGC. There will be an opportunity to create a poster from the palliative care Twitter account at this event scheduled for November.

**Next Meeting**

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