**Palliative Care GGC Website Editorial Group**

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

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

**Apologies:** Francesca Gray, Katie Clark, Stuart Milligan

**1. Previous Minute**

Minute from August meeting approved.

**2. Editorial Group Membership / MCN Structure**

Dr David Gray has decided to leave the Editorial Group as he is no longer able to attend meetings regularly due to work commitments. The Group would like to thank David for his many contributions to the website's development over the past few years. This has included helping establish the group's governance, informing social media discussions, linking with national guidelines work and providing accommodation for meetings at Accord. The group discussed whether a replacement palliative care consultant should be recruited and agreed to wait until changes to the structure of the Palliative Care MCN and other palliative care groups has been agreed. CH noted that a Palliative Care Resource Nurse has expressed an interest in joining the group and should be able to attend meetings starting next year.

Governance and the reporting arrangements for the group were briefly discussed with respect to likely changes to the Palliative Care MCN. EP raised the possibility of the Website Editorial Group combining with a reformed MCN Communications Sub Group or sitting underneath it.

ACTION It was agreed the group would consult with the MCN on this and consider the options once changes to the structure of the MCN and other palliative care groups has been discussed.

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

**Changes to the professional area of the website discussed at the previous meeting were reviewed.**

Completed

* Drop Down Menus – Graphics have been added to the menus to improve their usability.
* Search Box –The search box has been moved to the top right page content area. An improved and more visible design has been created which should hopefully increase its findability and use.
* Search Results – Page published dates have been removed from search results as these were misleading and did not show how recently page content had been updated.
* Key Resources Slider – Current links have been review and T34, Palliative Care Atlas and DNACPR links added. Links to the updated GAEL and VOED information will be added.

In progress

* Menu Items – Look into producing a guide to the website for non-palliative care staff and / or adding page descriptions to the site map.   
  **ACTION** PC will look into this early 2017 when requests are sent for web page updates.
* 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.   
  **ACTION** PC will link with Jackie Mearns on extracting information from education mapping.
* 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.   
  **ACTION** PC will be look into this early 2017 when requests are sent for web page updates and education has been updated.
* Documents – Where practical images of documents published on palliative care website have been be made direct links and not links to the web page where the document is published. Links to documents published on external websites 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 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.

As requested at the last meeting PC demonstrated website usage figures which identify the devices / browsers users were accessing the website through.   
<http://www.palliativecareggc.org.uk/?page_id=1036>

It was noted that figures for mobile devices did not appear to show hits for Dell tablets despite district nurses tablets being setup with direct links to palliative care website content.  
**ACTION** PC will investigate this further and the potential for increasing website traffic through all mobile devices.

Approval of existing content and updated /new content will be sought for the following website sections: End of Life Care GAEL, HSCPs and Care Homes.

PC noted that Karen Allen (Practice Development Nurse for Women and Children’s services) ends her secondment this week and that it has not yet been confirmed who will take over as link person for the online palliative care and bereavement information developed by Karen and PC.

ACTION PC will find out who will be carrying this work forward and continue to link in W&C service palliative care / bereavement information with existing online palliative care resources for adults.

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

PC noted that there have been few changes to online content for Patients / Cares and that support from NHSGGC or partner organisations is still being sought to continue work started by Claire Donaghy on end of life care and related online information.

Usage figure for the patient / carer area of the website were reviewed by the group with hospices, ‘what is palliative care’, local support services, thinking ahead and hospital specialist teams coming out as the most viewed web pages.

JM mentioned work in the Inverclyde area and several contacts who may be useful for linking in with and developing this area of the website.

**ACTION** PC will follow this up with JM.

**5. Social Media and Website Promotion**

PC noted that the Palliative Care Twitter account’s follower numbers have stagnated somewhat and it is proving difficult to attract more followers, particularly non-specialist staff and members of the public.

A Social Media event planned by NHSGGC Library Service to raise awareness of Social Media use within NHSGGC has been postponed until next year. If it goes ahead it is expected this event will be a good opportunity to promote the palliative care Twitter account and website.

**Next Meeting**

T.B.C.