

## Glasgow & Clyde Palliative Care Communications Web

- Purpose
  - Improve the provision and sharing of information regarding palliative care in the Glasgow & Clyde area
  - Identify the organisations / services / groups / key individuals (bodies) involved
  - Identify a contact point for each body for other bodies
  - Promote sharing of information within each body
  - Encourage the provision of online information for each body
  - Encourage proactive information sharing between bodies
  
- Structure
  - Communication 'web' linking all bodies
  - Each body seen as a communication web 'node' comprising:
    - Name of organisation / service / group / key individual (body)
    - Name of contact person for body (communications gatekeeper)
    - Email address of contact person
    - Link to web page with information about organisation and ideally their own palliative care content
  - In addition, links to organisations external to Glasgow and Clyde
    - Name of organisation
    - Contact point for organisation
    - Link to web page with information on organisation
  
- Function
  - Communication web list (on NHS GGC palliative care web site)
    - Provide a clear and concise list of bodies / contact details / web links
  - Communications gatekeeper / contact person to oversee
    - Internal communication
      - Web pages (open to all)
      - Email list
      - Intranet (closed)
    - External communication
      - Reactive
        - Web space (allow information 'pull')
      - Proactive
        - Use of communication web ('push' information to selected other nodes)
  
- Progress (at 31/01/18)
  - Bodies / nodes
    - Identified – 57
    - Participative – 39
    - With email list for sharing information within structure – 11
    - With web pages for publishing their own palliative information – 16
  
- Next stages
  - Communication web 'nodes'

- Chase up/encourage non-responders
    - Identify any omissions
    - Encourage internal linkages within body (?)
    - Encourage provision of available palliative care web pages (?)
  - External structures
    - Identify omissions
  - Encourage use(!)
- Maintenance of Glasgow & Clyde Palliative Care Communication Web
  - Function of Glasgow & Clyde Palliative Care Network Group
  - Tasks
    - Identification of any new 'nodes'
    - Amendments to existing 'nodes'
      - Name of body
      - Change of communication gatekeeper / contact details
      - Palliative care web page availability / links
    - Removal of any redundant 'nodes'