Glasgow & Clyde Palliative Care Communications Web (GCPCCW)

* 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 14/08/18)
  + Bodies / nodes
    - Identified – 58
    - Participative – 50
    - With email list for sharing information within structure – 12
    - With web pages for publishing their own palliative information – 16
* Next stages
  + Communication web ‘nodes’
    - (Continue to…) 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’
    - Promote use of the GCPCCW