



**Scottish Clinical Imaging Network  
COMMUNICATION STRATEGY (2023-2026)**

## Document control

A Communication Strategy is a document, which changes and develops as the project progresses. It is recommended that a system of document control be used to keep track of previous versions.

NSD suggests integrating the roles of approval, version control and a distribution list within the first page of the Communication Strategy to ensure confidentiality and consistency. Final sign off will go through the Steering Group.

## Key Personnel

|                  |                                    |
|------------------|------------------------------------|
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| <b>Approver:</b> | SCIN Steering Group                |
| <b>Owner(s):</b> | SCIN Core Team                     |

## Version History

| <b>Version</b> | <b>Date of revision</b> | <b>Summary of changes</b>  | <b>Changes marked</b> |
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| V1.0           | November 2023           | Ratified by Steering Group |                       |
|                |                         |                            |                       |
|                |                         |                            |                       |

## Distribution

| <b>Name</b>                | <b>Organisations</b>     | <b>Date</b>   |
|----------------------------|--------------------------|---------------|
| <b>SCIN Steering Group</b> | NSS<br>NHS Health Boards | November 2023 |

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# 1. Purpose of Document

## 1.1 Introduction

The Scottish Clinical Imaging Network (SCIN) National Managed Diagnostic Network (NMDN) brings together professionals from across Scotland to work in a coordinated manner to ensure the provision of high quality, clinically effective imaging services.

This Communication Strategy is currently being developed to outline the communication aims and objectives for SCIN.

## 1.2 Communication Strategy Governance

This Communication Strategy is designed to support the work of the SCIN. This Strategy will be managed by the Network Programme Manager, governed by the Lead Clinician and ratified through the Network Steering Group.

### Programme Manager – Camilla Young

- Manage the delivery of the Communications Strategy
- Develop communication material as per the Communication Plan
- Provide communication support and advice as appropriate
- Provide updates on Communication Plan progress to the Steering Board.

### Core Team

- Final approval on all communication materials
- Taking forward specific actions assigned via the Communication Plan

### Steering Group

- Consultation on the Communication Strategy and Plan
- Final approval of the Communication Plan

## 1.3 Communication Objectives

- Ensure that clinicians working with the SCIN are informed about the Network, and progress against the Work Plan
- Inform and educate wider services about the work of the SCIN
- Engage closely with industry to understand where innovative healthcare solutions can improve patient care, efficiency and sustainability in NHS Scotland
- Provide updates to other stakeholders including NSD and the Scottish Government
- Promote consistency in the delivery of effective diagnostic services across Scotland

**The Communication Scoping Overview is available in Appendix 1.**

## 1.4 Communication Deliverables

- Have an up to date and informative website for members of SCIN
- Produce a regular newsletter
- Maintain and update email distribution lists
- Cascade stakeholder surveys to discuss priorities for the Network and feed back to stakeholders about these
- Set up and frequently use a X account for all of the National Managed Diagnostic Networks to provide relevant updates and to engage with stakeholders and the imaging community in Scotland.

## 1.5 Key Messages

SCIN aims to ensure equitable provision of high quality clinically effective imaging services across Scotland.

This will be achieved by:

- Developing a collaborative Scotland-wide approach to service redesign and improvement
- Working closely with services to support a broad range of continuous improvement work
- Showcasing examples of best practice and redesign
- Delivering a communication pathway into services, to better inform national programmes and objectives

## 2. Stakeholders

### Internal (to the Network)

- Steering Group Members
- Working Group Members
- Imaging professionals throughout Scotland
- Network (NSS) Staff

### Other Professionals

- NHS Health Board representatives
- Regional/Local Planners
- Industry colleagues
- NHS National Specialist and Screening Services Division (NSD)
- Scottish Government colleagues
- Public Health Consultants
- CMO
- NHS Directors of Planning
- CfSD
- NES
- NHS Scotland Academy

**A Stakeholder Table and Map is available in Appendix 2.**

## 3. Communication Channels

SCIN will use a number of communication channels to engage with those involved in the Network and interested parties. These will include:

- SCIN Website: [Scottish Clinical Imaging Network – National Managed Diagnostic Network](#)
- Electronic Mailing Lists
- Social Media
- Leaflets
- Newsletters/Bulletins
- Posters (at events and when relevant)
- Engagement Events
- Stakeholder Surveys
- Working with industry and third sector partners as and when appropriate, through their websites and mailing lists

**A Communication Channel Breakdown is available in Appendix 3.**

## 4. Key Areas

### 4.1 Equality & Diversity

After carrying out a “Rapid” equality & diversity impact assessment of the Network, it was not felt there would be any negative impact on particular groups protected by equality and diversity legislation through implementing this strategy. The Network aims to reduce inequality by ensuring effective and equitable access to services across Scotland.

### 4.2 Evaluation

Evaluation of the effectiveness of communications will be done through a variety of methods, including:

- Evaluation Surveys e.g., feedback of events from Network members
- Direct communication with Network members
- Steering Group ratification and review
- Website statistics – these will be collated and assessed by the Programme Support Officer and Programme Manager annually. This will be shared with the Lead Clinician and form part of the next annual review

## 5. Action Plan

### 5.1 Developing the Communication Action Plan

Specific actions on communication will be included in the SCIN Annual Work Plan, which is included in the service level agreement and is available from the SCIN Programme Manager.

**The Communication Action Plan is available in Appendix 4.**

## Appendix 1: Communication Scoping

An overview of the project and communication objectives, deliverables, key messages and scope

| Strategic Aims   | Objectives  | Deliverables   |
|--|---|--|
| <p>SCIN stakeholders will be aware of SCIN, with regular use of the website and engagement through Twitter. SCIN will provide Imaging expertise to Scottish Government, Regional Cancer Networks and regions</p> | <p>The SCIN website will be an up to date effective resource for the SCIN steering group working groups, the imaging community and its stakeholders</p> | <p>SCIN will aim to increase current users on the website</p>  |
|  | <p>SCIN will use X to engage with the Imaging community</p>   | <p>SCIN will aim to increase current X followers</p>   |
|  | <p>SCIN will improve the knowledge and skills of the Imaging community where knowledge gaps have been identified</p>                                    | <p>SCIN will engage with the Imaging community, including the cancer taskforce, through facilitating an Annual Event</p> |
|  |   | <p>SCIN will issue regular newsletters</p>   |
|  | <p>SCIN will improve its engagement with the Imaging community and its stakeholders</p>   | <p>SCIN will use electronic mailing lists to engage with the Imaging community</p>                                       |
|  |   | <p>SCIN will engage with Managed Cancer Networks and Scottish Cancer Taskforce</p>                                       |

## Appendix 2: Stakeholder Table and Stakeholder Map

A table listing all of the current Stakeholder groups and their current / desired position, with regards to communication goals

| Stakeholder   | Current Position  | Desired Position  | Risk/Issues  |
|---|---|---|--|
| <b>Staff involved with Network:</b> <ul style="list-style-type: none"> <li>Network Programme Manager/ Programme Support Officer</li> <li>Lead Clinician</li> <li>Imaging manager</li> <li>Steering Group</li> <li>Working Groups</li> </ul>   | <ul style="list-style-type: none"> <li>Good awareness of the Network, its aims and objectives, and its current work priorities</li> <li>Good awareness of diagnostic pathways and the impact on patient care</li> </ul> | Increased awareness of the Network  | Timeliness of communication – it is important that all members of the SCIN maintain awareness of, and involvement in, the Network using the various communication channels |
| <b>Other Professionals:</b> <ul style="list-style-type: none"> <li>NHS Health Board representatives</li> <li>Service Managers</li> <li>Regional/Local Planners</li> <li>Industry colleagues</li> <li>NHS National Specialist and Screening Services Division (NSD)</li> <li>Scottish Government colleagues</li> <li>Public Health Consultants</li> <li>CMO</li> <li>NHS Directors of Planning</li> <li>CfSD</li> <li>NED</li> <li>NHS Scotland Academy</li> </ul> | <ul style="list-style-type: none"> <li>NHS Staff directly involved in the Network have good awareness, others have some or no awareness of the Network</li> </ul>   | Increased awareness of the Network<br><br>Improved knowledge of available diagnostic pathways                                       | Improve the timeliness and reach of communication work to ensure staff can access SCIN information easily  |
| <b>NSD</b>  | Good awareness of the SCIN and its work   | Improved links to other Networks and sharing of best practice   | Requires working across Network boundaries within NSD  |
| <b>Directors of Planning</b>  | Ranging awareness of the Network depending on involvement with it   | <ul style="list-style-type: none"> <li>Increased awareness of the Network</li> <li>Increased engagement with the Network</li> </ul> | Can be difficult to raise the profile of the Network in every Health Board   |
| <b>Scottish Government</b>  | <ul style="list-style-type: none"> <li>Good awareness of the SCIN and its work</li> <li>Support of the Network and its work</li> </ul>  | <ul style="list-style-type: none"> <li>Maintain the current position.</li> </ul>  | Maintain involvement in working groups, maintain consistent communication and ensure continued support for the Network   |



### Appendix 3: Communication Channel Breakdown

| Type of communication & purpose  | Roles & Responsibilities   | Frequency  |
|--|--|--|
| <p><b>SCIN Steering Group Agenda, papers &amp; minutes</b><br/>           Communicate key decisions and actions arising from the Network Board meetings</p>  | <p>Network Support Team:</p> <ul style="list-style-type: none"> <li>Develop and issue to Network Board members</li> </ul> <p>Network Board members:</p> <ul style="list-style-type: none"> <li>Communicate decisions / actions arising from the Network Board with the constituents they represent – e.g.: Regional Collaboratives</li> </ul>                                      | <p>Quarterly</p>   |
| <p><b>Network Update on the work of the subgroups / reviews</b><br/>           To provide Network Stakeholders with an update on the work of the working groups in the Network</p>                 | <p>Network Support Team:</p> <ul style="list-style-type: none"> <li>Develop and issue to Network stakeholders</li> </ul> <p>Chairs of the Network workstreams</p> <ul style="list-style-type: none"> <li>Contribute to the development of the Update Paper</li> </ul> <p>Network Stakeholders</p> <ul style="list-style-type: none"> <li>To cascade to relevant parties</li> </ul> | <p>Dependant on the frequency of the sub group meetings/ reviews</p> |
| <p><b>Network Newsletter</b><br/>           Communicate key decisions and actions arising from the Network Board meetings as well as other work going on within the Network and related field.</p> | <p>Network Support Team:</p> <ul style="list-style-type: none"> <li>Develop and issue to Network stakeholders</li> <li>Publish on the website</li> </ul> <p>Network Stakeholders:</p> <ul style="list-style-type: none"> <li>Cascade to relevant parties</li> <li>Provide appropriate contacts to the Network Support Team for database</li> </ul>                                 | <p>Regularly as required</p>   |
| <p><b>Website</b><br/>           Provide a repository for Network documents, information on each of the workstreams, and key network activities</p>  | <p>Network Support Team</p> <ul style="list-style-type: none"> <li>Update information as required</li> </ul>   | <p>As required</p>   |
| <p><b>Emails</b><br/>           Circulate information within the Network to seek input and feedback on workstream / network documents</p>  | <p>Network Support Team:</p> <ul style="list-style-type: none"> <li>Develop and issue to key network contacts and others as required</li> </ul> <p>Group members:</p> <ul style="list-style-type: none"> <li>Communicate decisions and actions to the SCIN network.</li> <li>Collate feedback from the network to feed into the workstreams</li> </ul>                             | <p>As required</p>   |

## Appendix 4: Communication Plan

The Communication Action Plan linking stakeholders to key messages, channels, timescales and responsibility for delivery

| Stakeholder                              | Key message  | Channel  | When                      | Responsible  |
|--|--|--|---------------------------|--|
| <b>Lead Clinician</b>                    | Progress on SCIN work and key documents  | Emails, telephone conversations, face to face meetings, Microsoft teams meetings                       | <b>As demand requires</b> | SCIN Programme Manager                               |
| <b>Imaging Manager</b>                   | Progress on SCIN work and key documents  | Emails, telephone conversations, face to face meetings, Microsoft teams meetings                       | <b>As demand requires</b> | SCIN Programme Manager                               |
| <b>Network Programme Manager</b>         | Progress on SCIN work and key documents  | Emails, telephone conversations, face to face meetings, Microsoft teams meetings, website              | <b>As demand requires</b> | SCIN Programme Support Officer                       |
| <b>Network Programme Manager</b>         | Improve the website and increase access it; audit hits for the mid-year report and the annual report | Website, emails, newsletters   | <b>Ongoing</b>            | SCIN Programme Manager and Programme Support Officer |
| <b>Network Programme Support Officer</b> | Progress on SCIN work and key documents  | Emails, telephone conversations, face to face meetings, Microsoft teams meetings,                      | <b>As demand requires</b> | SCIN Programme Manager                               |
| <b>Steering Group</b>                    | Agreeing the work of the Network<br><br>Monitoring the progress of the Network                       | Emails, telephone conversations, face to face meetings, Microsoft teams meetings, website, newsletters | <b>Quarterly</b>          | SCIN Programme Manager and Lead Clinician            |

| <b>Stakeholder</b>                      | <b>Key message</b>   | <b>Channel</b>   | <b>When</b>                           | <b>Responsible</b>   |
|---|--|--|---------------------------------------|--|
| <b>Working Groups</b>                   | Implementing Network changes and communicating these to the Steering Group | Emails, telephone conversations, face to face meetings, Microsoft teams meetings, website, newsletters   | <b>As frequently as they meet</b>     | SCIN Programme Manager and Lead Clinician  |
| <b>National Services Division (NSD)</b> | General awareness of the Network progress                                  | Emails, telephone conversations, face to face meetings, Emails, telephone conversations, face to face meetings, Microsoft teams meetings, website, newsletters annual report,        | <b>As demand requires</b>             | SCIN Programme Manager   |
| <b>Other NHS Staff</b>                  | General awareness  | Emails, newsletters, posters, telephone conversations, face to face meetings, Emails, telephone conversations, face to face meetings, Microsoft teams meetings, website, newsletters | <b>Ongoing</b>                        | SCIN Programme Manager, Lead Clinician, Steering Group Members/Working Group Members     |
| <b>Industry</b>                         | General awareness  | Emails, newsletters, posters, telephone conversations, face to face meetings, the website  | <b>As demand requires and ongoing</b> | SCIN Programme Manager, Lead Clinician, Steering Group Members and Working Group Members |