


HAI Taskforce Task 6.2 Development of Model Policies on Transmission Based Precautions (ie when Infection probable or confirmed)

Communications Strategy TBP Project

August 2007 – March 2008



Prepared by : TBP Project Support
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Document Control

Key personnel

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Summary

Version history

Version	Date	Summary of changes	Changes marked
0.1	17 Oct '07		
0.2	12 Dec '07	Updated Wider Distribution list following comments at Steering Group Meeting	CTQ

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Glossary of terms

PID	Project Initiation Document
HAI	Healthcare Associated Infection
HPS	Health Protection Scotland
ICT	Infection Control Team
ICM	Infection Control Manager
ICN	Infection Control Nurse
IPS	Infection Prevention Society
AHP	Allied Health Professionals
NPSA	National Patient Safety Agency
NHSS	National Health Service Scotland
NES	National Health Service Education Scotland
NSS	National Services Scotland
RCN	Royal College of Nursing
QIS	Quality Improvement Scotland
SEHD	Scottish Executive Health Department
SGHD	Scottish Government Health Department
SICP	Standard Infection Control Policies
WHAI	Welsh Healthcare Associated Infection Programme Team
WHO	World Health Organisation

1. Introduction

1.1 This document's main objective is:

- To detail the communications approach for this task in order to optimise stakeholders' awareness on the availability of Transmission Based Precautions Model Policies
- Provide the direction by which implementation will be encouraged at a national and local level through awareness raising on the availability of the policies and literature reviews

The Health Protection Scotland Infection Control Team has responsibility for executing this communication strategy

2. Project Definition

2.1 Project Objectives

Overall objective:

To provide model policies on transmission based precautions to build on those already available on SICPs with the aim of supporting the prevention and control of healthcare associated infections

Specific objectives:

- To undertake systematic reviewing of the evidence, specifically taking into account literature published since 1996, utilising HPS ICT standard operating procedures
- To consider the current challenges in Scotland to ensure the policies reflect our population's needs
- To translate the conclusions of the reviews and current challenges into user friendly model policies that can be utilised in care settings across Scotland with a view to providing those who deliver care throughout Scotland with greater certainty, clarity, consistency and confidence in relation to infection control measures
- To consult on and seek approval from the already established Steering Group in order to finalise and publish the policies on the HPS ICT web pages
- To produce and deliver on a communications strategy to raise awareness of the model policies
- To consider and consult on methods for supporting implementation of model policies into practice, in conjunction with partner organisations, e.g. NES
- To establish processes for on-going evaluation and updating of model policies on transmission based precautions
- To establish the processes for which all future model policies and other HPS IC guidance will be developed, evaluated and maintained

3 Communications Approach

3.1 Strategy Preparation Process

- Project support gathers information from previous communication strategies and informal discussions within HPS
- Project lead reviews and comments on draft strategy
- A draft strategy is prepared
- Steering Group approve communication strategy

3.2 Consultation and Approval Process

- Use of a Steering Group to oversee the Strategy's development. This group includes representatives from all areas of the service and any relevant co-opted members.

Table 1: Steering Group

Name	Job Title/Division/Board
Claire Kilpatrick	Nurse Consultant, HPS – Chair
Jackie McIntyre	Senior Infection Control Nurse, HPS
Heather Murdoch	Senior Information Scientist, HPS
Margaret Tannahill	SGHD
Vivienne Simpson/ Margaret Brown	NES
Audrey McKenzie	Care Commission
Robin Creelman	Public Involvement
Samuel Whiting	ICM
Pauline Hope	Infection Control Nurse
Thomas Gillespie	SMF
Carol Fraser	Health Protection / IPS
John Veto	AHP
Senga Abraham	Independent Sector
Jacqueline Jowett	Independent Healthcare Forum
Pamela Joannidis	Paediatrics / IPS
Sarah Murdoch	Health Protection Nurses
Administrator	HPS
Jim McMenamin	HPS. Co-opted for period of Transmission Based Precautions Development
Dr Andrew Todd	Consultant Infectious Diseases. Co-opted for period of Transmission Based Precautions Development.
Dr David Haldane	Association of Occupational Health Management. Co-opted for period of Transmission Based Precautions Development

3.3 Communication Plan

- Appendix 1 contains a project timeline which covers the period from August 2007 until launch of the web pages in March 2008.
- Appendix 2 contains details of the communication plan based on this timeline.
- This plan will be reviewed in March 2008 to determine the communication requirements for the year 08/09.
- There are three levels of Stakeholder groups for this plan for which communications are specifically arranged by the Project Team:

Level 1. Steering Group and HPS Management Team – to work together on developing user friendly Model Policies, by systematic reviewing of the evidence and considering the current challenges in Scotland and consulting on methods for supporting implementation of model policies into practice.

Level 2. Wider consultation group – for additional comments to be considered

Level 3. Wider audience that need to know when and how policies are available

3.3 Communication Tools

A summary of the key communication tools are presented

Level 1:

Email

Meetings

Web Based Forum

Level 2:

Letters

Level 3:

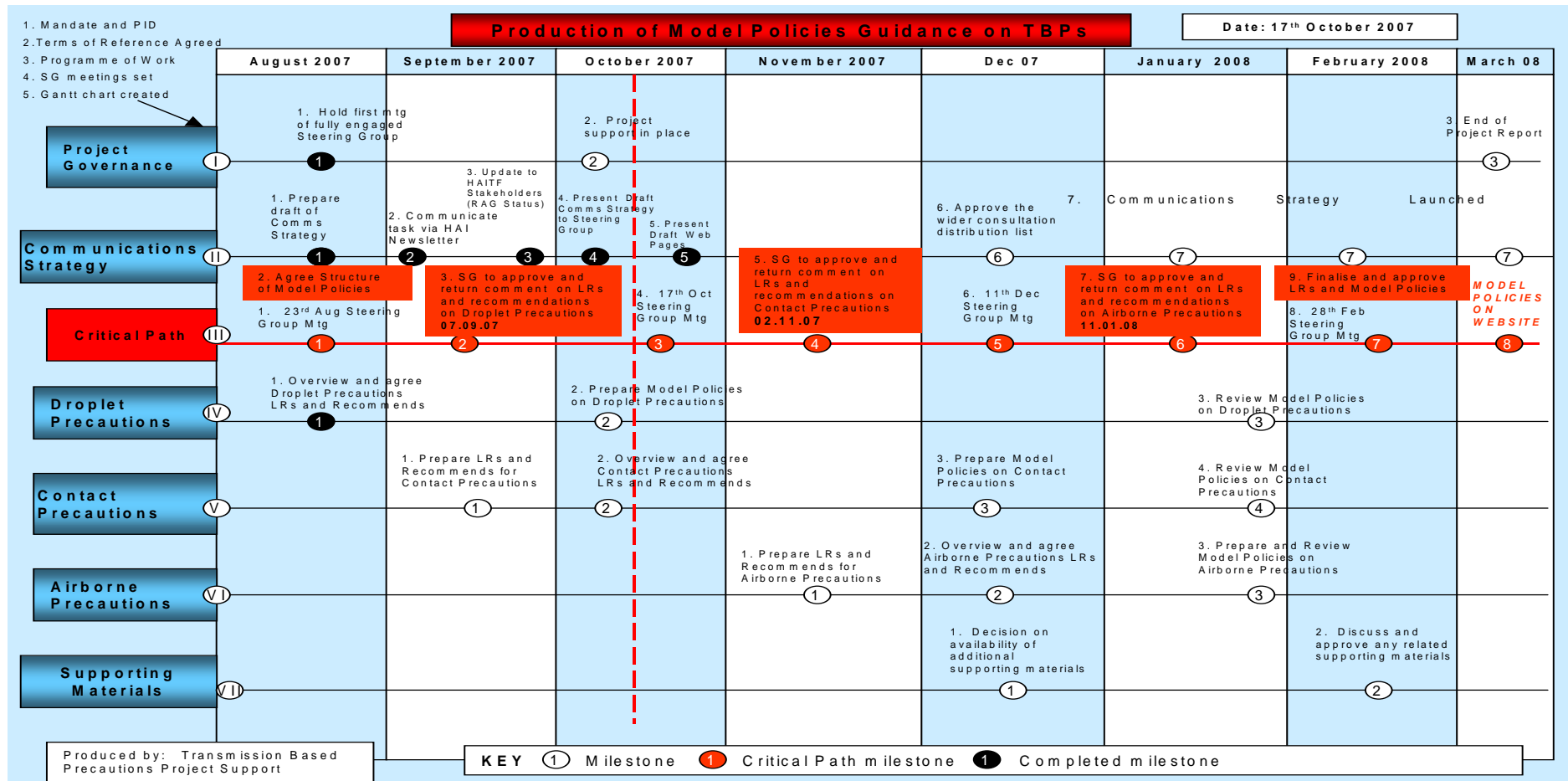
Email

Website

Existing Newsletters

Presentations

APPENDIX 1 – TIMELINE : Critical Path



APPENDIX 2

Stakeholder Group	Named Contact	Communication Purpose	Communication Method*	Frequency	Key Messages
Level 1					
Scottish Government Health Department HAI Task Force – Development of Model Policies Steering Group	Vivienne Simpson /Margaret Brown Audrey MacKenzie Pauline Hope Robin Creelman Senga Abraham Samuel Whiting John Veto Thomas Gillespie Carol Fraser Jacqueline Jowett Sarah Murdoch Pamela Joannidis Andrew Todd David Haldane	<ul style="list-style-type: none"> ▪ To collaborate on developing the Model Policies ▪ To keep informed of project progress against plan ▪ To advise of any risks/issues 	<ul style="list-style-type: none"> ▪ Steering Board Meetings ▪ Project Lead Report ▪ Issues Log ▪ Email ▪ Letters ▪ Website ▪ Newsletters ▪ Presentations ▪ Web-based forum board accessible to Group 	Formal meetings to gain approval August 2007 October 2007 December 2007 February 2008 Newsletters: September 2007 April 2008 Website: Shared space – ongoing E-mails: Frequent use of e-mail communications	Invite comments on Recommendations and Literature Reviews to inform the draft Model Policies, give approval and ultimately the Model Policies to be presented on the HPS ICT web pages. Approve the Communications Strategy and the Wider Consultation Group.
Health Protection Scotland	Paul Kingsmore Jacqui Reilly Margaret Tannahill Anne Eastaway Decontamination Team HAI Task Force	<ul style="list-style-type: none"> ▪ To disseminate key messages within their organisation regarding the project 			
Level 2					
Wider consultation group	Health Protection Network List 2 – as per Appendix 3 of this document	<ul style="list-style-type: none"> ▪ To invite review and additional comments of the draft Model Policies 	<ul style="list-style-type: none"> ▪ Email ▪ Letters ▪ Website ▪ Newsletters ▪ Presentations 	January – February 2008	Policies and associated literature reviews produced for wider consultation exercise.
Level 3					
Wider audience that need to know policies are available and when	Service users NHS QIS NHS Health Scotland Drs with IC remit Professional Associations Health Protection Scotland NHS Education for Scotland HEI HFS Skills for Health ICMs ICNs A2Z NHS Board Communication Teams	<ul style="list-style-type: none"> • To disseminate key messages within their organisation regarding the Model Policies 	<ul style="list-style-type: none"> ▪ Email ▪ Letters ▪ Website ▪ Newsletters ▪ Presentations 	February 2008 Early notification. March 2008 Available on Web Site	Advertise that the Model Policies are now available for use throughout the service and to encourage their use.

*one or more of these methods might be used for communicating with groups.

Appendix 3 – Wider Consultation Group List

Dawn Hill	Nurse Consultant Infection Control	WHAI
Neil Wigglesworth	Nurse Consultant Infection Control	Salford Royal NHS Foundation Trust
Mary Henry	Nurse Director	NSS
Teresa Fyffe	RCN Director for Scotland	RCN Scotland
Claire Chalmers	Lecturer	Bell College
Eleanor Anderson	Consultant Public Health Medicine	NHS Lanarkshire
Heather Kelman	CPH Manager	Aberdeen City
Shona Halley	Chair IPS Co-ordinator Scottish Branch	Tayside NHS Board (ICNA)
Helen Tissington	Chair, Health Protection Specialist Nurses Network	NHS Highland
Hazel Borland	Head of Clinical Governance and Patient Safety	NHS QIS
Susan Wilson	Infection Control Manager	Scottish Ambulance Service
Liz Gillies	Director of HAI Initiative	NHS Education for Scotland
Lee Bracher	School of Nursing and Midwifery	Dundee University
Karen Lee	School of Nursing & Midwifery	Dundee University
Eddie McLaughlan	Health Facilities Scotland	HFS
David Bedwell	Health Facilities Scotland	HFS
Joan Sneddon	Nurse Consultant Infection Control	Health Protection Scotland
Mary Hanson	Microbiology Department	Western General Hospital (Scottish Microbiology Forum)
Maggie McCowan	ICM	Golden Jubilee National Hospital
Sheila Burns	Consultant Virologist	East of Scotland Specialist Virology Centre
Libby Campell	Associate Nurse Director	Lothian University Hospital Division
Jacqueline Miller	Director of Nursing	East of Scotland Blood Transfusion
Aileen Stewart	Employee Director	HPS
Susan Brimelow	Director of Healthcare Regulation	Scottish Commission for Regulation of Care
Sandra McNamee	Consultant Nurse	NHS Greater Glasgow and Clyde
Kathleen Nicol	Scottish Care	Enable Scotland
Liz Harris	Senior Day Centre Officer	Moray Council
Abigail Mullings	Senior Nurse	Health Protection Scotland
Peter Christie	Senior Medical Officer	Scottish Government Health Directorate
John McMeekin	Public Involvement	PICT
Martin Donaghy	Clinical Director	Health Protection Scotland
Paul Kingsmore	Director	Health Protection Scotland
Jacqui Reilly	Head of Group, HAI and IC	Health Protection Scotland



Anne Eastaway	Consultant Microbiologist
Camilla Wuiff	Epidemiologist
Ann Smith	Nurse Epidemiologist
Alison Smith-Palmer	Epidemiologist

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