

# Communication

Lena Sharp & Paul Trevatt



# Communication

## **Chairs:**

Paul Trevatt (UK), Lena Sharp (Sweden)

- Bernhard Glawogger (Austria)
- Maria Dolores Fernandez-Perez (Spain)
- Jovita Demskyte (Lithuania)
- Suzanna Winston (Belgium)
- Helene Schneck (Switzerland)
- Clair Watts (EONS)



# Website

- Some found **website** easy to use; English language was a barrier for some, for others IT was the problem
- Use of **Google Translator**?: Some concerns expressed from some of the countries due to negative experiences with its use
- EONS developed a **dual language communication tool** (as requested by members) – no uptake for piloting: concerns expressed by societies over competence and capacity to use tool



# Website

- ▶ Some societies had **limited time** to update own web pages, let alone use additional EONS tool - it was felt 'not realistic' for members to have time to use translation web pages
- ▶ **Translation service** offered (EONS to pay members to translate): most countries did not have suitably qualified colleagues with spare time
- ▶ To **highlight EONS articles**, some societies "point" directly to EONS website via own web page, some not due to language issues



# Website

- ▶ Decision took to launch tool. Send to member societies. Attendees to update colleagues. Re-assess its use in 6 months.
- ▶ Group asked which **other communication tools** are used by their societies:
  - Onco memo
  - Facebook & Twitter
  - Linked-in
  - Internal forum



# Website

- ▶ **Language skills** - One country took an EONS magazine article in English (radiotherapy) to work - limited uptake due to language
- ▶ **Generational attitude** (younger nurses more likely to use social networks)  
Younger people perhaps less likely to belong to membership organisations
- ▶ **Society membership age** (younger societies more likely to seek support from EONS while older societies less so)  
e.g. Austria translated 1 or 2 articles



# Conferences

- Funding
- Some countries nurses only speak one language routinely
- Translation of sessions encourages attendance – high costs recognised
- Dates of conferences (over weekend) explored - mixed response; some benefits, some difficulties
- Positive ideas include:
  - Lounge area for nurses
  - Nurse identification at congresses



# Shared NONS/EONS Projects

- ▶ Most Societies were not running **joint projects** with EONS – projects invited from Societies - share resources & utilise all communication channels
- ▶ Belgian Care Nurses **event** (October 2012)
  - French language; guidelines & role function, announcement through EONS

