

**Draft minutes EONS Communication Working Group
Face-to-face meeting, Wednesday 8th July 2015,
10.30 – 16.00 hrs CET
Meeting room Bob Pinedo, ECCO office, Brussels**

Participating:

Paul Trevatt (PT) (Chair), Graca Braz (GB), Manuela Eicher (ME), Eileen O'Donovan (EOD), Eugenia Trigo Arjona (ETA), Marlies Wierst-Lassouw (MWL), Rudi Briké (RB), Mariska Mooijekind (MM) (Projects Manager)

Apologies received from:

Paz Fernandez Ortega (PFO), Birgitte Grube (BG)

1. Welcome & Introduction

PT welcomes all WG members to the meeting, including the new WG member Marlies Wierst-Lassouw. All WG members briefly introduce themselves. The minutes of last year's meeting were reviewed and accepted.

Action page 2 of minutes – Promotion of EONS amongst membership: This subject has been discussed with the EONS Board and has been actioned.

Action page 3 of minutes – Are we reaching the younger nurses: This subject has been discussed with the EONS Board. Amendments were made to the constitution, allowing identified non-elected Board Members to attend and participate in the Board Meetings, bringing specialist advice to the Board debate. A "young" nurse is considered to be a nurse up to 5 years after graduation. The WG suggests inviting the membership to bring a young nurse representative to the Advisory Council Meeting of coming November, next to the normal, regular representative. EONS would support the accommodation costs for this person. The Communication WG will contact the other three EONS Working Groups to see if they would be willing to also financially support this initiative from their annual WG budget. PT will prepare a Board paper for the August Board Meeting, to discuss this suggestion.

Action page 3 of minutes – EONS Communications Manager: This suggestion has been discussed with the EONS Board. Director, Clair Watts (CW) has been requested to develop a role description incorporating this role with other functions needed. The WG still is supportive of the earlier idea to make available 50% of the annual WG budget to subsidise the role.

Action page 4/5 – Dual Language Tool: This project has not progressed since the last meeting. PT will discuss the future of the project with CW.

Action page 5 – Newsletter / Translation skills of EONS WG members
MM will seek advice from CW on identifying all WG members on their language skills.

Action page 6 - Posters Anniversary Event: This item has been actioned upon. Permission for publication of their poster was received from a number of National Member Societies and those have been uploaded to the relevant web page.

The Working Group congratulates Lena Sharp on receiving the votes for the role of President Elect. Her election will be confirmed by a membership vote at the General

Meeting in Vienna. The Working Group expresses its thanks to Mary Wells and Birgitte Grube for all their work done as they will leave the EONS Board.

2. Evaluation (website analytics report)

The Website Analytics Report April 2014 – March 2015 had been shared with the group in preparation of the meeting and is discussed. For the third time an external consultant was hired to review the Google Analytics numbers. This gives EONS 3 years of data to compare and to find trends and analysis.

It can be concluded that the website has an increased number of visitors and that the numbers are still growing increasingly. The visit duration is continuing to be within a 3 minute mark, which is a good number.

UK, Belgium and the Netherlands are the top 3 of countries of visitors. The WG members discuss if this number should be put in relation to the (estimated) number of (registered) oncology nurses the countries have? The WG members agree that this would be a good idea, trying to identify in which country EONS could use additional promotion. It has however proven to be difficult to obtain a report from each country as this is not always known nationally and changes rapidly. It is therefore suggested to (additionally) promote the website in the (European) countries with the lowest number of website visits: France, Slovenia, Cyprus and Austria. PT will contact the relevant National Member Societies and ask for feedback. Is there anything EONS could do to improve the website? Is there a language barrier? Is EONS known well enough within the country? Is there something in the relationship between EONS and the National Member Society we could improve?

As a second step the WG would plan to contact the National member Societies which have a larger number of oncology nurses with a relatively low number of hits.

MM informs the WG that the Education WG is in contact with Kate Griffin, asking her to increase advertisement of the Euro PEPs, as the number of downloads is relatively low. The availability of the Euro PEPs will be advertised on the home page and in the Newsletter. The right web page is currently being agreed upon between KG and the Education WG. PT will contact the Education WG chairs and ask them to identify the right place for the Euro PEPs. PT will also suggest to the WG chairs that related activities on the Euro PEPs could be organised at the ECC in Vienna to increase the number of downloads. Conclusions can however not be drawn from the number of downloads since just one download could have possibly been shared with a large number of people.

Twitter has now been running for about 18 months. Strong improvements have been made and EONS has now got up to 600 followers. PT shares the slides on Twitter at the ONS congress with the WG members: EONS was both in the top 10 of mentions and in the top 10 by tweets. EONS plans to continue further development, with the aim to raise the profile of the Society.

EONS is not yet active on LinkedIn as it was decided to focus on setting up Twitter and FaceBook first. PT will bring up the suggestion to start to become active on LinkedIn at the Advisory Council meeting in November to get a feel if the membership thinks this is important and should be pursued.

3. Finance (communications budget 2013 - 2014)

Most of the Working Group's annual budget of 2013 – 2014 was spent on project delivery from independent experts on social media. During this financial year a social media training was offered to the EONS Board, which had also been paid from the WG budget. Despite those expenses the Working Group has underspent their budget of which PT had informed Loureen Pierce, the EONS bookkeeper. No questions were asked about the budget.

From the financial year 2016 -2017 the expenses for social media will be paid for from the central EONS budget.

4. Feedback from members / Advisory Council 2014 (identified new projects)

At the group discussions of the November 2014 Advisory Council (AC) meeting PT was supported by Board Member Cristina Lacerda. The summary slides of the group discussions are shared with the WG members.

Group I: ** see slide **

- It was discussed that one way of highlighting the value of belonging to EONS might be to develop a banner headline of 10 nurses saying why they belong to EONS (eg. access to education, master grants, being part of a community, leadership etc.). The photograph banner would be based on the Dutch model. (A good example thereof can be found on the website of the Dutch Oncology Nursing Society: V&VN.) This could perhaps replace the current banner with the WG straplines and photographs would be of the presidents / chairs of the societies (“talking heads”).
The photographs could be taken at the ECC in Vienna. PT however will not be present at the congress and is unsure who would project manage this in his absence. An alternative would be to take photographs at the November Advisory Council Meeting, but there would be a cost implication in commissioning a photographer. PT will discuss possibilities with CW.
- Is EONS including younger nurse(s)? This subject has yet been discussed under agenda point 1.

PT will inform the Board at the next BM and will ensure this to be discussed at this year's Advisory Council Meeting in Greece.

Group II: ** see slide **

- Membership card
- Flyer – to be discussed after lunch

Group III: ** see slide **

- Too much text on website
- Too specifically focussing on specialist nursing
MM comments that GB is participating in Advocacy TG on “Inclusive Communications”, which addresses this subject. Other WG members will be asked for feedback, when necessary.

Group IV: ** see slide **

Summary: ** see slide **

PT will feedback to the membership on all the actions carried out, at the November AC- in Greece. As discussed earlier the WG suggests that WGs could support the travel/accommodation of a young nurse to participate in the AC

ME shares with the WG that there is a need for a Position Statement, stating that every nurse needs a certain basic level of knowledge on cancer nursing. Every nurse will be faced with caring for a cancer patient at a certain point in time of their career. ME is willing to put a proposal in writing, which will then be shared with the Advocacy WG.

5. Communication tools:

- **EONS Leaflet**

The EONS Leaflet has been updated and National Member Societies have been offered the possibility to have the leaflet translated into their national language. Four National Member Societies have responded positively to this offer: Austria, Turkey, the Netherlands and Hungary. RB will contact Danny Kelly (DK) to make arrangements for the translations through Cardiff University where DK is based. The costs for translations are to be covered by the Communication WG, the costs for printing are to be paid for from the general EONS budget or the EONS ECC promotions budget.

It is suggested to follow up to this next year: checking with Austria, Turkey, the Netherlands and Hungary if they have actually used the flyer and if so, how useful it was.

- **Social media (Twitter & Facebook)**

EONS now has 583 followers on Twitter, which continues to grow. Following the feedback received at the 2014 ACM in Budapest a Twitter training was offered to the NMSs. Unfortunately only 3 NMSs signed up for this eventually and the training was cancelled. This point will be addressed again at this year's ACM in Athens.

- **Website**

PT shares the feedback received from the Education WG through Lena Sharp, one of the two WG chairs. The feedback is being discussed and (mainly) agreed upon and supported by the Communication WG members. PT will follow up on the feedback by informing Kate Griffin.

PT shares a paper which has been prepared by KG, informing the WG on the website updates which have taken place. Good progress is being made and there is more progress to follow. PT will put in the document as a Board Paper for the August Board Meeting.

- **E-Newsletter**

The NMSs have been invited to provide feedback on the E-Newsletter by means of a survey. As a result of this survey input for the next six Newsletters has been received.

WG members bring up the question why a number of past EONS Newsletters, perhaps of the last 12 months, are not available on the website? PT will discuss this option with KG.

- **Magazine**

The new EONS Magazine is planned for delivery on the 3rd of August.

6. AOB

EONS Membership Survey

PT has been contacted by Mary Wells, EONS Board Member and chair of the Membership Task Group with the request to discuss the new Membership Survey. The subject is extensively discussed within the group but the WG does not have strong (supportive) feelings. The WG suggests to follow up on the earlier suggestion to invite younger nurses to the ACM and not (yet) do another Membership Survey.

PT will discuss the suggestion to invite young nurses to join the NMS's representative to the November ACM, EONS supporting flights and accommodation, at the next Board meeting. Should the suggestion be taken on, the WG recommends to try to ensure a proper geographical spread of the young nurses.

7. EONS & the EU (Cancer Control meeting)

** Slides PT **

PT talks WG members through the slides provided earlier.

8. AOB

Registration of Members:

The Working Group members started their work for the group in the summer of 2012.

Next face-to-face meeting

PT suggests organising the next face-to-face meeting shortly after the ACM, with the possibility to get new projects included in the budget of the next financial year. (The financial year of EONS runs from 1 April to 31 March.) The date of Friday 15 January 2016 is suggested, possibly with a group dinner the evening prior. A second face-to-face meeting will be planned to take place in September of 2016.