



EONS Communication Working Group
Face-to-face meeting, Friday 15 January 2016, 10.30 – 16.00 hrs CET,
Bob Pinedo Meeting Room, ECCO office, Brussels

Participating:

Paul Trevatt (Chair), Graca Braz, Paz Fernandez Ortega, Eugenia Trigos Arjona

Staff:

Rudi Briké (Secretariat), Mariska Mooijekind (Projects Manager)

Unable to attend:

Manuela Eicher, Eileen O'Donovan, Clair Watts (Executive Director)

Agenda:

1. Welcome, introductions and apologies

Both Marlies Wierds-Lassouw and Birgitte Grube have informed PT that they are stepping down from the Communication Working Group.

ACTION: *PT will send an invitation to the Advocacy Working Group to nominate another representative.*

2. Previous minutes and matters arising

The minutes of last year's face-to-face meeting were approved.

Matters arising from 2015 minutes have been actioned:

- A) A European young cancer nurse workshop was held in Athens in November 2015.
- B) The position of the EONS Communication Manager was discussed with the Board.
- C) It was decided to suspend the dual language project.

3. Communication tools:

➤ **Social media: Twitter & Facebook**

EONS continues to have a strong presence on social media.

- For World Cancer Day (4 February) EONS and ONS were planning to work together in partnership.

- The value and function of LinkedIn was discussed in relation to EONS. Previously EONS has been asked if it was planning to have a LinkedIn account.
- **ACTION** *It was agreed that the working group would commission a project manager to write a paper on the role and value of LinkedIn in relation to EONS.*
- **Website**
Concerns were expressed that some of the content was still taking too long to be uploaded. The group felt that a lot of hard work had gone into updating many of the pages and that overall the website looked cleaner and less cluttered.
- *Action – PT to address uploading times.*
- E-Newsletter
The 2015 review of the EONS Newsletter was discussed by the Working Group. The sample size of the review was relatively small but offered the editor some thoughts where to focus the newsletter.

4. Membership Survey

MM reported that the Membership Survey Task Group has prepared a draft survey. This draft was discussed with the EONS Board and a freelance researcher based in Scotland (Maggie Cunningham) has been hired to assist in developing the final survey, which will be made available on-line. The survey will be done in spring and the results will be made available in summer. MM and Mary Wells, Task Group Chair, will send the Task Group members an email, updating them on the progress made.

5. Current projects:

- **EONS leaflets (value & use)**
At the 2014 Advisory Council Meeting the EONS membership were offered a copy of the EONS leaflet translated into their own national language. 5 societies responded: Spain, the Netherlands, Austria, Hungary and Turkey. Initial feedback regarding the translations was extremely positive. The Working Group thanked RB for support with the project.
- **ACTION:** *to repeat translation offer to other national societies.*
- *To map those societies who have had the leaflet translated to see if they are using the leaflet on their website*
- **The challenges facing young European cancer nurses**
At the Advisory Council Meeting of last November a “Young Nurses Workshop” was organised. The aim of the Workshop was to address the challenges young European cancer nurses face. Each nurse “shadowed” a representative from their own national cancer nursing society. The following countries were represented: Cyprus, Estonia, Greece, Iceland and Portugal. All nurses were female and under the age of 30. The themes discussed were: relationships with older cancer nurses; nursing migration; education; gender; nursing roles; networking. The following actions were itemised:
- There was a need for national cancer nursing societies to consider the role of younger cancer nurses
- What is the role of social media in promoting networking and communication with younger cancer nurses (snapchat, what’s app, Instagram, Facebook)

- Offering reduced fees (specifically for younger cancer nurses) to attend educational events/congress
- Hosting a young cancer nurses workshop/meeting at each EON event
- Having a dedicated page on the EONS web site for young cancer nurses

ACTION: *PT will discuss the possibility of having a reduced registration fee available for younger cancer nurses for EONS10. PT to lead on developing a web page for younger cancer nurses.*

6. Suggestions from Working Group members:

- **Tips on communication strategy**

The email of PF of 10/11/15 was discussed. The information provided is considered to be very useful. One of the suggestions made was specifically discussed by the Working Group: to create an electronic signature with the EONS logo, a link to the EONS website and for example the banner of EONS10. The EONS Board Members, Working Group members and Task Group members could be invited to add those details to their electronic signatures. This option could perhaps also be given to the EONS members.

ACTION: *PT will discuss the possibilities of making available an electronic signature for the EONS Board, WGs, TGs and NMSs with the EONS Board.*
- **Collaboration with other associations, such as EBMT, SIOPE**

The email of ET of 22/09/15 was discussed, as well as the PowerPoint presentation, informing WG members on the Working Group of Paediatric Oncology Nurses Group.
- **National Members to invite a Board Member to participate in their Annual Meeting (Graça Braz)**

GB's suggestion was discussed by the Working Group members. RB informs all that the EONS National Member Societies are annually invited to share the details of their national event and are invited to indicate if any involvement of a Board Member would be helpful. This is considered to be very useful.

7. Budget & Priorities

- **Overview of expenditure 2015 – 2016**

A relatively large part of the Working Group's annual budget will remain unused. The main reason for this is that the social media costs were lower than anticipated. In the next financial year (2016-2017) the social media costs of EONS will be paid for from the central EONS budget. This is accepted by the Working Group members.
- **Identifying WG priorities for the next 12 months and setting communication budget 2016 / 2017**

Projects identified for next financial year are:

 - Additional translations of the EONS leaflet
 - Younger cancer nurses activities such as an event at EONS10, setting up a dedicated web page
 - Exploring the possibilities of having a LinkedIn account

8. AOB

- GB informs the other Working Group members on the Advocacy Survey on Inclusive Communications
- It is agreed to plan the next Working Group meeting to take place in late September 2016, in Barcelona