



**Minutes EONS Communication Working Group
Face-to-face meeting, Friday 20 January 2017, 09.00 – 16.00 hrs CET,
Dutch Design Hotel Artemis, Amsterdam, the Netherlands**

Participating:

Kristina Olausson (KO) (co-Chair), Paul Trevatt (PT) (co-Chair), Graca Braz (GB), Maria Dias (MD), Paz Fernandez Ortega (PFO), Stelios Katsaragakis (SK), Liesbeth Lemmens (LL), Mary Tanay (MT), Sara Torcato (ST), Eugenia Trigo Arjona (ETA), Charlotte Weston (CW), Mariska Mooijekind (MM) (Working Groups Manager)

Unable to attend:

Manuela Eicher (ME)

1. Welcome, introductions and apologies (PT)

PT welcomes all Working Group members to the meeting. The individual members introduce themselves to their colleague Working Group members. This is the first Working Group meeting for KO as co-Chair. PT announces that he will step down from the EONS Board and Communication Working Group in September of this year.

2. Previous minutes and matters arising (PT)

The minutes of the previous face-to-face meeting are reviewed.

Page 1 – **ACTION:** *PT will send an invitation to the Advocacy Working Group to nominate another representative.*

GB is now the link between Communication and Advocacy WG.

Page 2 – **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.*

A Projects Manager was commissioned, who provided a SWOT analysis for EONS and the use of LinkedIn. The paper was shared with the Board late 2016 and the Board decided not (yet) to invest in establishing a LinkedIn account. Recently it has been suggested for EONS to set up an Instagram account. A paper on this has been prepared and will be discussed with the EONS Board in spring. LW suggests that perhaps

Snapchat could be considered as a new SoMe tool. She is willing to investigate and list the pros and cons for EONS.

(NEW) ACTION: LW to investigate the pros and cons of Snapchat for EONS.

LL suggests to investigate the use of LinkedIn for the EONS business contacts (pharma). This could perhaps be useful to Iveta Nohavova, the EONS Projects Manager.

Page 2 - **ACTION** PT to address uploading times.

This point has been actioned on. Kate Griffin has been replaced by Helen Oswald, the current Website Editor. Helen responds to enquiries in a timelier manner.

Page 2 – **ACTION:** to repeat translation offer to other national societies.

The EONS leaflet was translated in 5 different languages, which was found very useful. This item has not yet been actioned on. The Working Group members agree that the time has passed and it would no longer be useful to pursue.

Page 3 – **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.

This item is on the agenda for discussion.

Page 3 - **ACTION:** PT will discuss the possibilities of making available an electronic signature for the EONS Board, WGs, TGs and NMSs with the EONS Board.

An electronic signature was made available. However, not all Board Members are allowed to add the EONS logo and/or meeting announcement to their electronic signature.

PT informs that following the initiative of the Communication Working Group, by now the minutes of all four EONS' CARE Working Groups are uploaded to the EONS website.

MM informs the Working Group members that following discussions at the Advisory Council Meeting of last October the EONS Board and National Member Societies (NMSs) agreed there was a need for having a communication representative of each National Member Society. About 24 NMSs have responded to the initial request. In this way EONS will hopefully be able to actively engage all National Member Societies, from all European regions.

3. Communication tools:

Website

Working Group members together view the EONS home page. The Newsletter, which was highly rated in the membership survey, is now made available on-line about 10 days after it is distributed to the mailing list.

PT presents the monthly blog of EONS President Daniel Kelly. President Elect Lena Sharp will be invited to also write a monthly blog during her period of Presidency.

Last December a YCN was organised in Portugal. SP will write up a report on the event for the EONS website.

ACTION: SP to prepare and submit a report on the event.

- EONS (Digital) Magazine
Recently the EONS Magazine was launched in a digital format, replacing the paper magazine. WG members are invited to read and view the new digital magazine, to speak to colleagues to hear what they think and to feedback to PT by the end of February.
ACTION: PT to write to WG members, inviting them to provide feedback in relation to the new EONS digital Magazine by the end of February.

It is agreed that a message should be sent to the NMSs to inform them on the new digital magazine being available, emphasising that any individual can sign up to receive the copy personally.

ACTION: ?? to send a message to the NMSs, informing them on the new digital magazine being available.

- Social media: Twitter & Facebook
Interaction through Facebook is still growing and so is Twitter. Twitter has grown significantly and continues to grow. SP emphasises the need to also continue with Facebook as not all societies have a twitter account. She is willing to assist EONS with the development and further promotion of Facebook.
ACTION: PT to connect SP with Helen Oswald on the further development and promotion of Facebook.
- E-Newsletter (Kate Griffin, EONS Social Media)
- Social Media Workshop of 19 January (PT)
EONS is now using Twitter for about 4 – 5 years. The Social Media Workshop of 19 January was to work with the NMSs to help them to increase their use of Twitter. “WeNurses” were commissioned to run the Workshop and the event was considered to be very successful by the participants. Representatives of the Greek, Spanish, Portuguese and English National Member Societies participated and gave positive feedback. MD states she learned a lot which she is already putting into practice. Currently only about 6 EONS NMSs have a Twitter account. EONS hoping to assist additional members in the (further) development of their account.

4. Current projects:

- RECaN Project (Andreas Charalambous, Research WG)
An update on the progress made on the RECaN project was shared with all Working Groups by email by MM earlier during the week. At the ECCO congress of 2015 in Vienna ECCO announced that the cancer nursing community would be their focus for the (near) future. Andreas Charalambous, co-Chair of the Research Working Group, is one of the main points of contact between ECCO and EONS on the RECaN project. Funding for the project comes both from ECCO and EONS. The project exists out of three phases: 1 = a Systematic Review of evidence on the role of cancer nursing – and impact. Relevant studies have been identified. 250 in total, overall. Five papers will be written: paper 1: identifying the role and types of interventions. 2: cost effectiveness = main paper related to primary outcome. Will need to be submitted to high ranked paper lancet of oncology, perhaps. Paper 3:

education and training and patient experience. Paper 4: design of future cancer nursing trials. Poor methodological quality of studies found. Result of initial screening of the papers. Paper 5: identifying the populations.

The papers are due by May 2017. Phase 2 of the project = four country case studies: two countries where cancer nursing as a speciality is more developed and two countries where cancer nursing as a speciality is less developed (Netherlands and United Kingdom vs Germany and Estonia). The final phase, phase 3 = dissemination of the results with the aim of influencing policy makers. The Communication WG will be very much involved in phase 3 of the project. A Communication representative will need to be identified at that time. The preliminary findings of phase 1 will be presented by Danny Kelly at the ECC 2017 in Amsterdam, next week. PF suggests that it is very important to involve patient organisations in (phase 3 of) the project. AC states that this is recognised and yet included in the ECCO Position Statement.

- European Cancer Nursing Day (GB)
GB provides all WG members with the relevant background paper prepared by the Advocacy Task Group. The aim of organising the event is to enhance the recognition of cancer nursing. In 2017 the (first) European Cancer Nursing Day will focus on Advocacy. GB speaks to the paper and updates the group members on the preparations that have been made and she shows the trailer Johan de Munter from the Task Group has prepared. The Task Group aims to have available the toolkit for the NMSs by late March / early April. This toolkit will contain digital tools to help with the promotion of the day. GB asks PT to make sure a Social Media representative will be available around May 18th.
The Working Group members have a short brainstorming session on a useful hashtag for the day. The following suggestions are made:
#RECaN
#RECaN17, #RECaN2017, #RECaNMay17, #RECaN18May, #RECaN18May17
#ECNday
GB will share the suggestions with the Task Group members for further discussion.

5. Budget & Priorities

- Overview of expenditure 2016 – 2017
- Identifying WG priorities for the next 12 months and setting communication budget 2017 / 2018

Communication Working Group 2011 – 2016:

Between 2011 – 2016 the Working Group has mainly been active on the following items:

Social Media:

- Twitter
- Facebook
- LinkedIn
- Instagram

Data analytics

Young Cancer Nurse

EONS 30th Anniversary

GB suggests the Working Group to consider the possibility of having a focus on Communication during the 2018 European Cancer Nursing Day. Should the Working Group agree, she suggests developing a Task Group.

SP is supportive of the Young Cancer Nurse position. She suggests considering having one YCN per Working Group. After some discussion it is agreed that this will not be pursued at the moment. First a Young Cancer Nurse (with no voting rights) will join the EONS Board, from May onwards. Perhaps this suggestion can be reconsidered at a later stage.

The Working Group agrees to strengthen the budget of European Cancer Nursing Day with EUR 2.000,- from the current Working Group budget. PT will write to Loureen, the EONS Book Keeper, to this effect.

A number of suggestions for activities for the next (financial) year are made:

- Develop video for YCN
- Set up and manage an Instagram account
- Pay for Google ranking
- Create a video on EONS which can be shared with schools and uploaded to the schools' website, with the aim of raising the profile of EONS within European Academic Providers.

ACTION: GB & MD will liaise with Erik van Muilekom and Anita Margulies, co-Chairs of the Education WG to discuss. MM will put GB & MD in contact with Erik and Anita.

- Enhance communications between EONS and its membership. A Task Group is formed by LL, MT & ETA. The suggestion is made for this Task Group to perhaps organise a face-to-face meeting with the Communication Representative of each of the National Member Societies. The Task Group will further chase up the NMSs who have not yet informed EONS on who is their Communication Representative. MM will inform Rudi Briké accordingly.

6. AOB

- Terms of Reference
The Working Group members together review the Terms of Reference. Some small changes are made to the document, of which an updated version will soon be shared with all.
- The date of Friday 18 August 2017 is suggested for holding the next face-to-face meeting, in London. In follow up correspondence, however the date of 1 September has been suggested as an alternative meeting date, because of the summer holidays of July and August.
- PT & KO inform the Working Group members that they will write a one-page summary of the meeting updating the WG members, but also the Board Members, on the progress made, the items discussed and the actions identified at the face-to-face meeting.