



**Minutes Communication Working Group, face-to-face meeting,
Thursday afternoon, 18 January 2018
Friday, 19 January 2018, 09.00 – 16.00 hrs, Barcelona, Spain**

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Participating:

Johan de Munter (JdeM) (co-Chair), Kristina Olausson (KO) (co-Chair), Graca Braz (GB), Maria Dias (MD), Manuela Eicher (ME), Paz Fernandez Ortega (PFO), Eugenia Trigoso Arjona (ETA), Mariska Mooijekind (MM) (Working Groups Manager)

Unable to attend:

Stelios Katsaragakis (SK), Helen Oswald (HO) (Communications Manager), Mary Tanay (MT), Sara Torcato Parreira (STP), Charlotte Weston (CW)

Brainstorming and discussion

In this brainstorming and discussion session, the individual Working Group objectives from the Terms of Reference document were discussed. In follow up, JdeM prepared PPT slides, with the suggested updated objectives, that were shared with the Working Group, the following day.

Friday 19 January

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Unable to attend:

Lena Sharp (LS) (Observer, EONS President), Sara Torcato Parreira (STP)

Skype connections:

- Lena Sharp (LS) (Observer, EONS President) connected to the meeting via Skype, between 09.30 – 10.30 hrs.
- Emma Woodford (EW) (EONS COO) connected to the meeting via Skype, for part of the morning session.

1. **Welcome, introductions and apologies (30 mins)**

Apologies have been received from STP. JdeM, new EONS Board Member, is the new co-Chair of the Working Group. All WG members briefly introduce themselves.

MM reconfirms the starting date for each of the WG members. PF, ETA, GB & ME will be leaving the Communication Working Group in June 2018, after having served 6 years, 3 terms of 2 years each, on the group.

Lena and Emma connect

All WG members introduce themselves to LS and EW

2. **News from the EONS Board**

- **RECaN**

LS updates the Working Group members on the development of and progress made on the RECaN project. The first phase, a systematic review and meta-analysis of literature is nearly finalised. A first paper has been published last year in Journal of Advanced Nursing and a second paper is being submitted this month. Additional papers will be prepared. The main results of phase one will be presented at EONS11, which is to be held in October, in Munich.

Phase two is data collection of four case studies. In four different countries the status of cancer nursing in the country was examined: Estonia, Germany, the Netherlands and UK. In each of the countries, about 100 questionnaires were completed about patient safety in their work place. In addition to the questionnaires, qualitative data from focus group discussions was obtained. At the moment, the Task Group is awaiting the translation of the German open-ended questions.

These data will also be presented @ EONS11 as well as at the MEP meeting, of 16 May. In preparation of the MEP meeting of 16 May, a press release, based on the two papers published, will be prepared.

The project is progressing well. It is within budget and within its time line. The people working on the project are very much engaged.

The Working Group agrees, with LS and EW, that publication of the relevant data should not be limited to scientific publications. It should be also translated to a level where information is understandable and accessible to a wider group.

- **ECND 2018**

EONS is planning for three related events, during the week of ECND 2018:

16 May = MEP Meeting at the European Parliament

Irish MEP Marian Harkin will be hosting a two hour meeting, which is to be followed by a networking reception. At this meeting, the first RECaN results will be presented. Both the RECaN project and ECND will be promoted.

17 May = Strategic Working Groups Meeting, Brussels

All four Working Groups will meet, to strengthen the EONS Strategic Plan. This day will be funded by EONS generic funds; no Working Group funding is required.

18 May = ECND

A small event at the Brussels press club will be organised, launching the EONS Educational Cancer Nursing Framework

The 2017 ECND was considered a great success and the 2018 event will build on that. The Advocacy Working Group is overseeing the ECND 2018 Task Group, which includes a member from each of the four CARE Working Groups. The Task Group holds a conference call each month, of which the minutes are shared with all EONS Working Groups and their members, to engage all in the event. It has been agreed that a separate website will be continued as ECND is considered to be wider than just EONS. ECND is about cancer nursing in Europe.

The Advocacy Working Group is asking the Communication Working Group to review the website and to share suggestions for straplines.

- **Dissemination of EONS Educational Cancer Nursing Framework**

The working process and content of the EONS Educational Cancer Nursing Framework was presented at the November Leadership Summit, in Ede. In the meantime external feedback has been obtained and a final draft is now ready. HO will proof read the final draft and by early February the lay-out will be prepared. The aim is to have the Framework printed in February. The Working Group agrees, together with LS and EW, for the major launch of the Framework to be done on ECND and not to do a soft launch prior to this date. The launch will be organised at the Press Club in Brussels, on 18 May.

ACTION: LS to inform Rebecca Verity and EW to inform the Board on this decision.

Lena Sharp (LS) (EONS President) disconnected from the meeting via Skype

3. Working Group's objectives

Following the WG meeting of the 18th, JdeM updates the WG members on the suggested updates of the WG objectives (see separate PPT file). The Working Group discusses and agrees on the following:

- HO will set up an EONS Linked-In page
 - STP: Snapchat to be launched @ EONS11 and Instagram has been launched; 73 followers, at the moment
 - WG to revisit list of NMSs Communication representatives, divide the 12 societies who have not yet responded amongst the WG members, for an individual follow up
- ACTION:** ETA and MT to inform the other Working Group members which National Member Society to approach and obtain details of a Communication representative within this Society. WG members can use Twitter, Facebook, LinkedIn etc. to connect with the relevant Society.
- Objective 6 to be included in 1
 - Objective 7 to be included in 1
 - Objective 8 to be included in 2 + "other specialists interest groups"

ACTION: JdeM will provide MM with the updated Working Group objectives.

Before she leaves the meeting, EW informs the WG members on EONS11. The conference will take place on 20-22 October 2018, Munich, during ESMO 18. A flat registration fee of EUR 340,- will be applicable for nurses. EONS will hold its Annual Meetings on Saturday morning, 20 October 2018.

Emma Woodford (EW) (EONS COO) disconnects from the meeting via Skype

4. Previous minutes and matters arising

- **EONS Brand Guidelines**

ACTION: HO will ensure the templates to be available on EONS Link. Furthermore she will communicate to all four WGs that the templates are available and provide guidelines on how to use them. She will also liaise with Steve Rowett, to ensure the WG members of all four WGs will have access to the files

5. **Communication tools**

HO updates the WG members on the actions taken in response to the feedback received at the last WG face-to-face meeting. Furthermore, she informs the group on the latest developments on social media and the content of the latest issues of the Newsletter and Magazine. (See separate PPT file HO)

- **Website**
- **EONS (Digital) Magazine**
The latest issue focuses on the November Leadership Summit
The WG suggest including social media icons to each individual article, to enable easy sharing and reference.
- **Social media**
- **E-Newsletter**
The WG agrees to re-enforce the Society Focus in the Newsletter
ACTION: HO will action this point and invite national Member Societies to provide information for this Newsletter item.

HO displays LS's film.

ACTION: HO to include the film in the ECND website. Social Media icons should be added to the film and search ability on Google should be tried to be improved. It is agreed to start promotion of the video in May.

ACTION: MM to encourage WG members to Tweet when a new Newsletter or Magazine has come out

6. **Succession Planning**

At the start of the meeting, MM reconfirms the starting date for each of the WG members. PF, ETA, GB & ME will have served 6 years on the group, 3 terms of 2 years each, by June 2018. In light of the strategic discussions that will be taking place in May, it is agreed to postpone the application process until after the Strategic Working Groups Meeting of 17 May. It will be easier to define the criteria list for new members over summer, once the future strategic direction is known. The application process will open in September and close by the end of November. Interested members will be invited to apply and to provide their CV and a motivational letter. Applications will be reviewed and applicants informed in December and a face-to-face meeting, including the new members, will be held in January 2019. When reviewing the applications, the geographical spread of the Working Group's membership, is considered to be important. PF, ETA, GB and ME agree to stay on, until January 2019.

Accounts at various social media tools have been set up and developed. The group agrees that now it is important to think about the content of the messages EONS wants to communicate. Knowledge and education are considered very important topics to focus on.

7. **Amgen request**

JdeM informs the Working Group members on an Amgen request EONS has received, to work on an Educational tool on breast cancer. Communication WG members are requested to contact EW, should they have an interest in participating in this group.

8. Current projects

- **European Cancer Nursing Day 2018**

including update of website: www.europeancancernursingday.eu

In earlier discussions it has been agreed to continue the stand alone ECND website. The 2017 website requires a thorough review and update. HO will be responsible for updating the content, Steve Rowett is responsible for the technical support.

The following is agreed on:

- “European Cancer Nursing Day” not adding “2nd”
- Add “#ECND2018”
- Update date
- Include a link to the film of LS
- Relocate the text of press release to the home page
- Change the image on the home page to a collage of images more reflecting professionalism, rather than celebration
- Replace “Latest news” and “Donate” by “RECaN” and “Framework”
- HO to discuss with EW if the reference to ECCO should remain on the site and if the ESMO logo should perhaps be added.
- Change “News” to Gallery
- Change ECCO Position Statement to “Position Statement”
- Replace “Media” by “Toolkit”
- Replace “Share” by “Framework”
- Add social media buttons on every page
- Add a page “Evidence”
- Remove “Contact”
- Ideal order of pages: Welcome – About - Position Statement - Evidence (= RECaN) Education Framework – Toolkit – Gallery - EONS

9. Next face-to-face meeting: 17 May, Brussels

ACTION: MM to ask EW if there is room in the programme of the Strategic Working Groups Meeting of 17 May, allowing the individual Working Groups to have an individual meeting of 1 or 1.5 hrs.