



**EONS Communication Working Group, face-to-face meeting,
Friday 1 September 2017, 09.00 – 16.00 hrs UK Time
NCVO, London, United Kingdom**

Participating:

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

Unable to attend:

Manuela Eicher (ME)

Guest to the meeting:

Daniel Kelly (DK) (EONS President)

1. Welcome, introductions and apologies

KO welcomes all Working Group (WG) members to the meeting. Apologies have been received from ME and it is acknowledged that this is the last meeting of the Communication Working Group with PT as co-Chair. Working Group member Liesbeth Lemmens resigned from the group. Furthermore, HO will join this meeting from the morning coffee break and DK will join the meeting around lunchtime to give an oral update to the group on the RECaN project.

2. Changes in the EONS Board (PT)

PT updates the group on changes that have taken place in the EONS Board: The outcome of the first round of elections is that Andreas Charalambous has been elected as President Elect and that Wendy Oldenmenger has been elected as Board Member, Communication. Four applications have been received for the current vacancy of Board Member, Research, in the second round of elections: Johan de Munter, Carole Farell, Eugenia Trigos Arjona and Virpi Sulosaari.

EONS recently appointed Emma Woodford as the new Chief Operations Officer. Emma has extensive experience in the charity / NGO sector as well as the European Parliament. She is based in Brussels and will start working for EONS from 1 September. Working Group members will be able to meet her at the November Advisory Council

Meeting in the Netherlands, and perhaps at the next face-to-face Working Group meeting.

Furthermore, Loureen, the EONS bookkeeper has been replaced by Catherine Wood, recently hired as EONS Financial Manager.

3. Previous minutes and matters arising

Instagram

The Instagram paper was presented to the Board who supported its use. As it is good to launch the use of such a tool during an event, PT has suggested starting during the November Leadership Summit. ST volunteers to lead the EONS Instagram account, as she is familiar with the tool and attends most Board Meetings and events.

Raising the profile of EONS with stakeholders

GB connected with the Education WG to address the possibility of raising EONS profile with stakeholder, but unfortunately, she has not yet received an answer. MM informs GB and rest of the Working Group about the discussion the Education WG had in their face-to-face meeting in April:

Communication Inquiry

Anita Margulies and Erik van Muilekom were contacted by two members of the Communication Working Group, who suggested promoting EONS with students in their last year before graduation and to promote EONS at European academic institutions, universities, in general. The group however agrees it is more important to be visible in other ways, such as by having available useful materials, by publishing articles in journals etc.

The opinion of the Education Working Group is respected by all. The aim of the Communication Working Group is to promote EONS amongst students and young workers. It was suggested to put together a (brief) PowerPoint presentation about the work EONS does and to provide this to the National Member Societies with the request to share this with educators. The existing EONS flyer could perhaps be included, after a review. MM will share the current flyer with the Working Group members.

Following some discussion, the group agreed to present this possibility to the National Member Societies at the Advisory Council Meeting, to see if there is an interest from the membership to further develop this. ST suggests for the Young Cancer Nurse Task Group to take this on, should the membership show an interest.

Communication Representatives National Member Societies

At the time of the last meeting, 10 of the EONS National Member Societies (NMS) had not yet responded to the earlier request to put forward the name and contact email address of a communication representative. ETA and MT have again contacted these NMSs, with the help of the relevant Board representatives, but unfortunately without any success. It is agreed to proceed based on the current list and to try to approach the non-responding NMSs at the Advisory Council Meeting of November. Alternatively, these non-responding societies could be contacted through informal channels.

It is agreed for the list to be maintained and updated by MT and ETA. Any updates will be shared with Rudi Brike of the EONS Secretariat.

PT suggests starting to communicate with the representatives, informing them that the face-to-face meeting took place, providing them with the minutes, inform them on the November Leadership Summit taking place, the plans for the 2018 ECND etc. KO will send out a message to this effect.

ECND – to be addressed later during the meeting

Snapchat – to be addressed later during the meeting

Young Cancer Nurse - to be addressed later during the meeting

4. Budget & Priorities

The EONS financial year runs from 1 April – 31 March. Each Working Group has received a budget of EUR 15.000 for the year 2017 - 2018. From this budget, Working Group projects and face-to-face meeting(s) need to be paid for.

The Google analytics, a statistic overview of the website visits over a year, is a fixed annual cost of the Communication Working Group. KO will review and judge if this is still considered relevant and useful.

To keep a close eye on the budget and to have an accurate overview thereof, Working Group members are requested to send in their expense claims for face-to-face meetings within one month after the meeting. The cost of holding a face-to-face meeting is approximately EUR 5.000 per meeting. The Working Group members agree that it is desirable to organise a second face-to-face meeting within this financial year, potentially on Friday 19 or Friday 26 January. Barcelona, London and Valencia will be reviewed as possible venues.

The Working Group members agree on the following Communication priorities:

- Improve and increase communications with EONS' National Member Societies. Identify and communicate with the NMSs communication representatives.
- Grow membership
- Launch Instagram

Helen Oswald, the EONS Communications Manager, joins the meeting.

5. Communication tools (HO):

- Website

The website is very well kept up to date. On the home page, there is a rolling banner on the top, for announcing events. There are multiple splash-boxes to bring to the attention the latest things that are happening. The WG members provide HO with some feedback in relation to the home page and website navigation, which HO will take into consideration.

HO is reviewing older pages to judge if they should be maintained or deleted. All input or feedback from Working Group members is welcomed.

HO asks the Working Group members to provide her with photos and texts for the website, when at the November Leadership Summit. This will help her in updating the website, Facebook, Twitter - and Instagram!

- **EONS (Digital) Magazine**

The EONS Magazine has changed from a printed version into a digital format. This format is considered to be easier to access on various devices, has a more dynamic interface, is more user friendly and makes it easier to share articles. Furthermore, the costs of printing and distribution are saved and some additional income is generated by selling advertisement space. EONS produces two issues a year. New issues are currently announced through the Newsletter, on the website and on Facebook. It is suggested to also send out a message to the NMSs, announcing the each new issue.

PF has been approached by a company, potentially interested in advertising in the EONS Magazine. She will share details with HO. MM suggests offering advertising space to congress sponsors or project funding organisations, either paid or free of charge.

ST suggests inserting a button for sharing articles to social media from the website, rather than sharing by link. HO will look into the possibility thereof. Furthermore the group agrees that usually people are put off by long texts and that it is best to keep things short and snappy, with a possibility of reading more by a "Click here if you want to read the full article." Additionally a one-minute clip of someone speaking about his or her article with the possibility to click and read the full article is considered to be attractive. Individual articles from the Magazine could also be placed on Twitter or Facebook.

- **Social media**

HO thanks ST for all input provided for Facebook, which is now updated much more regularly. The statistics show that over the past six months the number of followers has seriously increased: from 1.300 to 1.700. Another "boost" will be done in the lead to and during the November Leadership Summit.

- **E-Newsletter**

The E-Newsletter is highly valued by the membership. The WG members agree that it is a useful and pleasant source of information. However, it is suggested that the Newsletter could be written in a more personal way, with a photo of HO as the Editor under "Welcome" and the reader to be addressed more personally. Furthermore, it would be more attractive if the tool would feature more images.

The bounce rate of the Newsletter is an issue. Of the 11.000 copies sent out, on average 1.300 bounce back. This deserves some careful thought and consideration. It is suggested that perhaps Steve Rowett, the technical support for the Newsletter, could look into this. For some people, the Newsletter is redirected into their spam box. This should also be looked into, who to prevent this from happening in the future.

Daniel Kelly, the EONS President, joins the meeting.

6. RECaN Update

DK states that the Communication Working Group plays an important role within EONS. The organisation is well known and well respected by other organisations within the community. DK thanks the WG members for the good work done.

DK provides a verbal update on the progress made on the RECaN project:

IN 2015 ECCO announced their focus to be on “workforce” in general and on oncology nursing, more specifically. In collaboration with EONS, a three phase project was set up:

1. Systematic review

As a result of the systematic review the first paper, the protocol paper, has just been published. Two more papers, edited by Andreas Charalambous and Danny Kelly, are to be published.

The role of the Communication Working Group is to make known that the three papers are out there and to make them useful to the membership.

2. Data collection, gathering information

Face two is currently in progress. Data has been collected in Estonia. Germany, the United Kingdom and the Netherlands will follow.

3. The use of the systematic review and data collection. What can EONS do to assist the countries where cancer nursing is less advanced?

In this phase, the Communication WG can be of great assistance. The WG is asked to make creative use of WG budget in order to assist here.

DK speaks about the 2018 European Cancer Nursing Day (ECND), which is to take place on 18 May 2018. The four countries of RECaN phase II can be highlighted, but should not be the sole focus. A possible theme is: “The one thing I might change in my country is...”

Following these discussions all agree to add the following to the Working Group

Communication priorities:

RECaN

ECND 2018

Furthermore, the Working Group members reconsider and think that it would perhaps be a good idea to hold the next face-to-face meeting in Germany (Heidelberg, Berlin) or Estonia.

Daniel Kelly, the EONS President, leaves the meeting.

7. Succession Planning

GB, ME PF and ETA will leave the Working Group in June 2018. The group agrees to advertise for new Working Group members after the next face-to-face meeting.

Furthermore, it is agreed that HO will participate in the WG and WG meetings. She will however not formally become a member of the WG.

8. Current projects:

- **European Cancer Nursing Day (ECND)**

All agree that the 2017 ECND was a great success and a fantastic event. It was very dynamic, very much membership orientated and a great opportunity to also promote RECaN. There was a great spike in the use of Social Media, on the day. EONS gained many Facebook contacts, who have become active followers. The toolkit developed was used by some, but not by all. Some nurses came up with their own creative ideas, which was good to see. The Board's Educational Event in Estonia was considered to be very helpful for the promotion of the day. However, it could have been dealt with in a better way, leading up to the event. This should be kept in mind when planning for the 2018 ECND.

The Evaluation Report provided by the 2017 ECND Task Group is approved by the group for dissemination – the text from "Conclusions" onwards should be removed. MM will inform Aoife McNamara, the Task Group Chair about this.

- **EONS Brand Guidelines**

The Brand Guidelines document is presented, on behalf of the Task Group. All WG members approve the document. MM will present the document at the November Board Meeting.

- **Young Cancer Nurses (YCNs)**

ST has been appointed Board Member with a non-voting role to represent Young Cancer Nurses. Her main purpose is to inform the Board on the challenges and the main needs of the YCNs. ST is now setting up a YCN Task Group, inviting each EONS NMS to nominate a representative. The TG will have a Skype call and develop a Strategic Plan, which ST will present to the Board, once available. This is considered to be good material for an EONS Magazine article.

- **Snapchat**

CW has done research on the use of Snapchat and presents the WG with a paper, based on which they can decide of the use thereof could be useful for EONS. The WG agrees for the YCNs to start using Snapchat, with a trial at the November Leadership Summit. ST and CW agree to do the trial. MM and KO will inform the Board about this trial.