

Dementia PSP

Dementia Priority Setting Partnership Communication Plan

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Distribution List:	Communication channels within AS & JLA

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AS Internal communications for survey launch

Channel	Launch	Description/Tasks
AS Research page (Jess Smith)	- Web content updated on 02/04/2012	<ul style="list-style-type: none"> - 01/04/12 change partner text to the text for individuals and link to the survey - Summary on how you can get involved page - Full detail on a separate page
Arena & My Society	04/04/12 Add reminder half way through?	<ul style="list-style-type: none"> - Paragraph explaining study - Link to survey - Send ~19th March
Living with dementia magazine (20,000 distribution list)	April issue – 9 th April (text sent)	<ul style="list-style-type: none"> - Include in April issue - Text to describe PSP ~80 words, ready at beginning of March - Web address and how to access the survey - Possibly have a reminder in the May/June edition
	Need to be at mailing house by 27 th March (survey sent)	<ul style="list-style-type: none"> - Insert – 5 working days to print - Send survey to XCalibre to print by 12th/13th March
Local services	April (May)	<ul style="list-style-type: none"> - Include copies of surveys in Research mail to locality offices in April - Print copies at same time as printing insert - 250 localities print extra 2,500
Talking point (300 active users a month)	Day of launch (On forum 02/04/12)	<ul style="list-style-type: none"> - Short text to describe partnership - Link to survey - Post the day the survey is launched - Send text and link before launch
Research e-newsletter	April newsletter (Text sent)	<ul style="list-style-type: none"> - Text to describe partnership - Link to survey
Research network (220)	Mid February	<ul style="list-style-type: none"> - Send survey to ~10/20 RN volunteers to pilot - Design questions to ask about the survey
	April mail	<ul style="list-style-type: none"> - Include survey with April mail
New and Social Media Channels	Day of launch (03/04/12)	<ul style="list-style-type: none"> - Follow up email - Survey link on Facebook page - Survey link on Twitter - Launch on the day the survey goes live - Initial awareness meeting on twitter
Helpline	Sent 23/02/12	<ul style="list-style-type: none"> - Provide short text in case any calls come through regarding the PSP project.

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JLA website	ASAP (Complete)	- Provide link to JLA website - JLA website to provide link to AS website
AS GP Reference group	Sent 2 nd May	-
Friends of Research	April	- Included in April mail out

Steering group external communication

Email mailing lists	SG member	Date sent
<ul style="list-style-type: none"> • Dendron Clinical Study group (CSG) • Dendron Local Research Network (LRN) • Norfolk and Suffolk NHS Foundation Trust • Oxford University Hospitals NHS Trust 		02/04/12 03/04/12
<ul style="list-style-type: none"> • Admiral nurses • Uniting carers • NIHR School for social care • Making Research Count • Caring together • Social work history network • Care Dem PPI Group • Social Care Workforce Research Unit (SCWRU) user and carer advisory group • NIHR School for Social Care Research (SSCR) • Twitter, and retweeted (Steven Jones commissioning editor at JK Publishers and others) to over 5,000 followers in each case 		04/04/12 15/04/12
<ul style="list-style-type: none"> • CLAHCR CP - DeNDROn event 'Dementia Research: Knowledge into Care' • Cambridge IPH distribution list • Dementia working group at Addenbrooke's hospital • Ask Sue Marcus to send to Cochrane Dementia group • CLARHC CP collaborators • CLARHC CP website 		04/04/12 10/04/12
<ul style="list-style-type: none"> • Neurodem Cymru • Cardiff and Vale Older People Mental Health Network • Amman Valley Dementia Carer Support 		04/04/12

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<ul style="list-style-type: none"> Crossroads in the Vale EMI 		
<ul style="list-style-type: none"> Email sent to clinical psycho geriatric team at Warwick Med School and the Mental Health and Wellbeing Division 		13/04/12

Partners' external communication

Email mailing lists	Organisation	Name
<ul style="list-style-type: none"> Link uploaded on website Email sent to all contacts and paper version sent out to members who receive their newsletter 	Scottish Dementia Clinical Research Network	
<ul style="list-style-type: none"> Distribute the survey to all the carers/former carers/people with dementia/those interested who are current volunteers with ALOIS Distribute to researchers/clinicians/academics/social workers etc. who have expressed interest in project Cochrane consumers mailing list Sent to administrator of a course run for dementia clinicians (The Advanced Dementia Course), mainly aimed at nursing level 	The Cochrane Dementia Group/ALOIS Community Engagement Project	
Disseminate the survey to: <ul style="list-style-type: none"> National Voices Age Related Diseases and Health Trust Royal Society for Public Health Guideposts Trust Cochrane Collaboration Older People's 	Age Related Diseases and Health Trust	
<ul style="list-style-type: none"> Email to our 200 Dementia studies Students and ask to pass on to colleagues Promote through our Facebook page and Twitter to the Bradford Dementia Group Include details in our next e-newsletter 	Bradford Dementia Group, School of Health Studies, University of Bradford	
<ul style="list-style-type: none"> Email around to Institute of ageing and health in Newcastle Forward invitation email to British Geriatrics Society 	Institute of Ageing and Health, Newcastle University	
<ul style="list-style-type: none"> 	HC-One Care Homes	

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<ul style="list-style-type: none"> • 5.5 thousand care services in membership • Chair of the care providers alliance • Publicity through newsletter and other information portals 	ECCA	
<ul style="list-style-type: none"> • Survey promoted through newsletter • Survey link and hard copy available on website • Also circulated through another PSA support group 	Frontotemporal Dementia Support Group	
<ul style="list-style-type: none"> • Posted link and information on front page of website • E-newsletter to members • Posted on Twitter 	British Geriatric Society	
<ul style="list-style-type: none"> • Email link to members • Hand out hard copies to those without internet access 	YoungDementia UK	
<ul style="list-style-type: none"> • Post on their website • Send to e-group • Send letters to members 	College of Mental Health Pharmacy	
<ul style="list-style-type: none"> • Post on Dementia & Sight Loss interest group website • Inform and encourage members of the Dementia & Sight Loss group to participate • Post a call on the Pocklington's website to reach service users and staff. • Sending notice to all those who attended the recent conference 'Dementia and end of life: Implications for people with sensory loss'. • Complete the survey on behalf of Pocklington's own commissioned research on the topic of dementia and sight loss. 	Thomas Pocklington Trust & the Dementia and Sight Loss interest group	
<ul style="list-style-type: none"> • Disseminated the survey to clinicians and users. 	Surrey and Borders Partnership NHS Foundation Trust	
<ul style="list-style-type: none"> • Post information and link in CIRC bulletin which goes out to members each month. 	Royal College of GP's	
<ul style="list-style-type: none"> • 	Royal College of Nursing	