

New programme identity and patient information materials

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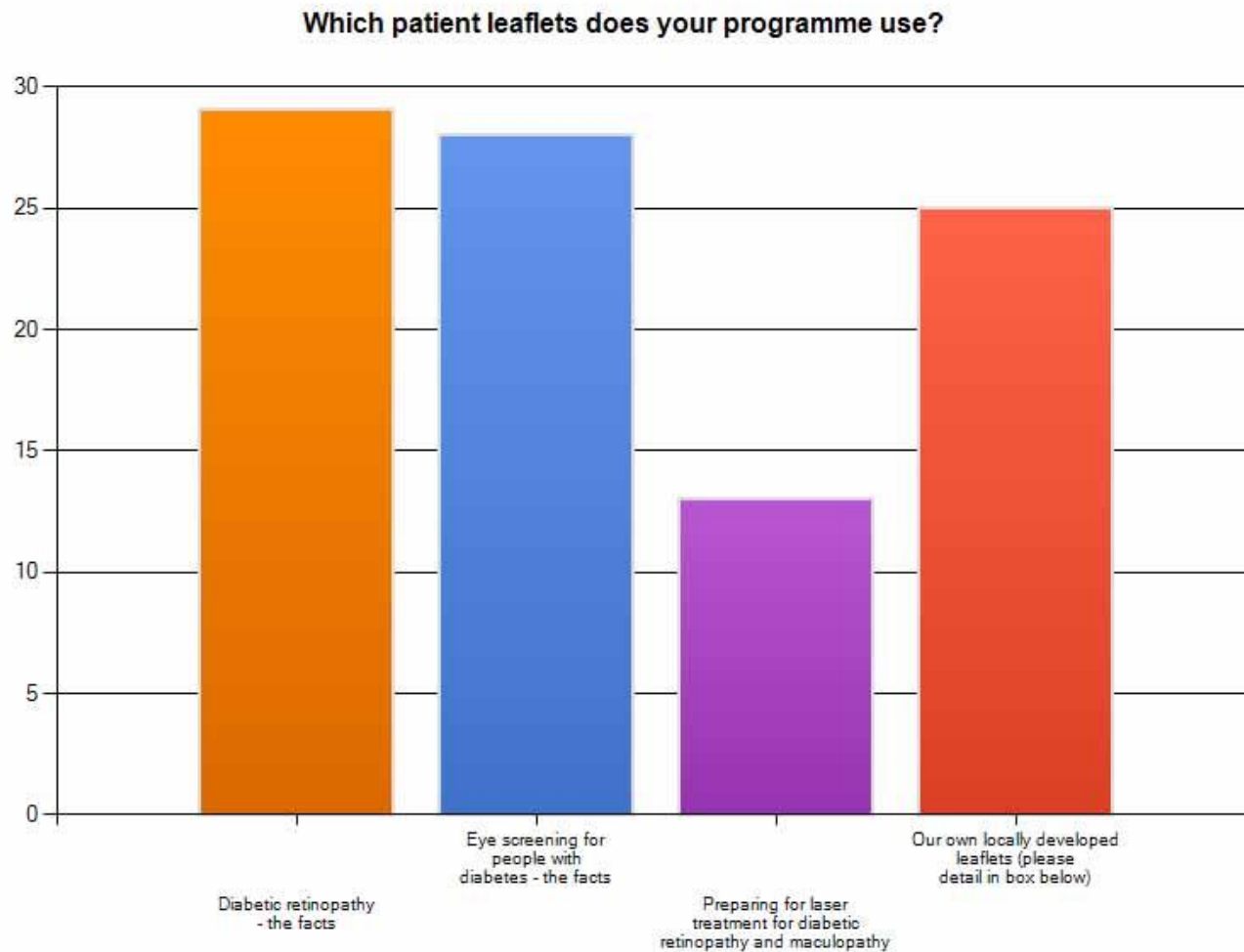


Objectives

- Agree a new name for programme that is more recognisable and meaningful to the public
- Develop renewed shared sense of identity that can be adopted by all local programmes
- Revamp website to make it more user friendly and with an extranet facility
- Agree new key messages for programme
- Review patient information and develop new materials that help raise awareness, support informed decisions (and increase uptake?)
- Ensure consistent use of these new national patient information materials nationwide



Use of current leaflets



Development of new materials

Content, design and principles for use of new leaflets will be informed by:

- Diabetes UK patient focus groups
- Electronic survey of local programmes
- Stakeholder engagement
- Local programme focus group
- Your views.....



General principles

- Why do we need to update national leaflets?
- How many different leaflets do we need and how should they be used?
- How can we ensure leaflets are suitable for consistent use throughout the country given the current variability in the way screening is delivered?



Content

Too little or too much detail?

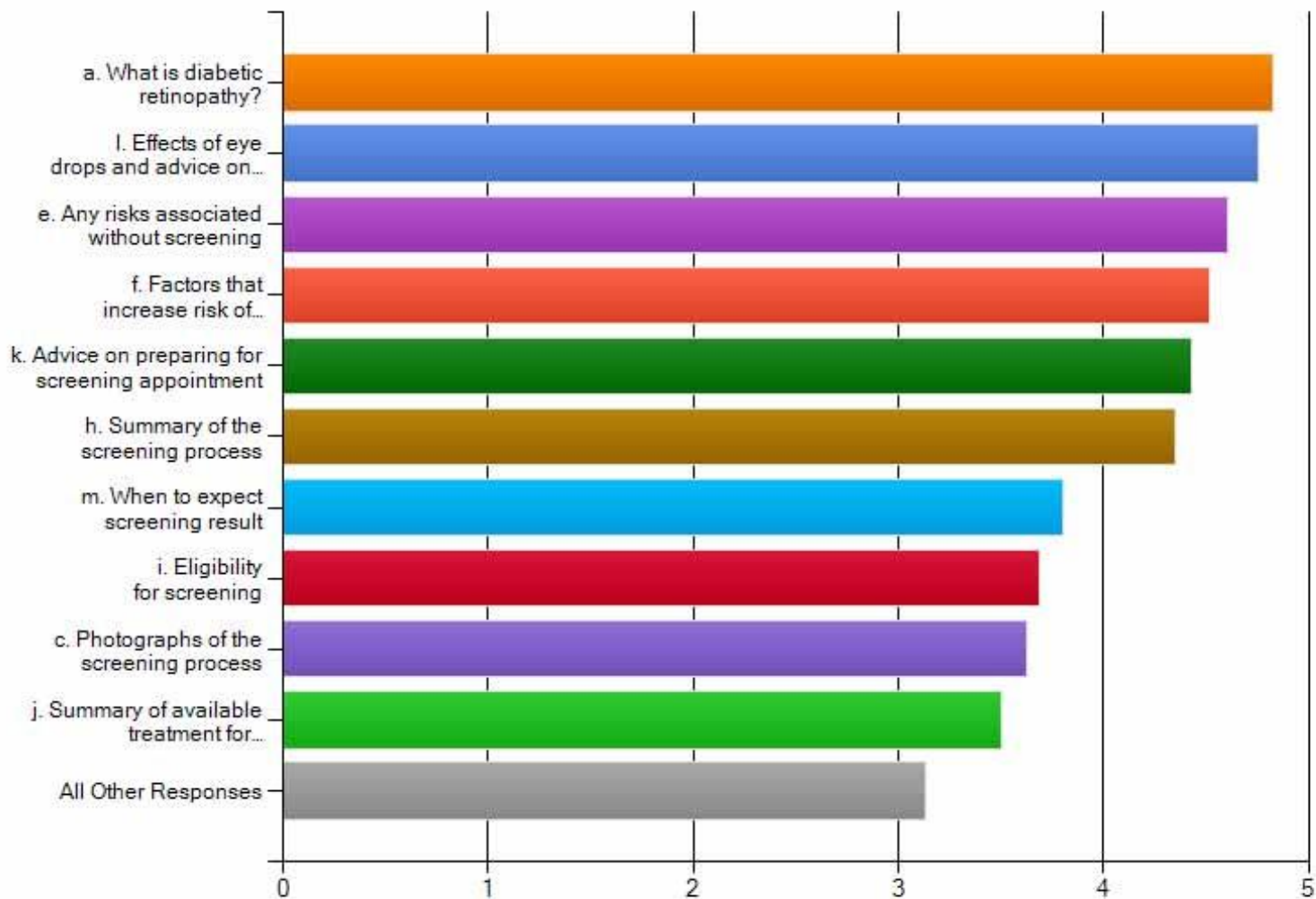
Strong and divided opinions from electronic survey:

- “Information overload reduces attendance.”
- “One of the major issues in screening is non-attendance and to a large extent this is due to lack of patient education.”

What should be leaflets’ key messages?

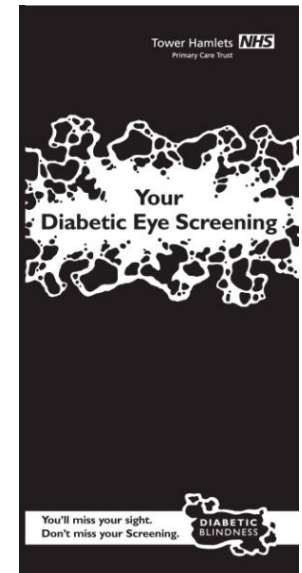
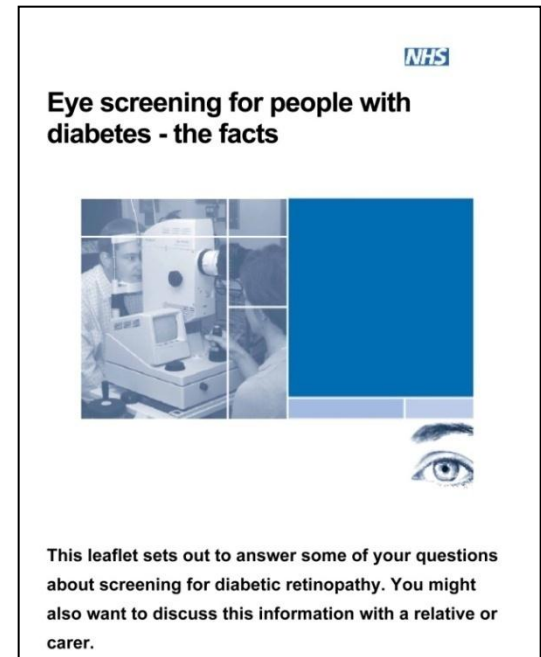


How important is it to include the following in the revised patient leaflets? (rate from 1 to 5 where 1 is irrelevant and 5 is essential)



Design and distribution

- Eye catching and engaging
- Use of images
- Other formats required: translations, large print, easy read?
- A5 or 1/3rd A4? (envelope stuffing machine issues)
- Number of pages
- Printing, storage and delivery
- Additional supplies for GP surgeries etc?



Thank you

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