

JAG

Joint Advisory Group
on GI Endoscopy



Communications and Engagement Strategy

CONTENTS

Contents.....	2
Introduction	3
Sponsors.....	3
Key stakeholders	4
Mission statement.....	5
Aims	5
Communications aims and objectives.....	5
Principles of communications and engagement	6
The JAG Committee	7
JAG Committee Working Groups	7
JAG Office	7
Targeted Communications.....	8
Websites	8
Corporate branding/identity.....	8

INTRODUCTION

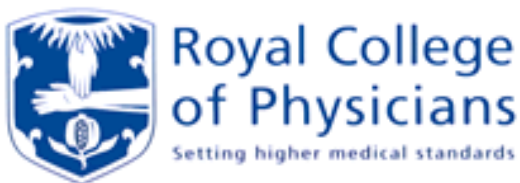
The Joint Advisory Group on Gastrointestinal Endoscopy (JAG) has a Communication and Engagement Strategy to ensure clear and consistent communication with its sponsors and key stakeholders. The JAG assumes an active and broad role in the quality assurance of endoscopy training and services across the UK. Good communications are the responsibility of everyone and will be central to the success of the JAG and the achievement of its goals. This strategy proposes actions and processes to secure positive relationships between all key stakeholders and sponsors and to ensure the effective flow of information between these organisations, groups and individuals.

This strategy proposes principles for the way in which the JAG should approach communications, identifying both internal and external target audiences and examining the communications media available. The strategy highlights the benefits that may be realised through an improved approach to communications from both a quantitative and qualitative perspective and acknowledges that improving communications will impact positively on the perception of the JAG.

The JAG Chair and central administration team will be responsible for the coordination of the strategy; however the engagement of all members of the JAG and JAG Working Groups is instrumental to the delivery of the strategy.

SPONSORS

The JAG is proudly sponsored by the following organisations:



KEY STAKEHOLDERS

The key stakeholders of the JAG include, but are not limited to, the following medical professionals and organisations:

Colleges	Royal College of General Practitioners Royal College of Radiologists Royal College of Nursing Joint Royal College of Physicians Training Board Joint College of Higher Surgical Training
Regional Training Programme Directors	Gastroenterology Surgery
Regional Heads of Schools	Medicine Surgery
Trainee Groups	Trainees in Gastroenterology (TiG) The Association of Surgeons in Training (ASIT) Dukes Club
Specialist Societies	British Society of Gastroenterology (BSG) Endoscopy Associates Group (EAG) (of the BSG) The Association of Coloproctology of Great Britain and Ireland (ACPGBI) Association of Upper Gastrointestinal Surgeons (AUGIS) Association of Surgeons of Great Britain and Ireland (ASGBI) British Association of Paediatric Surgeons British Society of Paediatric Gastroenterology Hepatology and Nutrition (BSPGHAN) Primary Care Society for Gastroenterology (PCSG) Society of Cardiothoracic Surgeons of Great Britain and Ireland
Other	SHA Diagnostic Leads Network Cancer Directors

MISSION STATEMENT

The JAG's mission as an organisation is to provide UK wide support for the whole of the endoscopy workforce to ensure they have the skills, resources and motivation necessary to provide the highest quality, timely, patient-centred care.

AIMS

As a group, the JAG aims:

- To set standards for individual endoscopists
- To set standards for training in endoscopy
- To quality assure endoscopy units for training
- To quality assure endoscopy training courses

COMMUNICATIONS AIMS AND OBJECTIVES

The purpose of this strategy is to:

- ensure a quality communications programme that reaches all interested parties and engages fully with each group
- provide a framework for regular and consistent communication with internal and external partners
- facilitate two-way communication with all stakeholders, sponsors and working groups to ensure effective partnership working
- emphasise the values and principles of effective communication
- manage the reputation of the JAG locally, regionally and nationally, raising the profile of the JAG as a professional body.

PRINCIPLES OF COMMUNICATIONS AND ENGAGEMENT

The following sets out the JAG's Principles of Communications and Engagement. We will:

- Ensure communication is two-way by encouraging involvement, dialogue and feedback
- Be proactive in the management of information, ensuring all communications are timely, accurate and relevant to its target audience
- Be transparent in the conduct of business, encouraging a culture of openness and honesty
- Work in partnership with our sponsors and stakeholders to maximise opportunities for effective communication
- Advocate a culture of respect through all channels of communication
- Encourage involvement, dialogue and feedback with key stakeholders
- Adopt a 'plain English' approach to communications requiring all written communication to be clear, concise and accurate
- Promote the importance of good communication as a key responsibility of all members of the JAG and JAG Working Groups
- Maximise the opportunities provided by communications technology
- Ensure that our websites are user friendly, searchable, up-to-date and accessible
- Ensure that our guidelines and policy documents are up-to-date, available and easily accessible on our website
- Ensure that the Agenda and Minutes of all Committee meetings are produced, agreed and circulated promptly as well as being made available on our website
- Produce regular newsletters, bulletins and updates for our sponsors and key stakeholders outlining policy changes and current guidance
- Use, when appropriate, enclosures within journals or conference wallets to publicise and disseminate information
- Include articles (when appropriate) on important developments of the JAG in the newsletters of other professional bodies (i.e. AUGIS, BGS, RCN)
- Conduct periodic perception studies to manage and understand the reputation of the JAG as an organisation
- Effectively engage in communication based on our strategy and delivery, our achievements, developments and potential challenges

THE JAG COMMITTEE

The JAG Committee members undertake to:

- Attend all JAG Committee meetings. If a member is unavailable to attend they should nominate a deputy or cross-cover who will attend and act on their behalf.
- Report formally a) back to their constituent bodies after all meetings and b) back to the JAG Committee with matters that may arise within their constituent bodies.
- Be responsible within their organisations for ensuring dissemination and understanding.
- Act as a resource for their organisation regarding questions surrounding the JAG policy and guidance.

Bodies represented on the JAG Committee are as follows:

Joint College of Higher Surgical Training
Joint Royal Colleges of Physicians Training Board
Royal College of Radiologists
Royal College of General Practitioners
British Society of Gastroenterology (BSG)
The Association of Coloproctology of Great Britain and Ireland (ACPGBI)
Royal College of Nursing
Association of Upper Gastrointestinal Surgeons (AUGIS)
British Association of Paediatric Surgeons
British Society of Paediatric Gastroenterology Hepathology and Nutrition
The Society of Cardiothoracic Surgeons of Great Britain and Ireland
Endoscopy Associates Group (EAG) (of the BSG)
New Ways of Working Reference Panel

JAG COMMITTEE WORKING GROUPS

The JAG Committee has three Working Groups:

1. Quality Assurance of Training
2. Quality Assurance of Individuals
3. Quality Assurance of Units

Each of these Working Groups will provide the JAG Committee with quarterly progress reports. Committee representatives are also responsible to report back to the JAG on issues/actions.

It is expected that members of the JAG Committee and Working Groups will promote a clear and consistent message, promoting engagement with the JAG, within their respective bodies and organisations. Consistent messages exemplifying the directional strategy and business of the JAG and Working Groups will be critical to the success of the JAG.

JAG OFFICE

The JAG Central Office will forward copies of the Agendas and Minutes of all meetings to the Presidents and secretaries of the constituent bodies. The JAG also commits to ensuring that all Agendas and Minutes from Committee meetings are posted to the JAG website for reference.

TARGETED COMMUNICATIONS

The JAG has put in place targeted communication tools to service the needs of differing groups.

Update from the Chair	All stakeholders will receive, via email or downloadable directly from the JAG website, a quarterly update from the JAG Chair.
Policy Communications	Meeting agendas, minutes of meetings, updates on Accreditation services and other information regarding policy and guidelines will be communicated effectively with the JAG Committee, JAG Assessors and the Presidents of associated bodies. JAG Assessors will also receive a quarterly Assessors bulletin.
Sponsors	Sponsors of the JAG will receive a report annually on the JAG's goals and achievements.
General Communications	All interested parties will receive a quarterly newsletter reporting the latest news.
Media Relations	The JAG's relationship with the media is reactive rather than proactive. With that in mind, a dedicated "Reaction Plan" is in place to ensure communications preparedness in the event of a major incident. This plan is to ensure proper and efficient handling of any contact from journalists, reporters or other media relations.
Training days/Workshops	All JAG Assessors will receive an annual training update. New training will be offered on a UK wide basis and training will be rotated around each region. A training day will be offered three times a year to nurses and doctors wishing to attend. This will be offered on a UK wide basis and supported by experienced JAG assessors.

WEBSITES

The JAG is undertaking a website redesign to make them more user-friendly and up-to-date. Our websites will be a primary channel for delivery of information. Documents and other tools will be readily available and easily accessible to support the endoscopy workforce. The website URL will be included on all printed documents to ensure stakeholders are aware of where further information on the JAG can be found.

CORPORATE BRANDING/IDENTITY

The JAG Communications Team acts as the guardian of branding and corporate identity.

The Team have developed corporate branding guidelines and will advise on its application. All documents/printed materials carrying the JAG branding should be approved by the JAG Communications Team to ensure consistency, relevance and use of appropriate style/language.

Any requests for use of the JAG logo must be approved by the Communications Team. Approval should also be sought on any documents relating to the JAG before publication.