

Livewell Southwest

**Producing Information for Patients and
Public - Policy and Guidance**

Version No 1:10
Review: August 2017

Please note that this policy will be reviewed shortly in light of the changes we are making for the production of leaflets

Please contact LSW Communications Team on 35020 for further guidance.

Notice to staff using a paper copy of this guidance

The policies and procedures page of Intranet holds the most recent version of this guidance. Staff must ensure they are using the most recent guidance.

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Reader Information

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References/Source	<ul style="list-style-type: none"> • NHSLA Risk Management Standards (2013-14) • Health and Social Care Act 2012 • The Race Relations Act 1976 (as amended by the Race Relations (Amendment) Act 2010) • The Disability Discrimination Act 1995 amended 2005

	<ul style="list-style-type: none"> • Livewell Southwest Branding Guidelines • Livewell Southwest Interpretation and Translation Policy • NHS Photo Library website www.photolibrary.nhs.uk
Associated Documentation	<ul style="list-style-type: none"> • NHS Corporate identity guidelines • NHSLA standards • Current LSW branding Guidelines • Current LSW Interpretation and translation policy • Current LSW Policy on Sponsorship and Working with Industry
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Document Review History

Version No.	Type of Change	Date	Originator of Change	Description of Change
For previous review history please contact the PRG secretary.				
V1:1	Amendment	April 2010	S. Parker	Minor amendment, page 17
V1:2	Reviewed	Jan 2012	Author/PRG	Review date extended.
V1:3	Reviewed	March 2012	PRG	Review date extended
V1:4	Reviewed	July 2012	PRG	Review date extended.
V1:5	Reviewed	Nov 2012	PRG	Review date extended.
V1:6	Major amendment	September 2013	Professional Leads	Major amendments and re-consultation
V1.7		Nov 2013	Professional Leads	Minor amendments following consultation.
V1.8	Amendment	Nov 2013	Professional Leads	Amended to reflect marketing and communications developments.
V1.9	Extended	May 2016	Information Governance, Records, Policies & Data Protection Lead.	Formatted to LSW and Extended
V1.10	Extended	February 2017	Chief Executive	Extended no changes.

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Producing Information for Patients and Public – Policy and Guidance

1 Introduction

- 1.1 The provision of accessible, professional, up to date, relevant and timely, evidence based information is integral to minimising risk, supporting choice and informed consent and achieving effective involvement on the part of patients and public. This policy has been drawn up to support this process and the organisation's compliance with National Health Service Legislation Authority's (NHSLA) requirements relating to information.
- 1.2 This policy applies to newly produced information leaflets only – those produced after this policy was ratified in December 2013.

2 Purpose

- 2.1 The scope of this document covers only information that is produced by Livewell Southwest (LSW) which relates to services, treatments and clinical procedures. If you choose to use information that has been produced by external organisations, then please see section 6.
- 2.2 Although the scope of this policy is limited, please remember that **all information** produced that is in the public domain should follow the corporate identity guidelines contained within the Branding Guidelines available on the Intranet.

3 Roles and responsibilities

- 3.1 The **Chief Executive** is ultimately responsible for the content of all policies and their implementation.
- 3.2 **Locality Managers and their Deputies** are responsible for implementing this policy in their area.
- 3.3 This policy must be followed by **all LSW employees** involved in the development and/or production of information for staff, service users and the public. They must also ensure that there has been involvement of key people, including service users when developing information.
- 3.4 The **Communications Team** is responsible for the uploading of information onto the web site and that it is sited on the appropriate pages of the web site. They are also responsible for the removal of outdated material when notified by the relevant service. The Communications Team will advertise new additions, changes and removal of materials held on the website via LSW's weekly publication of LSW News, which is emailed globally to all staff, with a recommendation to print off for those staff who do not have access to email.

4 What to consider when producing information

4.1 Process

The process for the production and publication of information is given in Appendix A

4.2 Content

Information that describes treatments and clinical procedures must include information about risks, benefits and alternatives. The checklist (Appendix B) provides headers covering the information that needs to be included. Use of these headers as a guide should not prevent the inclusion of additional information.

4.3 Quality Assurance

Livewell Southwest has produced a checklist for services to use when developing information leaflets and other materials. It is the author's responsibility to complete the checklist (Appendix B) and send the completed checklist and leaflet electronically to the Patient Experience Manager for quality assurance prior to publication on the Intranet.

4.4 Review and version control

In order to maintain the relevance and currency of the information provided to patients and the public, it is recommended that information is reviewed every two years or sooner if needed. It is therefore essential each document contains the date when it was written.

In order to minimise the need for revisions it is recommended that staff job titles are used in preference to their names.

4.5 Livewell Southwest Branding Information available

Those producing information for patients and the public should be aware that there are branding guidelines and leaflets available for use from the intranet.

<http://LSWnet.derriford.phnt.swest.nhs.uk/Documents/Brandinglibrary.aspx>

5 Copying and printing information

5.1 Photocopying

If staff choose to photocopy their information then all photocopying should be done from a clean master copy. Master copies must be destroyed and replaced with newer versions as these arise. Please note, although photocopying is a convenient means of producing information and may seem cost effective this is not always the case. Where large quantities of a piece of information are needed it may prove more cost effective to have them professionally printed.

Photocopying should only be used for information that is designed in black and white. Colour photocopying should not be used. If colour information is needed then the items should be professionally printed.

5.2 Printing from the web

One copy should be printed. This will then become the clean master copy from which subsequent copies are photocopied. However, care must be taken to review this information regularly so that the master document held is the most up to date version provided on the web.

6 Externally produced material

Often the information we need is already being produced by an external organisation. Where the information meets the standards relating to currency, accuracy and evidence base and is appropriate to your intended audience then it is recommended that this information to be used.

However, **please note** photocopying external information without permission **can place the organisation in breach of copyright law** permission to do this must be sought and acknowledged in the final draft of any such leaflet. The same applies to externally produced information that is adapted for use in Plymouth.

There is a range of national resources that could be used to support the production of leaflets for example www.photolibary.nhs.uk/ for free images. Individual areas should have a comprehensive list to access and support the publication of information.

6.1 Externally produced material – medication information:

6.1.1 All packs of medication should contain a Manufacturer's Patient Information Leaflet (PIL). If a pharmacist splits the pack then a new leaflet should be provided unless the patient confirms they already have a copy.

6.1.2 All PIL's are available electronically via NHS Choices (accessible via the intranet) which also has information on medical conditions. If a drug is licenced for more than one condition then there is usually a choice of PIL's depending on what the medication was prescribed for. These PIL's provide all the statutory information required by the MHRA as part of the licence.

6.1.3 These PIL's should be used with caution as they contain a long list of side effects and cautions which could stop patients from taking the medications.

6.1.4 A more user friendly source of patient information is available from <http://www.patient.co.uk/dils.asp> . This information is free to access and gives shorter more targeted information.

6.1.5 It is planned that the medicines management page of the intranet will contain a link to the United Kingdom Psychiatric Pharmacists Group (UKPPG) and the Choice and Medication site – this provides easy to read and understand information on mental health medications. For more information on this please contact the pharmacy team.

6.1.6 There are also alternative sources of information via the internet, and drug companies however the sources listed above are what LSW endorses.

7 Information in other media and languages

- 7.1 When developing information materials including letters, it is very important to have a sound understanding of the audience for whom it is being written. For some audiences you will need to use different media and languages. This includes the use of pictures, symbols and photographs. The use of either, 'photosymbols' or widget software is both acceptable and recommended for an audience with low or no literacy skills.
- 7.2 In general, information in other languages and formats is provided on request. All leaflets should carry the standard 'other language' message - see Appendix B. For more information on arranging translations into other languages and formats please refer to the Interpretation and Translation policy*
- 7.3 *currently withdrawn August 2013, pending review. If you need advice on this whilst review is taking place, please contact the Patient Experience Manager.

8 Funding information production

- 8.1 Producing high quality information does have a cost whether that is the cost of buying external information, photocopying, printing, translation or producing information in other media or formats. The responsibility for meeting that cost lies with the service using the information.

9 Sponsorship and advertising

- 9.1 On occasions companies may offer to sponsor the cost of producing information. It is important that Livewell Southwest is not seen to be endorsing a company or its products. It is also important to be sensitive to the appropriateness of any sponsorship that might be offered. For further information on sponsorship please refer to the LSW Policy on Sponsorship and Working with Industry.
- 9.2 Information materials produced by Livewell Southwest cannot be funded through the sale of advertising space. Information that is externally produced that is funded this way may be used providing that it meets the standards required and that the advertising it contains is appropriate to a health information document.

10 Training

This policy has been amended to support staff in developing information for service users and the public. No specific training is required and the changes in the policy will be communicated via LSW News, Locality structure and Professional Forums.

11 Monitoring Compliance and Effectiveness

The Quality Assurance process referred to in Section 4 and Appendices A and B will ensure that each piece of information has satisfied the checklist before being released to the public.

All policies are required to be electronically signed by the Lead Director. Proof of the e-signature is stored in the policies database.

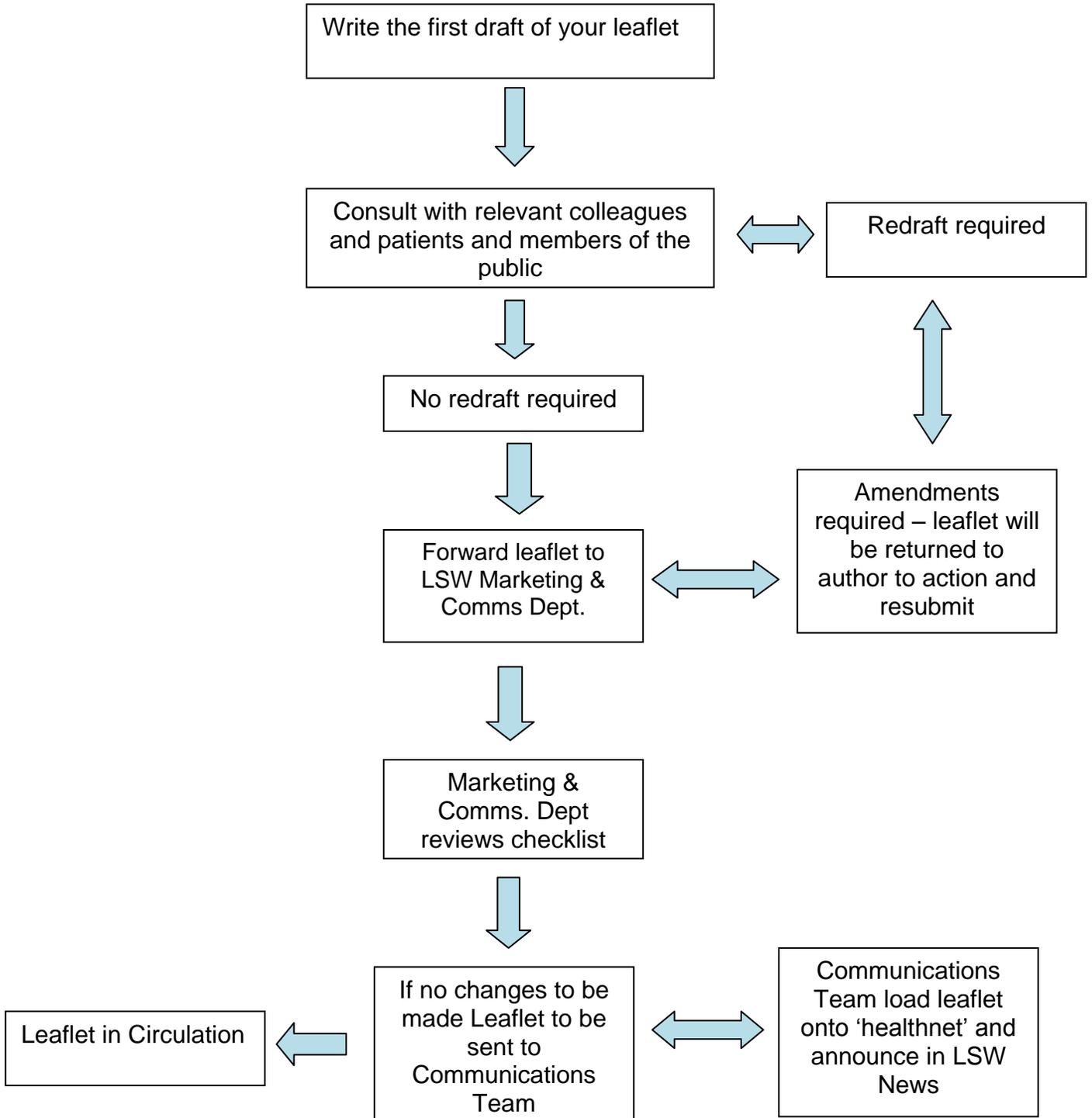
The Lead Director approves this document and any attached appendices. For operational policies this will be the Locality Manager.

Signed: Director of Operations

Date: 11th April 2014

Appendix A – Producing your document

Once you have identified that there is a need to produce a piece of information for patients you will need to follow the process described below.



Appendix B: Checklist for services designing information for service users and public.

Making your document easier to read		
Tick		If not ticked, please explain why.
	Arial font size 12	
	No centred text	
	Titles or significant text are highlighted by either a) Increasing size of font b) Or bold Not underlined or capitalised	
	Include 'other languages and formats' statement	
	No alternative text art: stretching condensing or italics	
	Capital letters only for the beginning of sentences and proper nouns	
	Print runs from left to right with even gaps (left justified)	
	Abbreviations/acronyms explained on first use	
	Line spacing between 1.0 – 2.0	
	Document is in plain English	
	Document is not on glossy paper	
	Document has good colour and tonal contrast between the font and background	
	Avoids green/red colour combinations	
	No text over pictures	
	Will produce clearly in black and white	
	Is not laminated	

Service Leaflets		
Tick		If not ticked, please explain why.
	Welcome	
	About the service	
	Staff details [Titles rather than individual names will extend the life of the information]	
	What will happen when someone uses the service	
	Support services available (e.g. Chaplaincy etc.)	
	Information for carers	
	Contact details for more information	
	Complaints and compliments information	

	How service users can be involved	
Treatment Leaflets		
Tick		If not ticked, please explain why.
	About your treatment	
	Risks	
	Benefits	
	Alternatives	
	What will happen	
	How you will feel afterwards	
	Medication	
	Going home (in patients)	
	Contact details for more information	
	When to seek help (i.e. some indication of the symptoms that might mean to contact the service for help after the treatment or procedure)	
	Complaints and compliments information	
	How service users can be involved	

I have checked the document to ensure

- It is easy to read/navigate
- Has no spelling mistakes
- Grammar and punctuation are correct

Please access LSW Branding Guidelines via Healthnet

E-Signature of Service Manager

Date

E-signature of Marketing & Comms. Department

Date

Date sent to Communications Team following Quality Assurance

Date copy sent to team following Quality Assurance

Please note: this checklist is to be completed and emailed with the final leaflet to the LSW Marketing and Comms. Dept for review prior to publication.