

PUBLICATIONS - DEVELOPMENT AND REVIEW FRAMEWORK

POLICY AND PROCEDURE[®]

DOCUMENT SUMMARY/KEY POINTS

- This policy provides instruction on the process for developing and reviewing a publication (electronic or hardcopy).
- All publications **MUST**:
 - Undergo an approval process;
 - Undergo consumer review;
 - Be appropriately branded, and:
 - Contain information that is reflective of a major tertiary/quaternary referral hospital standard.
- Examples of publications are: Information sheets; Brochures/Flyers; Booklets; Posters; and Digital media.
- Clients are responsible for publication costs and storage costs (if required).
- When drafting or reviewing a publication, the activity should be captured in the CHARLI database for accreditation purposes (National Safety and Quality Health Service [NSQHS] Standard 2)
- **Health and Safety Factsheets are excluded** from this policy: refer to the [SCHN Health and Safety Factsheets: Development and Review Framework Policy](#) for more information.
 - What's the difference between an information sheet (publication) and health & safety factsheets? Refer to [Section 3 for definitions](#).

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| Approved by: | SCHN Policy, Procedure and Guideline Committee | |
| Date Effective: | 1 st September 2015 | Review Period: 3 years |
| Team Leader: | Manager | Area/Dept: Public Relations [SCH] |

CHANGE SUMMARY

- SCH policy has been superseded by this SCHN policy and includes processes for CHW, SCHN and other SCHN facility publications.
- Added a definition for information sheets and factsheets, and a reference to the factsheet approval process.

READ ACKNOWLEDGEMENT

- All SCHN staff interested in developing a publication [other than a Health and Safety factsheet] should read this policy and adhere to the process.

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1 Policy

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- When drafting or reviewing a publication, the activity should be captured in the CHARLI database for accreditation purposes (National Safety and Quality Health Service [NSQHS] Standard 2).
 - Refer to [SCHN Quality Improvement Activities - Initiation and Approval Policy](#) for information about CHARLI and how to submit an activity.

A 'publication' is defined as any material that communicates a message about the Hospital/s or facility (such as NETS, Children's Court Clinic or Bear Cottage) to internal or external stakeholders. Examples include, but are not limited to:

- Parent Information sheets about a Ward or a clinical procedure (e.g. post-operative care);
- Handouts/flyers for parents about using and cleaning hired medical equipment;
- Posters promoting an internal event;
- Digital media;
- Programs for conferences or events, and;
- Larger publications such as handbooks or booklets.

Health & Safety Factsheets

Health and Safety Factsheets are NOT included in this document. Refer to Section 3 for definitions and how to tell the difference between a factsheet and a publication. Factsheets are found on the SCHN internet and are managed by Kids Health (at CHW) and Health Education (SCH). For more information, refer to [Section 3](#) in this document or go directly to the **SCHN Health and Safety Factsheet Development and Review Framework policy**: <http://chw.schn.health.nsw.gov.au/o/documents/policies/policies/2012-9019.pdf>

1.1 Related Documents

- **SCHN Brand and Style Guidelines** (currently in development). *In the interim,*
 - **At SCH**, see the [SCH Corporate Image Style Guide](#) or
 - **At CHW**, see the [CHW Corporate Identity and Publications Guide](#).

The SCHN Brand and Style Guidelines should be read in conjunction with this document, prior to developing any publication. The style guidelines include information on how to draft a publication in easy to understand language, keeping the publication target audience in mind.

- NSW Clinical Excellence Commission Guide to Health Literacy:
<http://www.cec.health.nsw.gov.au/hlg>

This Guide has been developed to assist health services by providing practical strategies to address health literacy barriers for patients. This Guide may assist staff in developing easy to understand publications, which meet the needs of consumers.

- **SCHN Health and Safety Factsheets: Development and Review Policy and Procedure:** <http://chw.schn.health.nsw.gov.au/o/documents/policies/policies/2012-9019.pdf>
- **SCH Application for Publication** (which includes detail on the publication process):
<http://sch.sesahs.nsw.gov.au/policy/forms/toc.asp?name=General%20Administrative%20Forms&sec=AD>

2 Procedure

The procedure to develop a publication is slightly different at CHW and SCH. Please select the relevant procedure for the location of the publication (e.g. SCH staff follow SCH procedure). If in doubt, contact:

- **At CHW:** Corporate Branding Manager, Public Relations (02) 9845 3581
- **At SCH:** Manager, Public Relations (02) 9382 3571

2.1 Consultation before developing a publication

- Prior to the development of a publication, staff are encouraged to discuss their publication needs with **colleagues across SCHN**. Colleagues may have already developed a similar or identical publication, which can either be used, or utilised as a guide when creating a SCHN publication.
- Authors are reminded that prior to submission, the publication must be reviewed and **signed off by the relevant line manager/s** (i.e. Department Head and Clinical Program Director).
- **Consumer groups** must be consulted. Refer to [Section 2.6](#) for more information.

2.2 Publication templates and their purpose

2.2.1 At Sydney Children's Hospital, Randwick

The following templates have been developed in Microsoft Word to assist staff in designing quality publications and should be used for the following purposes:

- DL brochure (blue/green) – *must be used to communicate with parents/carers*
- A5 booklet (blue/green) – *must be used to communicate with parents/carers*
- DL brochure (blue/red) – *must be used to communicate with staff*
- A5 booklet (blue/red) – *must be used to communicate with staff*
- DL brochure (blue/yellow) – *should be used to communicate with all other stakeholders*
- A5 booklet (blue/yellow) – *should be used to communicate with all other stakeholders*
- A4 information sheet – *mandatory template for all information sheets at SCH*

Contact the SCH Public Relations Manager for a copy of these templates.

2.2.2 At The Children's Hospital at Westmead

The following templates have been developed in Microsoft PowerPoint to assist staff in designing quality publications and should be used for the following purposes:

- A0 Research Posters

The following templates have been developed in Adobe InDesign for use by the in-house Corporate Branding Team to assist staff in delivering quality publications:

- DL brochure – for internal and external communication
- A5 brochure – for internal and external communication
- A3 brochure – for internal and external communication
- A5 posters – for internal and external communication
- A4 posters – for internal and external communication
- A3 posters – for internal and external communication
- A2 posters – for internal and external communication
- DL flyers – for internal and external communication
- Postcards – for internal and external communication

2.3 Developing a publication and approval process

2.3.1 Publications from all facilities other than Randwick

1. Staff member ('client') submits *design brief* with written content to Corporate Branding team. A Design brief can filled in on the [SCHN intranet page](#).
2. The client is contacted by the Corporate Branding team to discuss the brief and to establish a timeline and associated resources (including costs).

Note: The Corporate Branding team must still approve the development of a publication even if a client decides to utilise an external or internal resource to develop a publication.

3. Written content must be reviewed by the Communications Manager.
4. When the content is finalised and the client is notified. The project is then moved into the *design stage*.
5. The client liaises with the Corporate Branding team regarding design.
6. Draft designs with content is given to consumers (parent/carers etc) for review and comment. Consumers should identify if the information is appropriate and meets their needs. Feedback from consumers should be considered and the publication amended as appropriate.
7. When the content and final design is signed off by the client and their line manager/s, final approval is required by the Corporate Branding Manager.
8. **If publication requires printing**, quotes will be submitted by the Corporate Branding team to the client for approval. *The client is responsible for covering all printing costs.*
9. The publication is then sent to print and/or finalised with the client.
10. Invoices are then provided to the client to be paid in a timely manner.

2.3.2 SCH Publications

1. The existing publications templates should be considered and used to ensure consistency of branding (see Section 2.2, SCH Publication Templates). Templates ensure fonts and colours are consistently applied. *Please ensure the template is correctly used before sending to Public Relations for approval.*
2. It is the responsibility of the author/s to complete the [Application for Publication Form](#) accurately and completely. *Incomplete forms will not be processed.*
3. Send a copy of the publication, together with the completed and signed Application for Publication Form via email to the Public Relations Manager.
4. Once received, your publications is reviewed by the following SCH and SCHN staff:
 - Director, Community Relations and Marketing, SCHN
 - Public Relations Manager, SCH
 - Parents and/or consumers of SCH (organised via the SCH Patient Friend)

5. An approval number will be placed on the final version of the publication, once the content has been reviewed and any recommended changes are made to the satisfaction of both the author and review team.
6. SCH Public Relations can provide advice and assistance to the author, should off-site printing of the publication be required.

2.4 Reviewing a Publication

- A review period of three (3) years is applied to all publications.
- The client is responsible to ensure the publication is reviewed within the review period.
- Should the publication continue to be needed after the three year period, contact the Public Relations/Corporate Branding team about the process for updating and review.
- Consumers should be included into the review process.

2.5 Management of Publications that are externally resourced

If the timelines and resources outlined for the project from the Corporate Branding/Public Relations team do not meet the needs of the project, staff members can use external resources utilising their cost centre's budget (pending management approval). The Corporate Branding/ Public Relations team can recommend external designers.

If this occurs, all materials must still be reviewed and approved by the Corporate Branding/ Public Relations Manager prior to the publication being finalised and/or printed.

For advice:

- **At CHW** – contact Corporate Branding Manager
- **At SCH** – contact Public Relations Manager

2.6 Consumer Consultation and NSQHS National Standards

- Consumer feedback on all patient information and publications is required under [Standard 2.4](#) of the National Safety and Quality Health Service (NSQHS) Standards.
- Draft publications are to be disseminated to parents and consumers for their review and feedback. All consumer feedback is to be carefully considered and actioned, where appropriate.
- Consumer consultation ensures the publication is easy to understand and meets the needs of patients, parents and carers.
 - In conjunction with the processes in this policy, refer to [SCHN Quality Improvement Activities - Initiation and Approval Policy](#) for information about CHARLI and how to submit an activity.
- Contact the SCHN Consumer Engagement Manager in the Clinical Governance Unit or the Patients' Friend at CHW or SCH for more information about engaging consumers in the review of publications. This includes engaging with the SCHN Families and Consumer Council.

3 Information sheet versus 'factsheet'?

A **'factsheet'** provides generic information for the general public on issues relating to children's health and appears on the SCHN website. It provides families with a basic understanding of a paediatric condition and/or planning for general procedures. Factsheets deal with child health and safety topics that parents may want find further information on. They are generic in nature and provide trustworthy information that is not specific to an individual but useful for the population. Factsheets provide a first line of information to families. Factsheets follow the [SCHN Health and Safety Factsheets: Development and Review Framework](#) process.

An **information sheet**, or as it may often be referred to a 'localised or ward information sheet', provides a family and/or patient with specific information surrounding their condition or a procedure. This information is typically given by a SCHN staff member directly to a parent for their own immediate use. Information sheets follow this "Publications: Development and Review Framework" process.

For example, a fact sheet may provide a family with an introductory overview of eyes. The fact sheet 'Your baby's eyes' gives an introduction to parents on the different stages in which a child's eye changes over time. The information is general and is unlikely to rely on a discussion with a clinician to be understood.

An example of an information sheet could be an introduction to appropriate breakfast foods for children with cystic fibrosis; exactly what they should be eating and when based on their treatment. It would require a discussion with a clinician during a clinic appointment and be provided as a follow up for when the family is at home.

If unsure, contact Public Relations or Kids Health (at CHW) or Health Education (at SCH) to discuss which category is applicable to your needs.

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