

## RPSGB - Proposal for Pilot Virtual Scottish Branch Network

### Background and Objectives

The main aim of establishing a virtual network is to provide support for Branches and their members and a forum for them to interact and exchange views.

Over the years attendance at Branch meetings and the level of communications activity has decreased and continues to remain patchy across Scotland. Feedback has highlighted that geography is one of the key issues as several of the Branches cover sparsely populated areas, which makes it extremely difficult for people to travel to meetings. Another key reason is the increasing demands on pharmacist's time between work and family commitments.

Scottish Pharmacy Board (SPB) members have been keen to support the Branches and have been involved in several discussions around ways of working together. From those discussions the Branches and their members have expressed a desire to have a virtual network. While RPSGB is currently reviewing their online provision at a GB level the SPB members are keen to establish a Scottish network on a pilot basis quickly. This would comprise of a basic infrastructure that will assist Branches now in their day to day responsibilities and to roll out communications and media campaigns to members in their area.

It will be designed in a way that enhanced sections can be added to the website at any time. For example, the core media section will contain essential information on current national campaigns and how these can be localised. An enhanced section, with media lists and guides to how the Branches can lead on their own proactive PR could be added at a later date, once they feel comfortable with dealing with the media. A full outline of the website, split by its core and enhanced services is provided in the table overleaf. Any mixture of the core and enhanced services can be selected and estimated for separately.

It's important to stress that this will be set up as a pilot in a way that could be integrated into any future GB plans. The information obtained from the pilot would be useful to provide feedback into the development of a national virtual network. It will also capture the important aspects for an effective network according to the Branch structure in Scotland.

### Audience – Branches and their members

It would be a password protected site that would allow members access to the latest news, training & development opportunities and details of forthcoming events. Access could be restricted to certain areas containing information for Branch Committee members and those with particular responsibility for public affairs / relations.

There are 12 branches of the RPSGB in Scotland. These are:

- Aberdeen & North East Scotland
- Glasgow & West of Scotland
- Stirling & Central Scotland
- Northern Scottish
- Ayrshire
- Dundee & East of Scotland
- Fife
- Lanarkshire
- Scottish Borders
- Moray & Banff
- Dumfries & Galloway
- Edinburgh & Lothian's

## Draft Site Map

Below we have suggested a structure for the network, highlighting core and enhanced services that can be added later. In terms of the structure of the site it would be possible to group the pages as 'Scottish Pharmacy Board' i.e. Scotland wide and those that relate to branches specifically.

In the costings section at the end of the paper we have separately identified build costs for the 'core functions' and one which also includes the enhanced options.

Page	Contents	Section
Home Page	<ul style="list-style-type: none"> <li>• Introduction</li> </ul>	Core
News & hot topics	<ul style="list-style-type: none"> <li>• Latest Branch news</li> <li>• Latest SPB news</li> <li>• Latest RPSGB, Scotland News</li> <li>• Relevant RPSGB &amp; TransCom news</li> </ul>	Core
	<ul style="list-style-type: none"> <li>• Access to downloads of the weekly news summary</li> </ul>	Enhanced
Events	<ul style="list-style-type: none"> <li>• Branch events / programme for current session</li> <li>• Profession / trade related events</li> <li>• Training &amp; development</li> <li>• Parliament / Government events</li> </ul>	Core
Communication with members	<ul style="list-style-type: none"> <li>• Examples of successful meetings – with links to presentations, notes and research</li> <li>• Examples of successful media campaigns (also linked through from media section)</li> <li>• Branch survey results</li> <li>• Template form to submit examples</li> </ul>	Core
Working with the media	<ul style="list-style-type: none"> <li>• Access to information on national campaigns and template press releases to localise campaigns</li> <li>• Contact details for each branch media spokesperson</li> <li>• Access details to RPSGB virtual press office</li> <li>• Coverage of local media campaigns driven by RPSGB (also accessed at news &amp; hot topics)</li> </ul>	Core
	<ul style="list-style-type: none"> <li>• Media lists by Branch area</li> <li>• Hints &amp; tips on media handling <ul style="list-style-type: none"> <li>– Writing a successful news release</li> <li>– Pitching an idea for a feature story</li> <li>– Handling press enquiries</li> <li>– Setting up a photo call</li> </ul> </li> </ul>	Enhanced
Working with politicians	<ul style="list-style-type: none"> <li>• List of MSPs by Branch area with link to find out more information and biogs</li> <li>• Lobbying toolkit. This will be an adaptation of the existing toolkit for use</li> </ul>	Enhanced

	<ul style="list-style-type: none"> <li>online, including: <ul style="list-style-type: none"> <li>– Template letters</li> <li>– Template press releases</li> <li>– Hints &amp; tips on setting up meetings, including how to localise national key messages</li> </ul> </li> <li>• Link to latest briefings and e-zine issued by RPSGB to Parliament</li> <li>• Relevant Scottish Parliament / Government news, events and consultations</li> </ul>	
Key messages	<ul style="list-style-type: none"> <li>• Overarching key messages for pharmacy in Scotland</li> </ul>	Core
	<ul style="list-style-type: none"> <li>• Key messages by pharmacy sector <ul style="list-style-type: none"> <li>– Each key message would be presented as a link, which when clicked would take the user to further information about that message and an example of how they can use it in a news story or in meetings</li> </ul> </li> </ul>	Enhanced
Branches & Useful contacts	<ul style="list-style-type: none"> <li>• Who's who contact page (with pictures and biographies)</li> </ul>	Core
Discussion forum / FAQs	<ul style="list-style-type: none"> <li>• This would act as an online community resource rather than a topical discussion blog. It would allow users to post questions and ask for help and advice on particular themes. For example, setting up meetings on a particular area of pharmacy practice or recommendations on training courses, locums etc</li> <li>• From monitoring the forums it may be possible to identify and post FAQs</li> </ul>	Core

### How it would work

The site would be set up and hosted on an independent domain such as 'Scottish Branches' or similar. It's important for it to be seen as something slightly removed from RPSGB so that the Branches have a feeling of ownership.

Pagoda would lead on drafting the content and obtaining contact information during the development phase. A dedicated web editor would be appointed to manage and update the content. They would also have responsibility for monitoring the discussion forums, although a 'report' function will be made available here so users can highlight any inappropriate comments being made by other users. This could be an RPSGB or Pagoda staff member, or combination of both.

Through the Content Management System (CMS) any updates made to certain areas of the website would be automatically reported to Branch members by email.

These alerts can be set daily, weekly or as and when items are posted. Members can also select to be notified about news updates by issue or sector.

Branch members would be actively encouraged to submit new content and make suggestions for any future development and new areas they would like to see that would help them in their roles. Simple template forms will be available to download online so users can submit examples easily. Drafts would be posted to an RPSGB / Pagoda contact for consideration, professional editing and uploading. There would also be an option for users to recommend the work carried out by others for examples. At a later stage, we could consider the opportunities for content management at a branch level to develop greater local ownership.

The network would be evaluated on a monthly basis, providing statistical information on the number of users, visitors by pages and sections etc to assess what areas are working well. This information would be used to realign any areas of the website and for consideration in its future development. It could also help inform the development of any UK wide networks.

### **Members E-zine**

The main method of communicating with members in Scotland at the moment is through a four page A4 newsletter – ‘The Bulletin’ - from the Scottish Pharmacy Board. This is distributed quarterly with the Pharmaceutical Journal. At present there is limited feedback or research from members on how well this is received or their reading patterns.

In addition to the newsletter we suggest that RPSGB should quickly establish e-communication with members through a regular member’s e-zine. This would supplement the current newsletter and would be designed to highlight what the Board is doing to influence the developing health agenda and raise the profile of pharmacy in Scotland. For example, responses to consultation documents, reports from Board members participating at conferences, meetings with MSPs etc.

It should also include relevant updates from TransCom and look to facilitate discussion on the professional leadership body in Scotland and highlight the importance of having representation. To engage directly with members we would recommend that case studies in the format of podcasts (video clips) from members be included on topics relating to the professional body, the services they would like to see provided and the benefits. The e-zine should also draw on case studies and research from other organisations and countries on the benefits of having professional representation.

Each e-zine would contain a maximum of four short news stories. We would recommend that it is also produced quarterly but distributed at a different interval from the newsletter. The e-zine would be hosted on the virtual network webpage, which will provide all the technical specifications needed, but would be emailed directly to those members that RPSGB Scotland hold email addresses for. Some of the content for the e-zine will also fall out from content for the virtual network so will help to avoid duplication of work.

The benefit of an e-zine form of communication is that it will automatically provide information on the reading habits of members. For example, how many members

are actually reading news stories and which stories are of particular interest. A short feedback questionnaire could also be placed in the newsletter to gain similar feedback. Eventually the e-zine could incorporate and replace the newsletter, if feedback results indicated this may be acceptable.

## Budget estimate

<b>Pilot Virtual Scottish Branch Network Core website</b>	
Hosting	£500 per annum
Design, development, build & testing	£7,000
Editorial services and management of e-zine process (This includes drafting copy for all pages, editing revisions and liaising with all contributors and suppliers)	£1,200
<b>Total build cost</b>	<b>£8,700</b>

Monthly Maintenance & Web Editor Management	
<ul style="list-style-type: none"> <li>• Technical updates and support</li> </ul>	£150
<ul style="list-style-type: none"> <li>• Monitoring and regulation of discussion forums</li> <li>• Uploading news and event updates</li> <li>• Reviewing best practice case studies, editing and uploading to website</li> <li>• Monthly evaluation reports</li> </ul>	£1,110
	<b>£1,260 per month</b>

<b>Pilot Virtual Scottish Branch Network Enhanced website</b>	
Hosting	£500 per annum
Design, development, build & testing	£8,750
Editorial services and management of e-zine process (includes drafting copy for all pages, editing revisions and liaising with all contributors and suppliers)	
<ul style="list-style-type: none"> <li>• Creation of media lists for each branch area</li> <li>• Guides for <ul style="list-style-type: none"> <li>– Writing a successful news release</li> <li>– Pitching an idea for a feature story</li> <li>– Handling press enquiries</li> <li>– Setting up a photo call</li> </ul> </li> <li>• Creation of MSPs lists for each branch area</li> <li>• Adaptation of lobbying toolkit</li> <li>• Draft key messages by pharmacy sector</li> </ul>	£3,960
<b>Total build cost</b>	<b>£13,210</b>

Monthly Maintenance & Web Editor Management	
<ul style="list-style-type: none"> <li>• Technical updates and support</li> </ul>	£150
<ul style="list-style-type: none"> <li>• Monitoring and regulation of discussion forums</li> <li>• Uploading news and event updates</li> <li>• Reviewing best practice case studies, editing and uploading to website</li> <li>• Monthly evaluation reports</li> <li>• Regular updating of media and MSP contact information is provided at no additional fee</li> </ul>	£1,110
	<b>£1,260 per month</b>

<b>E-zine incorporating podcasts</b>	
Design of e-zine template with podcast capability – one off set up fee	£800
Hosting	£150
Podcast / Video <ul style="list-style-type: none"> <li>• Filming</li> <li>• Interviewing</li> <li>• Editing</li> <li>•</li> </ul> Per each podcast	£500
Editorial services and management of e-zine process <ul style="list-style-type: none"> <li>• Editing copy for news items</li> <li>• Sourcing stock photography if required</li> <li>• Revisions to content</li> <li>• Archiving editions on the microsite</li> <li>• Tracking and analysis of reading habits</li> </ul> Per each issue	£850
Mailing <ul style="list-style-type: none"> <li>• To a maximum of 4000 recipients</li> </ul>	£50
Cost per first issue including set up	£2,350
Cost per issue thereafter (assuming one podcast)	£1,400

<b>E-zine without podcasts</b>	
Design of e-zine template without podcast capability – one off set up fee	£400
Hosting	£150
Editorial services and management of e-zine process <ul style="list-style-type: none"> <li>• Editing copy for news items</li> <li>• Sourcing stock photography if required</li> <li>• Revisions to content</li> <li>• Archiving editions on the microsite</li> <li>• Tracking and analysis of reading habits</li> </ul> Per each issue	£850
Mailing <ul style="list-style-type: none"> <li>• To a maximum of 4000 recipients</li> </ul>	£50
Cost per first issue including set up	£1,450
Cost per issue thereafter (assuming one podcast)	£900

**Pagoda PR**

**20 August 2008**

**(Revised following Communications Working Group 17 September)**