

# NGRL Communications Strategy

## NGRL Objectives

- To provide a forum for major developments in genetic laboratory science
- To promote and take forward development of genetic laboratory science in NHS
- To act as a dedicated resource to support molecular and cytogenetic communities
- To improve understanding of the respective needs and the working relationships between the diagnostic laboratory network and the NGRLs.

## Communications objectives and principles

Our communications objectives are:

- To understand the needs of the diagnostic laboratory network and the outputs and direction of the relevant research and development communities.
- To disseminate our knowledge and the results of our work to provide support to the diagnostic laboratory community.
- To represent the needs of the genetics laboratories to the research and development community
- To involve the genetics community in NGRL projects where possible

Our principles in communicating are:

- To present a clear and consistent visual identity and contact details in all communications
- To organize communications from the two NGRLs as separate but complementary organizations, ensuring that efforts are coordinated
- To maintain regular and effective communications with key stakeholders which inform them of current and future work, progress and completed outputs
- To provide methods for stakeholders to evaluate outputs, and to act on these evaluations accordingly
- To ensure that there are effective methods for stakeholders to provide inputs into and feedback on our work programmes
- To disseminate outputs in a timely fashion



- To be open and inclusive with our dissemination – our key stakeholders should not be subject to unnecessary restrictions or charges for access to outputs
- To adopt good scientific practice where appropriate during dissemination, e.g. adopting a peer review process, allowing the opportunity for comment by interested parties, and acknowledging contributors appropriately
- To maintain current awareness in our areas of expertise and disseminate this knowledge as appropriate
- To make clear our role in representing the needs of the diagnostic network in all interactions with other organizations
- To maintain up-to-date and appropriate records of stakeholders to ensure that communications target all relevant individuals
- To maintain a repository and catalogue of our outputs and provide easy access to these for stakeholders.

## Audiences

Key interactions are:

- UK molecular and cytogenetic laboratories
- Department of Health Genetics Team
- NGRL steering group
- Genetics professional bodies: ACC, CMGS, CGS

Other audiences include but are not limited to: other professional and related societies (e.g. BSHG, BSH), UKGTN, genetics research and development community, clinicians, non-UK diagnostic laboratories, host health trusts, the public, genetic knowledge parks, National Genetics Training and Education Centre, standards bodies, NHS Connecting for Health, Human Genetic Commission, National Horizon Scanning Centre, PASA



## Tools and activities

Outputs and activities undertaken by the NGRLs include:

- technical assessments and studies,
- progress and management reports
- opinion and discussion papers
- scientific papers
- specifications, guidelines and templates
- news and promotion
- computer applications and tools
- workshops and training courses
- reference material production
- surveys
- forum for professionals to register interest in and comment on NGRL project areas
- RCPATH forum
- Canvassing labs to establish interest and existing experience in proposed work areas prior to forming project groups
- Personal visits
- Feedback via website
- Conferences



## Communications plan

Target audience	Interaction	Communication mechanism	Evaluation	Responsibility
Molecular and cytogenetic laboratories, professional societies	Results of technical assessments and studies	Formal reports, peer-reviewed where appropriate, in paper and electronic formats of standard appearance. Posters and presentations for conferences and meetings. All should be made available via web-site. Reports should be issued to the mailing list.  Items in external websites and newsletter such as BSHG, CanGeneTest and Orphanet.	Feedback surveys, statistics for demand	Lead authors of reports
	Registering interest in or commenting on proposed or current projects	Online forum	Peer review	Website curator
	Canvassing experience and interest in projects	Key stakeholder mailing list, Heads of Labs meetings	Level of response	Project leaders
	External input and feedback	Website, conferences, personal visits	Level of response and/or interest	Project leaders, Directors
	Roles and function of NGRLs, current progress and planned work programmes, contact and staff details	Website, NGRL newsletter, conference seminars and stands, annual report  External websites and newsletter such as BSHG, CanGeneTest and Orphanet.	Website statistics, independent feedback surveys	Directors, lead scientists
	Previous work and sources of reports	Website archive	Download statistics	Website curator



Target audience	Interaction	Communication mechanism	Evaluation	Responsibility
Molecular and cytogenetic laboratories, professional societies	Computer applications, tools, spreadsheets, templates etc.	Website, download area, promotion via NGRL newsletter or news items, external websites and newsletter such as BSHG, CanGeneTest and Orphanet.	Evaluation surveys, usage statistics	Application developers
	News and promotion of outputs and activities	Email, NGRL newsletter, website, conference presentations and posters, external websites and newsletter such as BSHG, CanGeneTest and Orphanet.	Uptake of outputs,	Lead scientists
	Training, guidance in tool use	Workshops, training courses, backed up by training materials made available via website	Course evaluations, attendances, download stats	Trainers
Department of Health, Steering Group	Current progress, planned work programme	Management reports, half-yearly review, website, NGRL newsletter, conference seminars and stands, annual report	Directly with groups involved	Directors, lead scientists
Other technology and non-NHS audiences, incl science and public	Current progress, planned work programme	Progress reports at UKGTN meetings	Directly with participants	Heads of Labs



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Other technology and non-NHS audiences, incl science and public	Roles and function of NGRLs, current progress and planned work programmes, contact and staff details	<p>Website, NGRL newsletter, annual report, RCPATH forum</p> <p>AlphaGallileo – resource for European research news. Disseminates press releases to registered press officers and media experts who can access the database and copy info directly in news bulletin or may contact the organisation for enquiries.</p>	<p>Website statistics, report and newsletter feedback</p> <p>Online account for monitoring, search for online quotes and response from registered users.</p>	Heads of Lab, lead scientists

