

Policy Name	Communications Policy
Subject	Communication strategy for the PMCT Accreditation process in line with the Medical Board of Australia's Registration Standards
Date approved:	February 2015
Date of review:	February 2019
Responsible Officer/s	Chair, Accreditation Subcommittee and Secretariat of Accreditation Subcommittee

Policy Statement

This policy outlines the communications strategy for PMCT's accreditation process and provides an overview of the key activities and processes to provide information as well as to gain input from stakeholders. Strategies involve:

- Information dissemination and appropriate updates to stakeholders about the accreditation process;
- The Medical Board of Australia's intern registration requirements and standards, and
- Eliciting information and feedback from stakeholders about the accreditation process and relevant documentation.

This policy is reviewed every four years, or more frequently, if deemed necessary by the Accreditation Subcommittee.

Background

The PMCT accreditation process has been designed to obtain information about health service performance of intern training against explicit standards and criteria, to achieve the following objectives:

1. Interns achieve a high standard of general clinical education and training; and
2. The best possible environment exists for the organisation, supervision, education and training of interns *.

* In 2012 PMCT commenced accrediting PGY2/3 terms against the same standards as intern terms

The objective of the accreditation process is to ensure that the training health service complies with the following seven standards:

1. Health service culture and support for interns;
2. Orientation;
3. Education and training program;
4. Supervision;
5. Feedback and assessment;
6. Program evaluation; and
7. Facilities and amenities.

Please refer to the *PMCT Accreditation Process Guidelines and Policies* for a detailed description of each standard.

The overall aim of the communications strategy is to increase awareness and inform key stakeholders and to provide the opportunity for evaluation to inform, maintain and improve the accreditation process. This is supported by a range of communication activities and methods employed to convey accreditation information and to invite feedback from stakeholders.

Communication Objectives

The communications strategy objectives are to:

1. Inform health services of the process and reinforce the requirements of accreditation including any relevant changes;
2. Inform interns and other Junior Medical Officers (JMOs) of the process and health service requirements to provide high quality education and training, as well as supervision and support;
3. Inform stakeholders of the process and health service requirements;
4. Provide the opportunity for stakeholders to provide input to and feedback about the process;
5. Carry out regular evaluation of the communications strategy; and
6. Better inform, maintain and improve the process through collaboration with stakeholders, including other accreditation bodies and providers of medical education;
7. Provide regular communication about the implications of the Medical Board of Australia's registration requirements and Registration Standards.

Stakeholders

The target audience for the communications strategy are identified as:

- Health services in Tasmania;
- Interns and other JMOs employed by the health services;
- Accreditation survey team members;
- PMCT Council, Board and Committee members;
- PMCT Subcommittees members;
- PMCT staff including Medical Education Advisors and Directors of Clinical Training;
- Affiliated stakeholders including other prevocational medical education accreditation bodies, the Tasmanian Board of the Medical Board of Australia, AMA Tasmania, and providers of medical education.

Communication Activities

There is a range of communication activities and methods employed to convey accreditation information and to invite feedback from stakeholders. These include:

- Email/written correspondence;
- Accreditation Subcommittee meetings/minutes;
- Accreditation Subcommittee yearly report;
- Board and Council meetings/minutes;
- PMCT website;
- PMCT newsletter (issued two times per year);
- Accreditation process presentation – for information sessions;
- Survey team member training workshops;
- PMCT *E-Learning for JMOs* Moodle program;
- Tasmanian JMO Forum website, and
- National accreditation and medical education related meetings/forums.

The communication activities are funded and supported by PMCT. The following outlines responsibilities and actions to provide sound communication activities:

- The Chair of the Accreditation Subcommittee and the PMCT Executive Officer are responsible for updating communication activities and information dissemination;
- The Medical Education Advisors are also involved in the accreditation process and take a part in informing the Accreditation Subcommittee and Executive Officer of information and feedback;
- Up to date information will be available from regular Accreditation Subcommittee meetings; and
- Stakeholder feedback is available via forums (PMCT and Tasmanian JMO Forum websites and Moodle), the Accreditation Subcommittee, the Board and Council meetings in addition to email communication to PMCT staff and representatives.

Evaluation

To ensure the communications strategy is successful or if improvements need to be made various evaluation methods need to be used. The evaluation of the communications objectives is described below. (Please note communication activities and evaluation methods match according to number allocated)

Table 1: Communication strategy evaluation

<i>Communications objectives</i>	<i>Communication activity</i>	<i>Evaluation method</i>
Inform health services of the process and reinforce the requirements of accreditation including any relevant changes	<ol style="list-style-type: none"> 1. Email/written correspondence 2. Accreditation presentation 3. PMCT website 	<ol style="list-style-type: none"> 1. File/backup correspondence and replies 2. Record presentation deliveries and target group attendees
Inform interns of the process and health service requirements to provide high quality education and training, as well as supervision and support	<ol style="list-style-type: none"> 1. JMO Forum website 2. PMCT website 3. JMO Moodle program 4. Accreditation presentation 	<ol style="list-style-type: none"> 1. Record presentation deliveries and target group attendees
Inform stakeholders of the process and health service requirements	<ol style="list-style-type: none"> 1. Email/written correspondence 2. Accreditation Subcommittee meetings/minutes/report 3. Board and Council meetings/minutes 4. Accreditation presentation 5. PMCT newsletter 6. PMCT website 7. JMO Forum website 8. JMO Moodle program 9. Survey team member training workshops 	<ol style="list-style-type: none"> 1. File/backup correspondence and replies 2. Record attendance of meetings, distribution list of minutes and report 3. Record attendance of meetings and distribution list of minutes 4. Record presentation deliveries and target group attendees 5. Record distribution list of newsletter and number of hits of newsletter on websites (monthly) 6. Workshop handbook for all participants, evaluation surveys at completion of workshop to determine appropriate content provided
Provide the opportunity for stakeholders to provide input to and feedback about the process	<ol style="list-style-type: none"> 1. Email/written correspondence 2. PMCT website 3. JMO Forum website 4. Accreditation Subcommittee meetings 5. Board and Council meetings 6. JMO Moodle program 7. Survey team member training workshops 	<ol style="list-style-type: none"> 1. File/backup correspondence and replies 2. Provide contact details for feedback 3. Provide contact details for feedback 4. Record minutes 5. Record minutes 6. Provide online forum for feedback 7. Evaluation surveys at the completion of workshop to determine suggestions and comments

Better inform, maintain and improve the process through collaboration with stakeholders, including other accreditation bodies and providers of medical education	<ol style="list-style-type: none"> 1. Email/written correspondence 2. Accreditation Subcommittee meetings 3. Board and Council meetings 4. National accreditation and medical education related meetings/forums 	<ol style="list-style-type: none"> 1. File/backup correspondence and replies 2. Record minutes 3. Provide information at meetings/networking, minutes to inform PMCT committees
Provide regular communication about the implications of the National Registration Standard	<ol style="list-style-type: none"> 1. Email/written correspondence 2. Accreditation Subcommittee meetings 3. Board and Council meetings 4. National accreditation and medical education related meetings/forums 5. PMCT newsletter 	<ol style="list-style-type: none"> 1. Record minutes 2. Provide information at meetings/networking, minutes to inform PMCT committees 3. Provide information on the PMCT website
Carry out regular evaluation of the communications strategy		Annual (or more frequent) review of communications policy and communication activities