Developing our Information Production Guide
Motor Neurone Disease Association

Information for people with or affected by MND ›

Information in other languages and formats ›

Professional Information ›

Research information sheets ›

Useful organisations and internet sites ›

Free or low cost apps ›
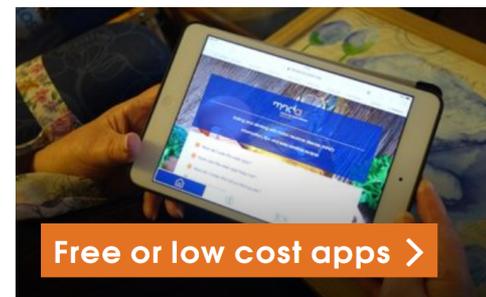
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Why bother?

We wanted:

To ensure a trustworthy and useable provision, that makes a positive difference for our target audiences.

We needed:

- guidance for information developers
- checkpoints on process
- mapping of our storage systems
- clarity on internal governance
- embedded PIF Tick criteria

Approach?

We worked towards:

- an accessible guide – not too formal
- clear but flexible steps, not too prescriptive
- prompts to help colleagues think 'quality assurance'
- emphasis on how to find things, who can help and tracking.

Maybe the world has enough numbered policies?

Overview

Stage 1
Identify need

Stage 7
Launch and evaluate

Stage 2
Set up project

Stage 6
Produce

Stage 3
Analyse need

Stage 5
Review

Stage 4
Develop content
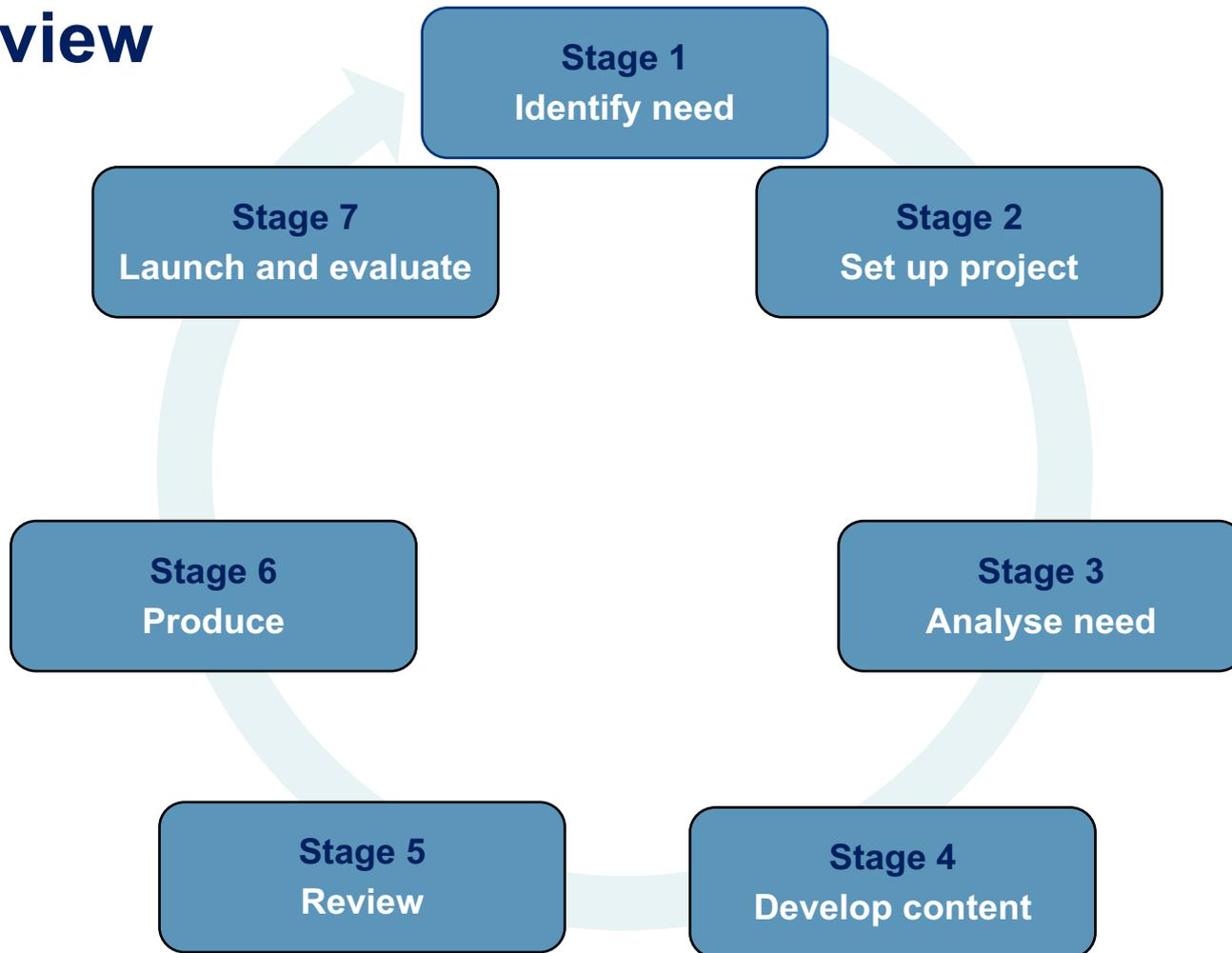
Our simple cycle shows seven key stages.

Detailed process

Each stage is then shown with specific steps and any outputs:
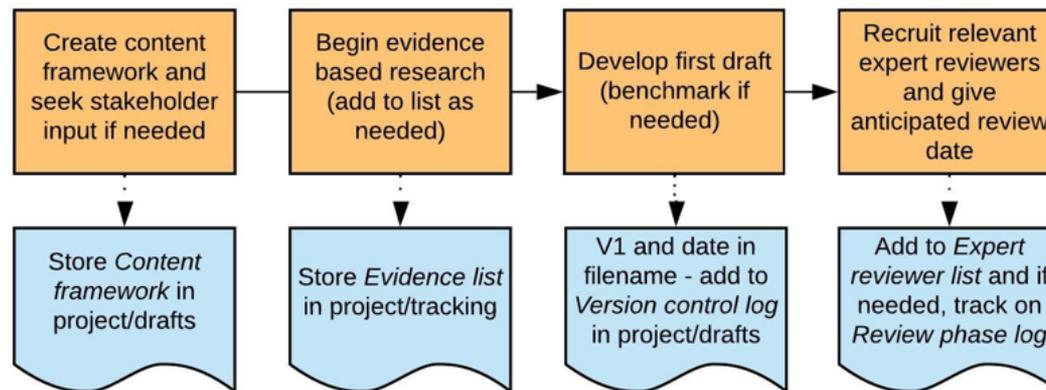
Steps and prompts

We then show each step, with prompts for guidance:

Begin evidence
based research
(add to list as
needed)

1. Are you recording research on your *Evidence list*?
2. Is there other project evidence you can use?
3. Is your evidence no older than 10 years?
4. Is there new evidence to search and include?
5. If needed, do you have a search strategy?
6. Are you using qualified evidence?
7. Do you know how the evidence supports the work?
8. Is your *Evidence list* in project folder/*Tracking*?

Sources of qualified evidence are listed in section 2 – *Finding everything you need.*

Additional content

We also included guidance on:

- scope of information
- roles and responsibilities
- content, design and proofing
- audit and annual review
- training.

Our aim is to help people with MND, their carers and families receive the best possible support.
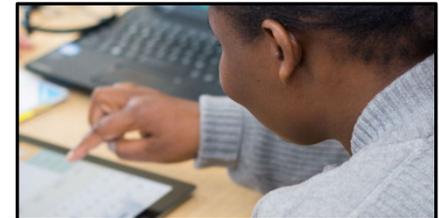
Patient Information Forum

Report of the PIF Quality Mark for Health Information Assessment

Organisation name and address	Motor Neurone Disease Association		
Completed by	Kaye Stevens, Care Information Manager	Assessment date	18 August 20
Types of information products produced	Patient information in a range of formats, both print and online		

1.0.	How does your organisation produce information?
	SYSTEMS – The organisation produces health information in a consistent and systematic manner
1.1	There is a designated person accountable for the overall quality of health information production.

Key points

Explain what you actually do (your process is for you)

We used visual steps to summarise.

We checked against PIF Tick criteria to spot gaps.

We cut waffle, but included '*why'* to help buy-in.

We kept it simple, in small pieces.

We referenced further training and didn't expect our process guide to do it all.

We thought about how our guide would be used, eg as a check point.

We emphasised a flexible approach, relating to the type or size of project.

We gave pointers on how to navigate our guide *and* our systems.

Above all, we kept our target audiences in mind.
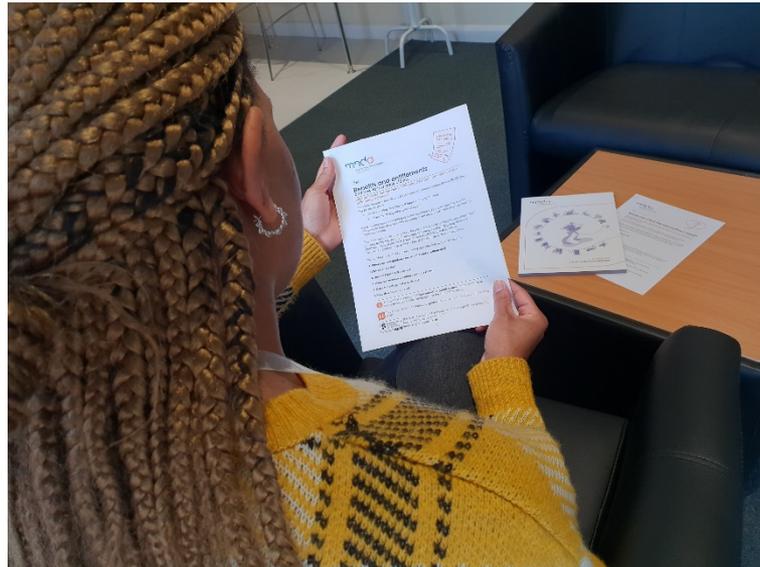
How can process guidance help developers make a positive difference, for people who read, view or listen to our content?