***Public Involvement Programme***

**NICE guideline – pancreatitis**

**Helping to put the guideline into practice**

This factsheet is for patient, service user, community and carer organisations that want to support the uptake of a NICE guideline. It contains information about publishing and promoting the guideline and includes suggestions of how you could contribute to this work.

**Guideline launch**

**Press work**

NICE often works with journalists to promote guidelines through the national broadcast and print media and specialist press. As well as taking information from us, journalists are often very interested in reporting what other organisations’ views about the guideline are. If you have spokespeople in your organisation that would be willing to say supportive things about the guideline, or talk from personal experience about the areas covered by the guideline, we’d be very interested in hearing from you.

**Social media**

We also use Twitter to promote our guidelines, by tweeting links to the guideline and highlighting video footage or audio interviews we have produced. If you are planning to tweet about the guideline to your followers, please include our Twitter handle, [@NICEGgetinvolved](https://twitter.com/nicegetinvolved?lang=en) in any tweets you send about the guideline as we also retweet comments from other organisations.

**Your website**

It would also be helpful if you could include a link to the guideline on your website so your members, people using health, social care and community services, their families and carers, practitioners and others can access the guideline and other resources. If you would like a web link for the guideline and other resources, please let us know.

**Your communication channels**

You may also want to alert people to the NICE guideline through any newsletters, bulletins and email alerts, either for staff, members or external partners. We can provide articles of any length or style for you to edit and use in your own communications, and links to any related news articles or blogs that we’ve produced. Please get in touch if there is anything we can do to support this.

**Guideline formats**

NICE publishes all of its guidance, in a variety of formats, on our website [www.nice.org.uk](http://www.nice.org.uk). We have also created a NICE Guidance ‘app’ which allows offline access to all of our guidance through personal smartphones and tablets.

As well as in the guideline itself, all of our recommendations are incorporated into [NICE Pathways](http://pathways.nice.org.uk/) – an online resource that brings together all of NICE’s recommendations on a specific topic in an easy-to use interactive flowchart. This allows users to see the guideline recommendations in the context of other NICE guidance on a particular health or social care topic, along with other resources to help put the guideline into practice.

When the guideline publishes, we will also include some text in an ‘Information for the public’ section of the guidance on the NICE website. This will explain briefly why the guideline is important to people and how it aims to improve their care or support. It provides an overview of how the guideline will make a difference but doesn’t explain about specific areas of care or summarise the recommendations.

We’ll include brief information for people about making decisions (with a link for more detailed information [about shared decision-making](https://www.nice.org.uk/about/what-we-do/our-programmes/nice-guidance/nice-guidelines/shared-decision-making) on our website) and links to other sources of advice and support (for example, by linking to your organisation’s website, where appropriate). We’ll also highlight any media work that NICE will be doing to support the launch of the guideline.

You are free to use this information for the public summary, as it is copyright-free for educational and not-for-profit use, either by signposting your readers to it, or by using the information in your own literature or on your organisation’s website.

**Helping to put the guideline into practice**

**What does NICE do to support implementation?**

For each guideline, NICE produces a resource impact report along with a template for local use. We also produce a baseline assessment tool to help local organisations evaluate current practice and plan activity to meet the recommendations. NICE also has a small resource available to work with national organisations on their own initiatives to promote uptake of NICE guidelines and quality standards in priority topic areas.

NICE has a field team of 8 implementation consultants who work with organisations at a local level to help put our guidance into practice. We also encourage organisations to share learning of how guidance has been put into practice and to share the resources they have developed to support this through the NICE endorsement programme (see below).

**What do you think would help get the message out there?**

We are always keen to hear from organisations we can work with to promote and help implement the guideline, for example:

* Do you know of any local projects or champions who are already implementing some of the guideline recommendations that we can use as part of our ‘shared learning’?
* Are there any upcoming conferences or events that would provide a good opportunity to promote the guideline? NICE might be able to provide a speaker, exhibit or handouts for delegates for your event.
* Are there other websites or newsletters that you know which we could make use of?
* Are there information resources for people using health and social care services or members of the public that you or others have developed, which feature NICE guidance?
* Do you have a campaign awareness day, week or month coming up which the guideline could be a part of?

**Share your experience to help others**

We’d be interested to hear of any ideas or plans you may have for the guideline once it’s published. If you would like to get involved in work to ensure that this guideline gets used, know of examples, useful resources or relevant events or networks, please get in touch.

Examples of projects to support the implementation of NICE guidance can be found on the [‘shared learning’ pages of the NICE website](http://www.nice.org.uk/usingguidance/sharedlearningimplementingniceguidance/shared_learning_implementing_nice_guidance.jsp). We would encourage you to submit any examples to us. Each year the best examples are recognised at the [NICE Shared Learning Awards](http://www.nice.org.uk/about/what-we-do/our-programmes/local-practice-collection/shared-learning-awards) which recognise and promote examples of how NICE guidance and quality standards have been put into practice in health and social care such as in the NHS, local authorities, social care providers, voluntary sector and other organisations.

**Promoting use of your resources through the NICE’s endorsement programme**

NICE has also developed a programme to formally endorse resources produced by external producers that will support the implementation of NICE guidance. Its aim is to identify tailored resources matching some or all of the recommendations in a NICE guideline or statements in quality standards.

Resources could help support commissioning, service improvement and audit, decision support tools, education and learning. Examples of these include resources and infographics of key areas of guidance or online learning modules. If you plan to develop, or perhaps already have, some resources that would support some or all of the recommendations of this guideline, please let us know and we would be happy to talk to you further about the endorsement programme and how this could benefit your organisation, as well as helping users of NICE guidance and quality standards.

Follow the link for more information on [NICE’s endorsement programme](https://www.nice.org.uk/about/what-we-do/into-practice/endorsement).

**Getting in touch**

We hope that this information has been helpful. We are very grateful for any support you can provide for this guideline and would be interested in hearing about your plans. In some cases, we may be able to support your activity. All the work mentioned above is shared across a number of teams at NICE so to take forward any of the ideas and initiatives we have suggested, please contact me in the first instance and I will redirect your email within NICE as necessary:

Mark Rasburn, Public Involvement Adviser:

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