

CASC tip sheet #10

Publicising / communicating your clinical audit

BACKGROUND

Communication is a key part of many elements of the clinical audit process, e.g. asking staff where problems exist that could lead to audit, ensuring staff know about plans to collect audit data, etc. HQIP have stated that communication is vital and state within their *Criteria and indicators of best practice in clinical audit* guide that 'the results and the following action plan are communicated and distributed widely and effectively (including to managers and patients)' and 'the results of the re-audit are recorded and disseminated appropriately, including to patients'. This tip sheet gives advice on how to publicise and communicate your audit effectively.

5 top tips for promoting your clinical audit work

Aim high: maximum exposure is the name of the game

Before we discuss how you can communicate and publicise your audit project, the key to getting this right is to start out with a mind-set aiming for 'maximum exposure'. Audits are regularly hidden away, shared only with key stakeholders. In the most part audits will be publicly funded undertakings and the likes of the Care Quality Commission and commissioners will want to see evidence of audit activity.

Use all possible local channels that can help you

Think about all the possible people/teams and resources you can use to publicise your clinical audit. Can the audit/QI team help, what local meetings/events can be accessed to present the audit, are there local/regional conferences or awards, can the audit be published in e-Newsletters or other reports (e.g. the Quality Account), can we generate a podcast or short film, how can social media help?

Embrace infographics

The days of the 20+ page (10,000 word) report to promote the findings of your audit are now in the past. Most people simply do not have time or the inclination to want to consume lots of information to find out about your project. Infographics (usually colourful and eye-catching one-page documents) now provide the best way to make your audit stand out. Quick, readable, memorable and social media friendly

Challenge yourself: can your audit be published or win a prize?

It is not known how many audits are undertaken each year, but the vast majority are not widely celebrated. There are many online and academic publications that will accept your audit work with the likes of HQIP/NHS Fab Stuff etc eager to make case studies of high quality projects. You may also choose to share your audit work with the audit community via online forums, e.g. [NQICAN's NNSF](#). Further, there are lots of journals that publish clinical audits. Don't forget HQIP's annual audit hero awards every November.

Download the communications guide from The Health Foundation

Full of useful hints, tips and ideas... this [free 24-page guide](#) makes essential reading.

