



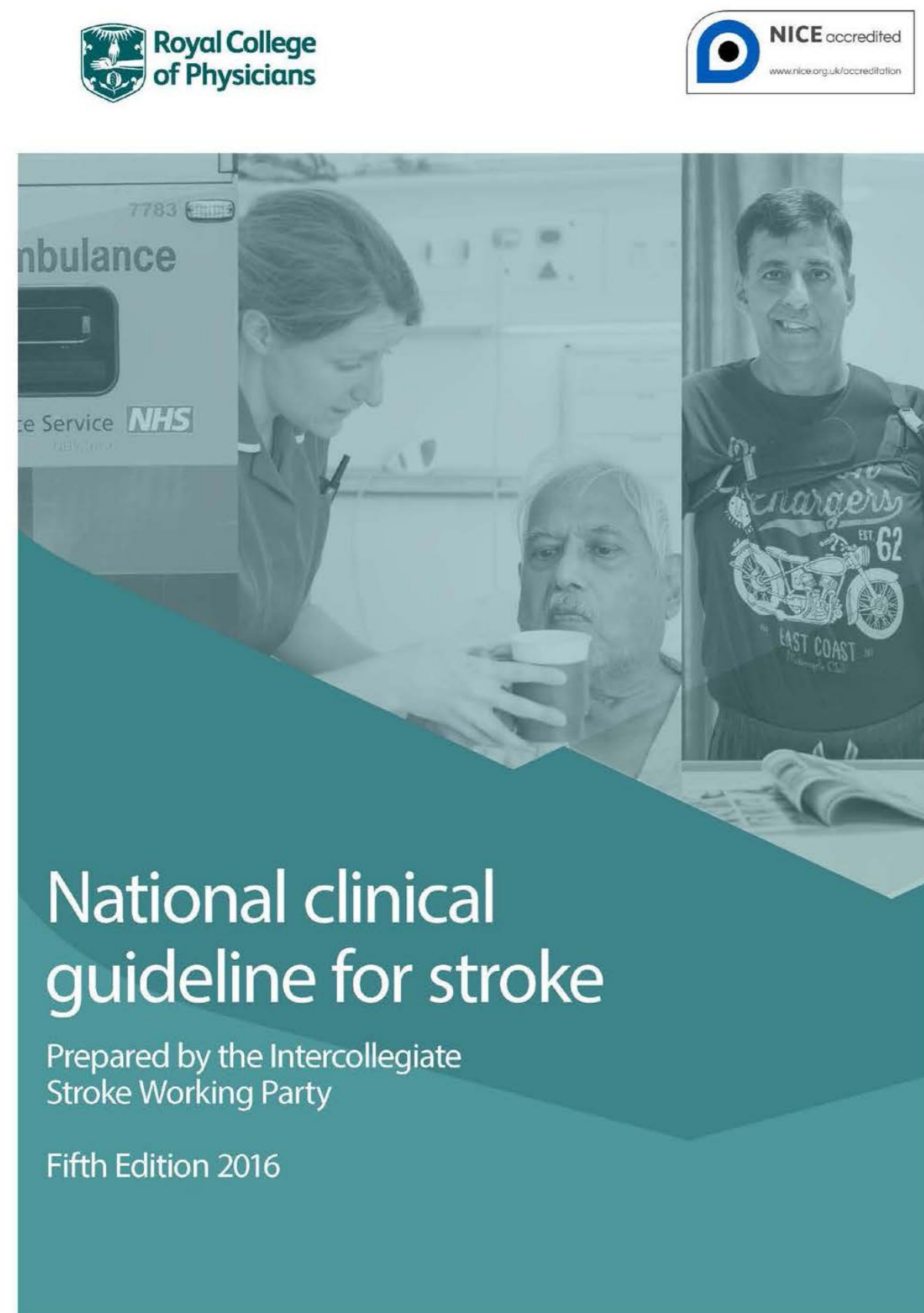
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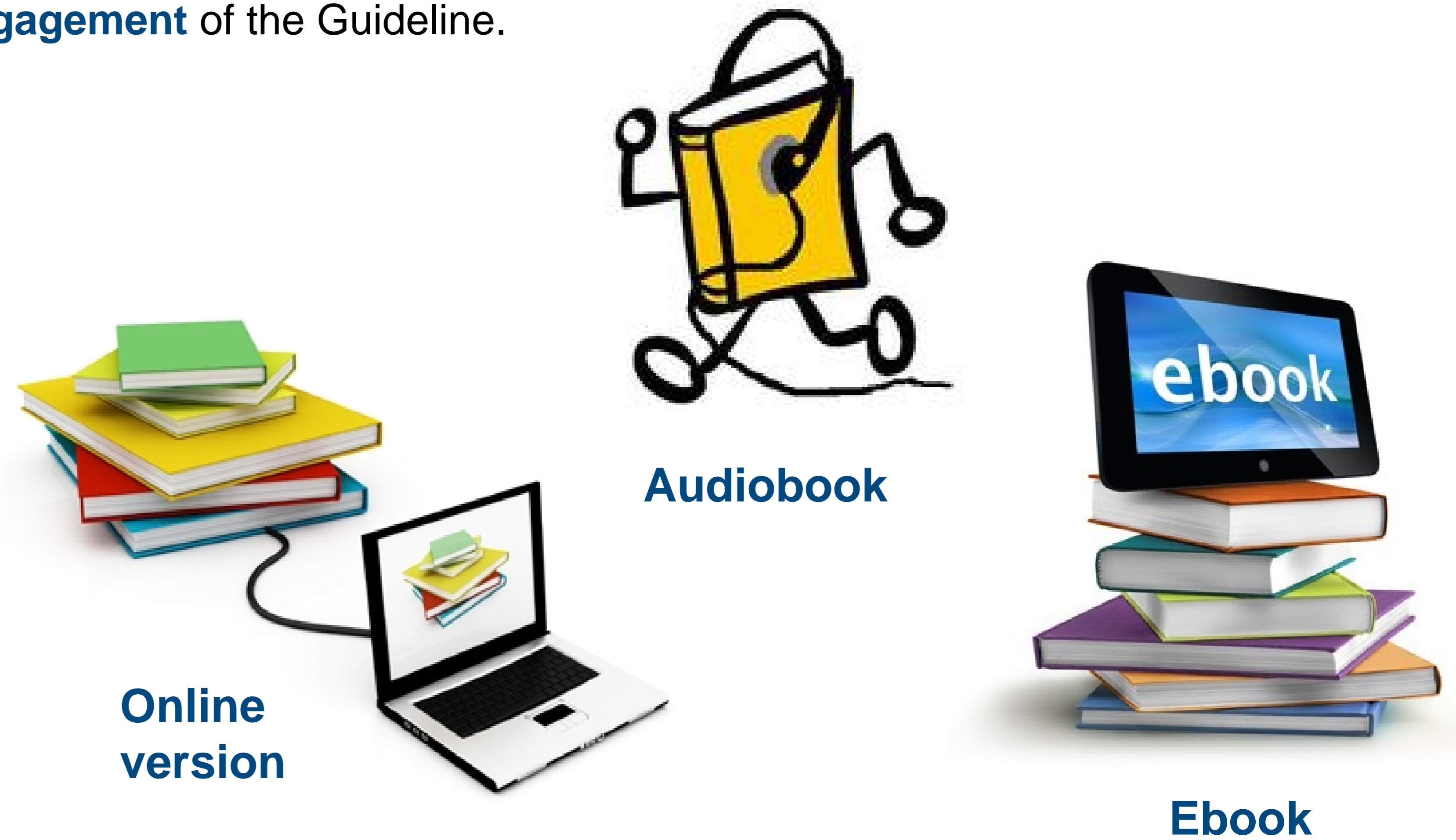
## BACKGROUND AND AIMS

The 2016 **National Clinical Guideline for Stroke** was published by the Royal College of Physicians in **October 2016**. It is a **world renowned** publication which provides a **comprehensive examination of stroke care** and is overseen by the Intercollegiate Stroke Working Party (ICSWP), a multidisciplinary professional steering group. To ensure dissemination was to a **wide audience** including those not directly involved in stroke, **new forms of media** were used to enhance the **reach, scope and engagement** of the Guideline.



## METHOD

The ICSWP were consulted about different approaches for producing the Guideline using **innovative media platforms** such as Ebooks, audio and various different platforms for reading the guideline online. Meetings were held where various production and dissemination solutions were appraised. **Close collaboration with patient representatives** was maintained to ensure that content was **accessible** and **meaningful** to patients and carers.



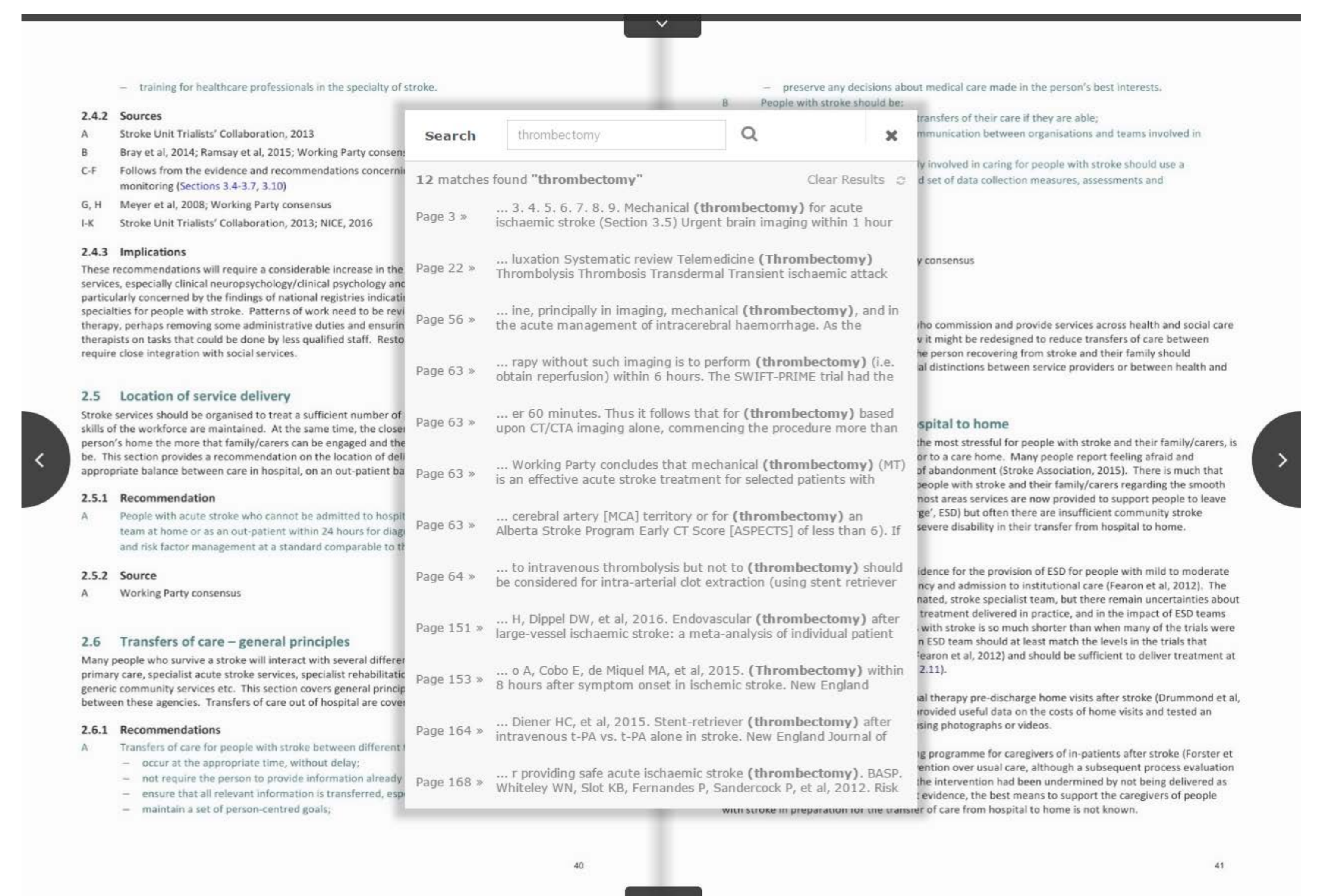
Various profession specific guides were created

## CONCLUSION

Disseminating information about **evidence based practice** needs to be **accessible and engaging**. **New media platforms** enabled **novel approaches** for presenting the 2016 Guideline for Stroke. This has **enhanced the accessibility and engagement** with this publication, as evidenced by the wide-variety of platforms from which it can be accessed, and a **sustained engagement**. Similar approaches could be taken when **developing publications** in **other healthcare settings**.

## RESULTS

The Guideline was published as an **online, bespoke document**. This allowed readers to **bookmark pages, make notes**, and use **sophisticated search functions**. **Ebooks** were created to enable accessibility to the Guideline on-the-go. We created an **audiobook** as an alternative to a written only Guideline for those with **aphasia or visual impairments**. Patient groups **confirmed these benefits**. The guideline has been downloaded over **200,000 times since October 2016** and engagement has been sustained since it was launched.



The guideline included a sophisticated search tool for clinicians  
You can view the guideline at [www.strokeaudit.org/guideline](http://www.strokeaudit.org/guideline)

## Key learning points from disseminating a National Clinical Guideline for stroke

- Aim to reach a wide audience
- Be aware of and test new media platforms that will help achieve this aim
- Maintain close collaboration with multi-disciplinary professional steering group
- Maintain close collaboration with patient representatives
- Give clinicians and patients options for viewing the Guideline that suit their various needs