

# #QiComms

## Terms of Reference for International #QiComms Group

### Purpose

- To raise awareness of the key role that the discipline of communications needs to play in quality improvement.
- To work to ensure that effective communications is recognised as one component of standard best practice in quality improvement.
- To inform and influence key improvement experts and leaders on the value of incorporating communications into quality improvement work.
- To undertake research and contribute to academic thinking on the role of communications for improvement.
- To champion best practice in this field and celebrate/share/spread for the benefit of other countries and organisations, but also increase the general profile of communications.

### Activity

- To arrange monthly WebEx conference calls for building the group, sharing good practice and working on specific projects to support the purpose of the group.
- To contribute to quality improvement conferences and events on both a local and international level (eg major events like the International Forum, and then country wide learning sessions and events).
- To undertake research and build evidence to support the role of communications in improvement, leading to published work.
- To support and share the development of key resources to raise the profile of communications in improvement.
- To identify key pieces of work that could be developed and delivered on an international level (eg research papers, campaigns, communications for improvement training)

### Values

- We will adopt an 'All teach, all learn' approach – recognising that we are all leaders and also all learners – so that the focus on communications for improvement is a shared journey.
- We will work to achieve an impact, rather than just a 'talking shop' and this will drive our work plan and interactions.
- We will develop our own measures in order to keep the focus and work on track.
- We will seek to work with all those in improvement – to learn and consider where and how communications for improvement should be applied.

### Review

- The Terms of Reference will be reviewed every six months to ensure that the group remains effective and focussed on desired outcomes.