

SNAP-3 Media Strategy

1. Context

The Sprint National Anaesthesia Projects (SNAPs) examine commonly occurring events related to anaesthesia and surgery which affect a large number of patients. The data produced helps improve decision making for patients and clinicians in order to improve health outcomes.

SNAP3 focused on frailty and delirium during a five day observational study in March 2022. The study aimed to observe all UK patients aged 60 and older undergoing surgery. In total 214 hospitals recruited 7,134 patients to the study.

SNAP3 is being communicated through articles in the BJA. As yet the descriptive paper has already been published and the outcomes paper is forthcoming. The paper does not have an official release date but the research team does not expect it to be published before 10 February.

2. Objectives

To disseminate the results of the research in ways that make its key findings applicable to the public and clinicians. To raise awareness of frailty, its effects on patients and how to mitigate its risks.

Audiences

This output has relevancy to the public and to clinical staff. For patients they need to know what frailty is, and how important it is to talk with their doctor about having their frailty assessed before a surgery for their frailty to be properly managed.

Clinicians will be more familiar with what frailty is but the results of this study show that it is not being consistently considered during pre-operative screenings. Pre-assessments must be done in order to detect and mitigate frailty's increased risks for morbidity and complications.

3. Key messages

For patients:

1. You or someone you know may be living with frailty which puts them at significant risk for surgical complications.
2. Surgical complications are managed by talking with your doctors about your risks, ask for a frailty risk assessment before surgery^[FB2].
3. Frailty is more common in older patients (older than 60) but can affect patients of any age.

For clinicians:

1. Frailty is more common than you think (19% of patients in SNAP3), and impact of adverse outcomes starts at the very mildly frail level.

2. Frailty is an independent risk factor for increased length of stay, delirium, morbidity and mortality.
3. All patients older than 60 should be routinely screened for frailty, currently only 28% are.

4. Deliverables

The launch date is not known at this time (20/1) because the research team is still working with the BJA on finalising their outcomes paper for publication. Ultimately the launch date will likely not be known until very shortly before the date in question. From consulting with the research team we are going to work towards a date of 10 February as "launch date" since that is the earliest plausible day, though likely not the actual date. With everything lined up for 10 February everything will go live as appropriate.

Date	Action	Responsibility
8 February	Press release sent	RCoA, Rachel Yeager
10 February	Outcomes paper is published	BJA team
10 February	News item and new homepage on RCoA Website	RCoA, Rachel Yeager
10 February	Social media promotion	RCoA, led by Rachel Yeager with Susan Soper and Iain Moppett
15 February	Blog post	RCoA, led by Rachel Yeager with subject experts
25 February	RCoA President's Newsletter released with SNAP3 mention	RCoA, Rachel Yeager

5. Next Steps

- Draft press release
 - Confirm list of outlets to send press release to, create short list of more specific outlets to offer early access and interviews to.
 - **Draft by Rachel Yeager to Fran Bright by 23 Jan.**
 - Confirm with clinical leads (Prof Iain Moppett and Dr Judith Partridge) their availability for interview, knowing that launch date is not yet confirmed. Brief them on talking points and lines to avoid, reminder on general media etiquette.
- Draft news item
 - **Draft by Rachel Yeager to Fran Bright by 27 Jan.**
- Draft social media promotion and confirm adding to grid, knowing that launch date is not yet confirmed

- **Draft by Rachel Yeager to Susan Soper by 21 Jan**
- Draft President's News promo piece for February email
 - **Draft by Rachel Yeager on doc by 21 Jan**