Our Information Production System

Is the information needed?

- Current information - how many website hits? Is it signposted to from other trusted organisations?
- New information - how many requests or questions have we had? Is it already available elsewhere?
- If needed, what format(s)? Printed? Digital? Written? Video?

Our Info Team research & draft the information

- Our **Information Team (IT)** reviews any current information, researches the topic further, consults clinicians and members of the target audience where needed and creates / develops a draft

The first draft is reviewed by experts in SMA

- Our **Expert Reviewers** are professionals with expertise and experience in SMA
- They check the information e.g. is it accurate? is it balanced? does it reflect latest research / opinion / options / practice?
- Our IT work any changes needed into further drafts, checking with Expert Reviewers until agreed
- If information is needed urgently, it may be published while Target Audience review is completed

The next draft is reviewed by Target Audience members

- Our **Target Audience Reviewers** have a wide range of backgrounds and experiences and are asked to review information as and when relevant to them
- They check the information e.g. Does it make sense? Is it free from jargon? Are medical and scientific terms explained? Can I find what I'm looking for? Is the order and layout helpful? Are any images appropriate?
- Our IT work any changes needed into further drafts

After final checks, the information is published

- Our IT confirm the final draft with the reviewers, making any final changes
- The information is proof-read and links checked
- The date of publication / version is added, and the date the next review is due
- The information is published and promoted
- Any errors or new material which come to light before the next review is due, initiate a correction or a full review - whichever is most appropriate