

Core brief

Wednesday, 20 January 2016

Introduction

This issue of Core Brief provides staff with an email reminder and details a Scottish Government press release on the Chief Medical Officer's annual report.

Email reminder

As an organisation it is important that our communications with each other, our partners and external agencies provide a professional reflection of who we are and what we do.

Once you've drafted your email **STOP** before you hit **SEND** and consider:

- Have you read and re-read your email - remember this could become part of a formal inquiry, patient permanent records or a Freedom of Information request
- Is the language/tone of your message appropriate - email should never contain libellous, defamatory, offensive, racist or obscene remarks
- Have you scrolled the end of your message, does it contain information that you mean to share with others – is it appropriate that a full email trail is available
- Is your email in capitals - this can seem AGGRESSIVE
- Have you used abbreviations such as OMG or LOL - these are not appropriate for business communications

[Click here](#) to access our email usage policy which is available on StaffNet and sets out your responsibilities and legal obligations.

Call for debate on "realistic medicine"

Scotland's Chief Medical Officer has used her first annual report to call for a debate among doctors on the subject of realistic medicine.

Dr Catherine Calderwood is encouraging medics to further involve and discuss with their patients what is important for them as individuals – which may be deciding not to have treatment. She asks doctors to question variation in practice and outcomes, to reduce waste and encourages innovative ideas and research to improve medicine for the future. [Click here to read the full press release.](#)

Are your contact details up-to-date? [Click here](#) to check