

CPD communications 2006

Introduction

Outside of the communications strategy HPC's communications department has responsibility for supporting the business and Council in other projects.

One of the biggest of those projects in recent years has been CPD first through the support of the extensive consultation we undertook, and secondly through the communication of the results of the consultation. HPC is now entering the third stage of that project the communications of the standards and guidance as drawn up by the Education and Training Committee and the subsequent PLG.

With the work of the PLG now at a close it is time to start putting into action a work-plan that will ensure as many people as possible learn of the requirements and the know where to look for guidance.

Communications plan

Activity	Date	Costs	Audience
Document Distribution of 'Your guide to CPD' to ALL health professionals on the HPC Register (short version)	May/June	Print and mailing costs covered in CPD budget	<ul style="list-style-type: none"> • Registered health professionals
Document 'Your guide to CPD' (long version)		Print and mailing costs covered by CPD budget	<ul style="list-style-type: none"> • Health professionals who are audited • Individual requests • Other interested bodies
Public affairs Support professional bodies and unions in their attempts to lobby government for more CPD resources for health professionals. <ul style="list-style-type: none"> • Straightforward statement about the legal requirement for 	As requested by these organisations	None	<ul style="list-style-type: none"> • Professional bodies • Trade Associations

CPD and the benefits to public protection of doing it			
Website Creation of page to support the CPD documents including FAQ's, viewable examples, process, timetable and information for organisations wishing to lobby government.	July 2006	Communications website budget contains circa £20,000 for development of such projects	<ul style="list-style-type: none"> • Health professionals • Trade Unions • Professional bodies • Employers

Additional activity

On top of these defined activities HPC should (through the Stakeholder and CPD managers?) undertake to engage with employers to explain the CPD process and how the process will affect their employees. This could be either by on-going communication and education or by a planned activity or conference. Any planned activity such as an event or may be more appropriately held nearer the time of audit i.e. first half of 2008.

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