

**Health Professions Council
Communications Committee 27th February 2007**

Draft Communications Strategy 2007 - 2011

Executive Summary and Recommendations

Introduction

The attached document is the HPC's draft communications strategy. It outlines our main strategic and operational activities and sets out our key messages and objectives in support of these activities.

It covers the period from April 2007 until the next planned Department of Health review of regulation which is anticipated in 2011.

Decision

The Committee is asked to discuss the draft strategy, agree the contents and agree to continue to keep the document under review.

Background information

This document is intended to provide communications focus and support for the objectives and priorities set out in the HPC's Strategic Intent document.

It outlines our main strategic and operational activities and details our key messages, objectives, audiences, communication values and evaluation plans.

The overall implementation of the communications strategy is the responsibility of the Communications Committee and the Communications Department is responsible for the day to day management of the strategy and its related annual workplan. It should be read in conjunction with the 2007 – 2008 communications department workplan.

Resource implications

Not applicable

Financial implications

Not applicable

Appendices

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Date of paper

9th February 2007