

## Communications Committee 24 October 2007

Report on the communications workplan progress from 1 April 2007 to 30 September 2007

Executive summary and recommendations

### **Introduction**

The Communications Committee approved the Communications Department Workplan for 2007 – 2008 at its meeting in February 2007. The attached report aims to bring the Committee up to date on the activities set out in the workplan and the communications department's work in achieving the objectives set out in the communications strategy. It covers the progress made between 1 April 2007 and 30 September 2007.

### **Decision**

This paper is for information only. No decision is required.

### **Background information**

The report details the 5 communications objectives and how each of our activities is progressing towards achieving these objectives and also sets out the progress made on the day to day workplan activities of the department.

### **Resource implications**

None

### **Financial implications**

None

### **Appendices**

Communications Workplan Progress Report 1 April 2007 to 30 September 2007

### **Date of paper**

12 October 2007

# Communications Workplan 2007 – 2008

## **Progress Report 1 April 2007 to 30 September 2007**

Introduction .....	2
Achieving the communication objectives in 2007 – 2008 .....	2
Appendix 1 Communications Department Activities Table 2007 – 2008 .....	11

## Introduction

This document sets out the progress the communications department has made against the objectives and targets that were agreed in the Communications Strategy and Workplan. It covers the period 1<sup>st</sup> April 2007 to 30<sup>th</sup> September 2007.

The section titled Achieving the communications objectives in 2007-2008 is a detailed outline of the work that has been undertaken to support the communications objectives. Appendix 1 titled Communications Department Activities Table, is a quick reference summary of the progress made against the day to day work plan for the department.

## Achieving the communication objectives in 2007 - 2008

### Communication Objective 1: to raise awareness and understanding of the HPC's role in regulation across all our audiences

- maximise the opportunities to increase coverage about the HPC in the national, regional, professional and consumer press, we will

Since April 2007, we have issued 23 Fitness to Practise press releases on professionals who have been struck off or suspended. We have also issued eight general press releases covering a range of issues including the election and re-election of three Council members following the July elections, Fees Consultation, FTP Annual Report, the grandparenting report, the Approvals and Monitoring Annual Report, CPD audits reminder and Diane Waller's OBE.

We have received a broad range of coverage to date including 32 articles on FTP cases in a range of national and local print, for example The Times, BBC Online, Cambridge Evening News and Epping Forest Guardian. We have also had 26 pieces of coverage in professional journals including Chiropractic Review, Synergy News, The Bulletin (S&LT) and Podiatry Now on a range of issues including the launch of the Standards consultations, renewals, fees increases and FTP cases.

We have started work on two media initiatives with the aim of raising awareness of the HPC with consumer journalists and building relationships with national journalists. We have mailed 70 media doctors, freelancers and health editors across 25 women's magazines, websites and weekend paper supplements with general information about the role of the HPC and a further mailing, focusing on dietitians, took place in September 2007. On the back of this initial mailing, we received coverage in The Mirror, the Independent and Bella Magazine. As part of our relationship building with national journalists, the Chief Executive has met with the Health Editor of the Sun, who is keen to cover HPC's work in the future, and the Health Editor of the Daily Mirror.

**In the next six months we will:** continue to identify news stories and issue general press releases as well as FTP media alerts and releases; undertake a third mailing in the new year to media doctors, freelancers and health editors which will focus on chiropractors; continue to set up further meetings with journalists where possible; produce a fact card for journalists; host a reception for the Health Writers Guild\* in December 2007; and undertake a mailing to the Health Writers Guild and Medical Journalist Association in January 2008.

\*The Guild is made up of journalists, mainly freelancers who write for the nationals (feature pages mostly for the Telegraph, Guardian, Sun etc) as well as women's magazines (Good Housekeeping, Woman's Own, Take a Break, Top Sante)

- enhance and extend the house style and visual identity across all literature

The refresh of our visual identity guidelines and the in house production of an updated "house-style" has been completed and the Publications Manager is currently overseeing the phased implementation. New stationery and business cards are being introduced and a range of publications have now been produced in the refreshed identity, including the Approvals and Monitoring and Fitness to Practise annual reports as well as the Review of the grandparenting process report, the Information about the health reference brochure and a disabled person's guide to becoming a health professional.

**In the next six months we will:** undertake an initial review of the visual identity and house style to assess how it is bedding in; and continue the phased implementation.

- seek to increase opportunities for talks, presentations and exhibitions

Members of the communications and registrations teams attended the Primary Care Live conference in Birmingham in May, the College of Occupational Therapists' annual conference and exhibition in Manchester in June and the Institute of Biomedical Science Congress in September 2007. The stands received a high volume of visits from registrants and HPC representatives were able to answer queries ranging from the fees increase to returning to practise issues to CPD. The exhibition stands have been re-designed to meet with the new HPC visual identity and have been developed for professional and public audiences.

Council members and staff continue to give presentations and talks to a range of stakeholder groups, for example British and Irish Orthoptic Society's Annual Scientific Conference, Institute of Medical Illustrators, Society of Chiropractors and Podiatrists Annual Assembly. We are beginning to take a more proactive approach to ensure HPC is involved in relevant external meetings; through providing a speaker, running a session or attending as a delegate. The participation of HPC staff and Council in external events is now being logged centrally through the Events Manager so we can develop a more thorough overview of the current involvement of HPC with external stakeholder groups and begin to identify opportunities to maximise our presence at key meetings, conferences and exhibitions.

**In the next six months we will:** attend NHS Employers and Primary Care Live Exhibitions in October 2007 and the Health and Wellbeing at Work Exhibition in March 2008; and continue to develop links with relevant stakeholder groups to ensure that the HPC has a presence at relevant meetings.

- continue the ongoing development and improvement of our web presence

Much of the 'Phase 2 development' work has now been implemented, this includes enhancements to the hearings section, an events calendar, a new education section, and behind the scenes improvements to the content management system.

**In the next six months we will:** refresh the look of the current site to bring it in line with the refreshed visual identity; and carry out an evaluation of the appropriateness of the existing websites ([www.hpc-uk.org](http://www.hpc-uk.org) and [www.hpcheck.org](http://www.hpcheck.org)) for our targeted audiences. This is currently being commissioned and the work is scheduled to be carried out in October/November. We will be testing navigability, performance, accessibility, appropriateness and relevance to the audience as well as appeal and first impressions. This research will make recommendations for improvements and developments to the site to be carried out in 2008-2009.

**Communication Objective 2: to extend our reach to the public enabling them to easily access information about the HPC, we will**

- organise public awareness campaigns
- develop public information literature and its dissemination

New public information literature, including a leaflet, posters and window stickers have been developed and will be available from October 2007. Concepts for the literature were developed using focus groups with the public, registrants and referrers and further visuals developed with feedback from registrants. The leaflets and posters are being promoted to registrants through an A5 flyer which is being sent in the renewals cycle and a series of adverts in professional journals. In the next couple of months, we will be mailing the leaflets and posters to at least 6000 GP surgeries and the Patient and Advisory Liaison Services in all NHS Trusts across the UK. Numark Pharmacies will also be distributing the literature through their pharmacy network which totals 2,000 dispensaries across the UK.

In addition to the public information literature, we will be advertising in four categories on Yell.com (physiotherapy, dietitians, chiropody and speech and language therapists), Google and in Yellow Pages (initially chiropody and physiotherapy sections).

An initiative to raise awareness of the HPC and regulation amongst GPs and Practice Managers is being launched across the UK in October and will include adverts in GP publications as well as a GP leaflet which will be mailed to all GPs and attendance at the Primary Care Live conference to meet GPs face to face.

With the Director of Fitness to Practise, we have started to review the complaints literature. To date, we have worked with Connect, the communications disability network, who have reviewed our current literature and made recommendations for developing and improving the content.

**In the next six months we will:** continue to roll out the above work; plan to review and develop the advert e-kit and hpcheck website; and produce new versions of the complaints leaflets.

- showcase the work of the HPC to MPs, their researchers and constituency offices

The Public Affairs Manager continues to monitor parliamentary activities through our monitoring service, Dods, and maintains the HPC section on the e-politix website which is viewed by parliamentarians. In September, the Public Affairs Manager attended the Labour Party Conference to research and make recommendations for future activities at party conferences.

**In the next six months we will:** send the new public information material, including posters and leaflets, to all MPs to display in their constituency offices and/or surgeries; the Public Affairs Manager will be attending the Scottish National Party Annual Conference in October; and we are planning a three day roadshow in the Scottish Parliament in March 2008.

- continue to develop our patient and public involvement activities

We have completed the audit of patient and public involvement activities and will be addressing the recommendations in some way through existing or forthcoming workplan activities.

We have also continued to participate in the Joint UK Health and Social Care Regulators' Patient and Public Involvement Group. The group meets regularly and is implementing a range of initiatives through an agreed workplan. Recent activity includes the production of a joint UK health and social care regulators' patient information leaflet, the good PPI practice handbook for staff and members, a standard page on all regulators' websites with links to each other regulator and access to the joint information leaflet, the introduction of a series of seminars, involving the public, relevant staff and members, to consider PPI issues relevant to our work and the research project to establish how health and social care registers could be made more usable and meaningful to the public.

We have also used a range of methods to engage the public and patient representative groups to gain their views and feedback on particular projects, for example focus groups with members of the public to develop concepts and visuals for the public information literature we have developed and worked with Connect, the communications disability network, to develop our complaints literature.

- and map consumer associations, patient groups and referrers and develop organisation wide channels of communication.

The Public Affairs Manager will address this particular project in next year's work plan after the preparatory work with employers, parliamentarians and professional bodies, which is currently being undertaken, has been completed.

**Communication Objective 3: to influence the regulatory agenda through ongoing dialogue and engagement with key stakeholders, we will**

- identify key parliamentarians and build relationships

As part of our ongoing work to meet with MPs and other key stakeholders to brief them on the HPC and to discuss health regulatory issues, the Public Affairs Manager is continuing to manage a range of initiatives. This has included compiling a top 200 list of parliamentarians and organising meetings with key parliamentarians including new health ministers post the new Brown Government's cabinet reshuffle. The post White Paper programme of meetings with parliamentarians has continued including Baroness Barker (Liberal Democrat Spokesperson for Health), Baroness Pitkeathley (Labour), Lord Patel (Crossbench), Lord Alderdice (Liberal Democrat), Baroness Cumberlege (Conservative), Earl Howe (Conservative) and Baroness Finlay (Crossbench).

**In the next six months we will:** continue to arrange meetings with MPs and key parliamentarians from across the home countries; a briefing paper will be sent to the top 200 in October introducing them to the HPC, our role and responsibilities and our perspective on the proposals contained within the White Paper; further specific briefings on any Section 60 Orders will be sent to key political stakeholders as appropriate. Please note, this work is dependant on the political climate.

- undertake market research and opinion polling

The 2007 opinion polling has now been commissioned and Ipsos MORI has been chosen to undertake this piece of work for us. An initial scoping meeting has been held with representatives from HPC and Ipsos MORI and the general issues and topics to be polled have been outlined. A public facing survey will be undertaken as well as focus groups with registrants and telephone interviews with stakeholders. This work will be carried out through October, November and December.

**In the next six months we will:** undertake a small research project to identify perceptions of health regulation with older people and the best way to reach this key group. Any subsequent communication activity will be built in to the 2008-2009 workplan.

- map stakeholder audiences and develop organisation wide channels of communications (articles, e-bulletin, events)

The Public Affairs Manager has identified three key audiences as a priority: parliamentarians, employers and professional bodies.

A programme of work has been developed which aims to promote the HPC's key messages to employers and to keep them informed and engaged with the HPC. The first piece of work in this initiative, the employers section of the HPC website, went live in September with information on continuing professional development, the new multiple registrant search and how to sign up for the newsletter and FTP alerts.

The Public Affairs Manager and Director of Policy and Standards visited Belfast in Northern Ireland to meet with various stakeholders in mid-September. The purpose of the trip was to find out what are the different issues in Northern Ireland and to build links with key stakeholders and improve communication channels. Meetings included the Northern Ireland Social Care Council, the General Medical Council, the Chartered

Society of Physiotherapy for Northern Ireland and the Chair of the Allied Health Professions Forum in Northern Ireland.

**In the next six months we will:** continue to roll out the employers' communications programme and members of the Communications and Fitness to Practise teams will be exhibiting at the NHS Employers conference in October and hosting a series of employer events in Glasgow, Manchester, London, Cardiff and Belfast in November and February. The aim of these events is to provide information on when to refer fitness to practise issues, an update on our CPD audit requirements and information on registration and renewal issues and to hear employers' concerns and feedback. A rolling programme of news items has also been identified for employer facing bulletins and newsletters. A more detailed programme of communications with professional bodies is currently being researched by the Public Affairs Manager.

Please note, our work with parliamentarians is detailed elsewhere in this report.

- and respond to recommendations resulting from the review of non-medical healthcare regulation.

Much of our public affairs and stakeholder work has focused on the government's review of non-medical healthcare regulation and the subsequent launch of the White Paper. This work is detailed elsewhere in this report, for example our work with parliamentarians (see Communication Objective 3, first bullet point) and the preparatory work undertaken for the proposed onboarding of applied psychologists (see Communications Objective, fifth bullet point).

**Communication Objective 4: to engage with our registrants to ensure they understand the benefits of regulation, the work of the Council and what is required of them, we will**

- develop the content and increase the distribution of HPC *In Focus*

Our e-newsletter, HPC In Focus, continues to be published bi-monthly and the current email distribution is approximately 4000. We continue to promote this at all Listening Events and exhibitions and on email signatures. The review of the newsletter conducted in June has now been collated and analysed and the feedback, which is positive and constructive, will be reported to the October Communications Committee.

**In the next six months we will:** continue our efforts to increase the distribution of the newsletter and will start to advertise the publication through the A5 flyer being sent out as part of the renewals process; we will continue to work on the redesign of the newsletter which is due for publication in December; and this will be followed by the last edition of 2007-2008 in February 2008.

- encourage use of "Check I am registered" logo



The Check logo continues to be available on our main website [www.hpc-uk.org](http://www.hpc-uk.org), however, we have identified a need to develop the ekit in line with the refreshed visual identity and feedback received at Listening Events.

**In the next six months we will:** begin to undertake a more detailed evaluation of the ekit with a view to developing it and this will be scheduled for later this financial year or possibly next.

- continue the student talks programme

Since April, the Department has given 15 talks across the UK to groups of students and registrants including University of Central England (Birmingham), University of London, Huddersfield University, London South Bank University and Coventry University.

**In the next six months:** we will continue to respond to requests for student talks and during October plan to visit The London Metropolitan University and Wythenshaw Hospital in Manchester.

- develop information packs for prospective registrants and welcome packs for new registrants

The Publications Manager has started to scope this particular project and is consulting with the Chief Executive as well as representatives from Registrations, Approvals and Monitoring and Policy Departments.

**In the next six months:** the Publications Manager will undertake some research into the needs of this audience, develop ideas and a plan with a view to rolling out a programme of work in the next financial year.

- support the regulation of new professions to the HPC Register

An organisation wide project group for the onboarding of applied psychologists has been set up. A communications plan has been drafted as part of this work and the Public Affairs Manager is representing communications on this group and co-ordinating any communications activities.

- support the communication of CPD standards and guidance to registrants and employers

An organisation wide project group for CPD has been set up and the Director of Communications represents communications on this group. A communications plan has been drafted which includes a programme of press releases and articles for professional journals as well as ensuring literature is available at all registrant facing events and the appointment of a CPD Communications Manager who will be responsible for developing a programme of talks and presentations across the UK.

- continue to host Listening Events across the UK

Listening events were held in Portsmouth and Folkestone in April where a total of 77 and 67 registrants attended respectively. We also visited Dumfries and Lancaster in July where 49 and 52 registrants attended respectively.

Based on feedback from the evaluation forms, we have refreshed the Listening Events programme. Preliminary work has included changes to the letters of invitation, the presentation, the briefing materials that the panel receive, and the evaluation forms used. We are also now asking registrants who do not attend why, asking attendees how many registrants they will feed information back to, and collating the evaluation forms.

**In the next six months we will:** undertake the Listening Events scheduled for Swindon and Barnstaple in October, both of which are proving popular with the afternoon session in Swindon already totalling 100 attendees, and Cambridge and Lowestoft in January 2008; and we will continue to develop the format for 2008-2009 by visiting locations around London in addition to identifying other UK towns and cities that we have not visited before and looking at any emerging trends from the bank of feedback information we are receiving.

- support the communication of revised standards and guidance

In the timescale of this report, the organisation has run a consultation on the guidance on confidentiality and the standards of conduct, performance and ethics. The communications team has supported the Policy Department in a number of ways, including managing the publication process for both documents, issuing press releases to professional journals and ensuring that sufficient copies were available at all exhibitions and listening events.

**In the next six months we will:** support the launch of the revised Standards of Proficiency scheduled for 1 November 2007 by managing the publication process for these documents, issuing press releases and writing articles to professional and employer journals to promote awareness of the changes and ensure that up to date literature is available at all professional facing exhibitions and events.

- and play a key role in the production of all registrant facing brochures and literature.

The Publications Manager continues to manage the publications process for departments and has worked on the Approvals and Monitoring, Fitness to Practise and Corporate annual reports as well as supported the production of the guidance on confidentiality (for consultation), the consultation document for the standards of conduct, performance and ethics, managing fitness to practise, information on the health reference, a disabled person's guide to becoming a health professional and the grandparenting report. All twelve of the new Standards of Proficiency brochures are currently being proofed and artworked.

Over the past six months the Department has continued to respond to 6-12 requests per week for information. Due to the start of term, many education providers have recently requested large numbers of the Standards to distribute to their students and over the past two months approximately 40% of requests have been of this nature.

We are still receiving a high number of requests for public facing literature such as posters, leaflets and window stickers from registrants. Overall these still equate to approximately 70% of the requests we receive. We also receive a substantial amount of requests for the detailed CPD guide 'Continuing professional development and your registration' from individual registrants and representatives from professional bodies who hold study days for their members.

As a result of advertising that appeared in Professional Journals from September, we have recently received a very high number of requests for renewals posters and the new public information literature.

**In the next six months we will:** work with the Policy Department on a range of consultation documents, the Approvals and Monitoring Department on the Major Change brochure and with the Director of Fitness to Practise on two new publications for employers and registrants which give guidance on the FTP processes, when to refer to the HPC and what happens when a complaint is made as well as supporting other departments in their publications needs.

**Communication Objective 5: to further strengthen and ensure effective internal communications within the organisation, we will**

- maintain and develop mechanisms including strategic all employee briefings, Chief Executive led strategic briefings, ad hoc briefings on specific issues, consistent team briefing and all employee events

The Chief Executive continues to host strategic briefings for new employees and the Chief Executive's PA continues to issue weekly "EMT Updates" for all staff. We have developed the format of the all employee meetings, following employee feedback. Two sessions are held every two months and employees must attend at either 12pm or 1pm. The format includes a comprehensive update from Marc which covers Council activities, operational and departmental news as well as staffing and HR issues. This is followed by a Q&A session and a presentation from a department.

The Events Manager organised the all employee training day in May 2007. Feedback from staff gathered through the internal communications review was used to put together the programme for the day which focused on communicating our development, strategy and successes. The feedback from the training day was extremely positive with employees stating that as a result of the day they had a better understanding of the work of different departments and of the HPC's goals.

**In the next six months we will:** organise three further all employee briefings in November, January and March; and begin preparations for the all employee awayday which will take place in May 2008.

- and review and develop the intranet.

The review of the intranet started with an online survey to which approximately 50% of the organisation responded. Employees gave some useful feedback and the project is currently being taken forward by an internal working group with

representatives from all the departments who are looking at the functionality, design and information held on the intranet.

**In the next six months:** The Web Manager will continue to work on concepts and designs for the new intranet in consultation with the internal working group. The aim is to relaunch the refreshed intranet towards the end of 2007/early 2008.

**Appendix 1:**  
**Communications Department Activities Table 2007- 2008**

The table below sets out the communications department's day to day activities in the delivery of the communication strategy and its objectives.

# 1 Campaigns

Activities	Key deliverables	Milestones	Objective	Audience	Timescale	Progress
To appoint an agency to work with us on visuals, messaging and channels for the public campaigns	Development of strong identity and visuals which promote positive image of the HPC	Write brief, organise selection process, hold interviews/presentations, appoint and manage agency(s)	2	Public	April 2007	Agency appointed May 2007 New public information materials designed
To run public campaigns which promote the importance of checking a health professional is registered	Promotion of public protection role Reinforce “check” message, focused, cost effective way of reaching the public	Research, write briefs, set objectives, identify and secure partner(s), agree visuals and methods, project manage, evaluation	2	Public	August 2007 December 2007	3 key audiences identified (public, referrers and registrants) and communications activities being rolled out from October 2007
To ensure registrants have continued access to the “Check I am registered” logo through all media	Engaging with registrants and working with them to promote public awareness	Maintain access through website, at events, in newsletter, through renewals	4	Registrants	Ongoing	Access maintained on website. In line with above, next stage will be to refresh and develop – date to be agreed
To continue advertising through ongoing channels, eg Yell.com	Continued reinforcement of public protection role		2	Public	Ongoing	Yell banner designs refreshed, adverts to start appearing on Google and in Yellow Pages
To ensure all campaigns are researched, targeted, measurable and cost effective	Transparency and accountability	Set objectives, appoint agency, agree methodology	2/4	Public/ Registrants	Ongoing	Measures identified and will be monitored

## 2 Media

Activities	Key deliverables	Milestones	Objective	Audience	Timescale	Progress
To promote the HPC to the national media, consumer and professional press and provide support for public campaigns	Increased level of coverage across these media channels Promotion of public protection role	Appoint agency(s) Identify programme of work	1, 2 and 3	Public Stakeholder	April 2007	Agency appointed April 2007 Undertaking consumer media campaign, journalist contact programme
To continue to promote the Fitness to Practise hearings to the regional media	Increased level of coverage in regional media and increased promotion of public protection role	Weekly alerts Issue releases Number of articles	2	Public	Ongoing	Media alerts issued weekly and 23 press releases issued after hearings. Coverage achieved across range of local and national newspapers
To ensure senior management and Council members are equipped to deal with media interviews through adequate training and briefing	Provide relevant media training as appropriate	Identify need Source training Provide briefing materials for interviews	1 and 2	All	Annually	Chief Executive and President received media training
To take a proactive approach to media relations by working with departments and developing relations with key journalists	Coverage reflects better understanding of issues by journalists and supports our leading regulator role	Identify key journalists, organise press events and 1to1 meetings, identify news/stories, write articles, issue releases	1	All	Ongoing	Issued 8 press releases on general issues, commenced contact programme with journalists.
To continue to communicate HPC's work and activities to the professional press	Improved understanding of what we require of registrants and increased level of coverage	With depts identify news/stories Issue releases, write articles	3 and 4	Stakeholders Registrants	Ongoing	Updating professional journalist database. Articles issued on renewals, on line authentication, cpd. Coverage achieved across range of journals
To continue to provide the infrastructure to manage the media ensuring an accurate and consistent approach, promoting the HPC whilst satisfying the information requirements of the audience.	Consistency of messages Strong infrastructure to support all our media work	Subscribe to press cuttings, media disk Log press calls Maintain accurate contacts database		All	Ongoing	Subscribing to media monitoring facilities, introduced log of press calls, introduced monthly coverage reports and started subscribing to new media disk enabling us to target key local media outlets for FTP releases

### 3 Web

Activities	Key deliverables	Milestones	Objective	Audience	Timescale	Progress
To develop the intranet (in line with the internal communications workplan) ensuring it is up to date and an accessible information tool for all staff	Improved internal communication Provide information which enables employees to deal efficiently and effectively with enquiries	Research audience needs Write technical brief Appoint agency Project manage Pilot/test/evaluate	5	Employees	December 2007	Review commenced, survey completed by 50% of staff, focus groups underway
To enhance the website and extranet in line with the refreshed visual identity	Increased accessibility Promote a professional and positive image of the HPC	Write technical brief Appoint agency Project manage Pilot/test any changes Implement/launch	1	All	July 2007	Website now carries new logo. A refresh to the home page is planned for late 2007
To market research the website to ensure it is accessible and relevant to all our audiences and make recommendations for further expansion and development	Provide opportunity for feedback and improvement to the site Increased understanding of the HPC and transparency	Agree objectives, appoint agency, agree methodology and timeframe, undertake testing and identify actions from recommendations to take forward, develop ideas and prioritise	1	All	From October 2007	On target = the project brief has been written and issued to a number of organisations.
To take a proactive approach to developing the website content by working with departments to support their requirements and identify opportunities for development, for example departmental sections, CPD pages, media and events section, new professions	Increased understanding of the HPC and transparency	Meet with departments Ascertain requirements Develop ideas, proposals Write guidance/process for content management Cost and prioritise	1	All	Ongoing	Phase 2 completed including enhancement to hearings section, an events calendar, new education section, improvements to listings and improvements to content management
To provide statistics and reports which will inform activities and strategies for development	Value for money	Agree requirements Produce regular reports for planning and reporting	1	All	Ongoing	Statistics now being produced for each Communications Committee



## 4 Publications

Activities	Key Deliverables	Milestones	Objective	Audience	Timescale	Progress
To ensure the consistent application of the house style and visual identity across all publications and literature	Promote a professional and positive image of the HPC	Promote across organisation, process on intranet Phased implementation	1	All	Ongoing	Visual identity and house style review completed. Phased implementation continues
To manage the publications process and support departments in the production of publications and literature which satisfy the aims and objectives of the HPC	Present a positive image of the HPC and understanding of its role	Liaise with departments Manage process, advise on content, edit, proof, gain feedback from public/patients where relevant	3 and 4	Registrants Stakeholders	Ongoing	Ongoing, supported on a range of publications – see Comms Obj4, bullet 9. Need for policy identified and will be incorporated into 08/09 work plan
To produce the HPC's annual reports ensuring they are relevant and widely disseminated, including corporate annual report, FTP and Education annual reports	Increased transparency and accountability and improved profile with stakeholders	Work with relevant departments Manage processes Agree distribution	1	All	Annually	All three reports produced on time and within agreed internal schedule
To communicate with registrants through the newsletter <i>In focus</i> , developing its content and increasing its circulation	Increased distribution Better informed registrants	Obtain feedback, review design and content Identify opportunities to increase distribution	4	Registrants	Six times a year	Review of HPC In Focus complete, redesign progressing. Advertised at Listening Events, exhibitions and new A5 flyer produced for renewals
To produce and disseminate public information leaflet which communicates HPC's role in protecting the public	Easier access to HPC information Increased awareness and understanding of HPC and its role	Review literature Identify new channels of distribution, gain feedback from public/patients	2	Public	From April	Undertaken as part of campaigns programme of work with input from the Publications Manager
To ensure conformance with Welsh Language scheme and availability of publications in large print, Braille etc	Increased accessibility	Identify requirements	1	All	Ongoing	All new publications now carry appropriate wording.
To research and plan new publications and literature including a pack for prospective registrants and information for new registrants	Improved understanding of HPC requirements of registrants	Work with registrations Identify needs of audience Develop ideas	4	Registrants	Research and develop ideas	Research for this has started
To research and plan a stakeholder bulletin to keep relevant stakeholder audiences informed on the HPC and its activities (in line with public affairs workplan)	Improved understanding of HPC's role	Work with PAM	3	Stakeholder	Research and develop ideas	On hold until further stakeholder work has been progressed

## 5 Events

Activities	Key deliverables	Milestones	Objective	Audiences	Timescale	Progress
To continue to take part in trade and professional exhibitions by taking stands, research new opportunities and ways of encouraging visitors	Communication of messages Opportunity to listen to feedback and raise HPC profile and present positive image	Evaluate current activity Research new opportunities Make recommendations Source and implement	3 and 4	Stakeholders Registrants	6 per year	Attendance at exhibitions now being evaluated, by year end will have undertaken 6 exhibitions at professional and public facing conferences
To organise Listening Events across the country giving registrants the opportunity to hear about the HPC's activities and provide feedback	Opportunity to listen to feedback Improved understanding of the HPC's role and activities	Review presentation Source panel, venues, issue invitations, produce evaluation reports	4	Registrants	8 per year	By year end, will have undertaken 8 per, evaluations for each being produced and reviewed, slight refresh to letters of invitation, presentation etc being made
To co-ordinate HPC's external talks programme, research and increase opportunities and ensure key messages are communicated appropriately and provide support and materials to presenters	Increased profile Improved understanding of the HPC's role and activities	Map current activity Research new opportunities Source and implement Devise tracking and feedback mechanism	1	All	Ongoing	New calendar of events on the website, Events Manager also logging presentations and talks undertaken on intranet. Fuller audit to be undertaken
To research and plan for appropriate events (in line with the public affairs workplan) which provide opportunities to engage with stakeholders, eg employers/professional bodies	Opportunity to communicate key issues to stakeholder audiences beyond key messages, eg learning from Fitness to Practise, Policy issues	Discuss wth FTP, Policy Research and develop ideas Make recommendations	3	Stakeholders	January 2008	Rolling out programme of employer events in November and February
To continue to organise the HPC's annual meeting and provide support to departments on other corporate events where appropriate	Increased accountability and transparency	Set date for annual meeting, organise invites, speakers, format etc Meet departments to determine requirements	1	All	September 2007  Ongoing	Secretariat organise annual meeting, provided comms support and offering support on disabled person's guide launch.
To organise all employee events (in line with the internal communications workplan)	Improved internal communications and understanding of the HPC's strategic aims and direction	Set dates, book venues Agree format, speakers, issue invitations Evaluate	5	Employees	4-6 All Staff Summer and Christmas events All employee (in May 2007)	Organised all employee awayday in May 2007, summer event in July, Christmas event being organised and series of all employee briefings on target for 6 per year

## 6 Internal Communications

Activities	Key deliverables	Milestones	Objective	Audiences	Timescale	Progress
To continue to organise and develop all employee briefings, CEO led strategic briefings and ad hoc briefings on specific issues	Improved understanding of HPC's ongoing work and activities and the direction the Council is taking	Agree purpose/format Set dates Evaluate	5	Employees	4-6 All Staff  Ad hoc briefings as required	Format for all employee briefings refreshed and relaunched
To develop the intranet (in line with the web workplan) ensuring it is up to date, business led and an accessible information tool for all staff	Improved internal communication Provide information which enables employees to deal efficiently and effectively with enquiries	Research audience needs Write technical brief Appoint agency Project manage Pilot/test/evaluate	5	Employees	By December 2007	Currently being progressed, survey completed by 50% of staff and focus groups underway
To plan and develop employee events (in line with the events workplan) including social events	Improved internal communications Improved understanding of the HPC's strategic aims and direction	Set dates, book venues Agree format, speakers, issues invitations Evaluate	5	Employees	Summer and Christmas events	Summer event took place in July and Christmas event being organised for December
To plan and develop the annual all employee awayday	Improved internal communications Improved understanding of the HPC's strategic aims and direction	Set dates, book venue Agree format, speakers, issues invitations Evaluate	5	Employees	May 2007	Employee awayday took place in May 2007 with the theme Communicating our development, strategy and successes
To develop additional mechanisms which ensure that every employee has an understanding of the HPC's aims and direction and that information about the HPC and departments can be best shared	Improved internal communications and enhanced understanding of HPC's aims and objectives	Comms training for managers Develop minis Induction process Consistent team briefing	5	Employees	From April	New induction process launched, minis developed as EMT Update with more information, comms training for managers on hold and team briefing to be progressed

## 7 Public Affairs

Activities	Key deliverables	Milestones	Objective	Audience	Timescale	Progress
To identify key parliamentary contacts (eg Health Select Committee, opposition ministers, key think tanks) across the home countries and research and develop channels of communication to ensure this group is fully aware of our work and role in healthcare regulation.	Improved understanding of the HPC's role in healthcare regulation	Work with Policy Research contacts and ideas Develop contact programme	3	Stakeholder	From May 2007	List of 200 identified, contact programme commenced, briefing paper scheduled for October 2007, attendance at Labour Party Conference and Scottish National Party Annual Conference scheduled September and October
To showcase to constituency MPs and their offices HPC's role in protecting the public through literature/roadshow	Raised awareness and improved signposting of our public protection role	Research ideas/plans Set date Develop literature Organise roadshow	2 and 3	Public Stakeholder	From September 2007	Mailing of new public information leaflets scheduled for October/November, roadshow in Scottish parliament scheduled for March 2008
To undertake an audit of key stakeholder audiences and develop a database of key contacts	Improved understanding of HPC's role	Mapping exercise	2 and 3	Public Stakeholder		Three audiences identified as priority: parliamentarians, employers and professionals bodies
Research opportunities and devise tools (articles, events, newsletter) designed to keep key stakeholder audiences informed and engaged with the HPC across all activities and on specific issues	Promote the HPC's key messages to defined audiences Improved understanding of HPC's role eg learning from Fitness to Practise	Research ideas, discuss with FTP/Policy Develop outline and content for newsletter Develop ideas for events	3	Stakeholder	Research and develop ideas	Communications programme being rolled out to employers from mid September to include website, events, sign up to newsletters, articles in relevant employer bulletins
To continue to develop patient and public involvement activities through involvement in the joint health regulator's group and by researching new projects and activities	Improved access to the public Accessibility and accountability	Undertake audit Make recommendations for future activities Attend Group Meetings, participate in action plan	2	Public	Ongoing	Continued participation in joint UK health regulators group, external audit undertaken
To undertake opinion polling into the perceptions, knowledge and understanding of the HPC with key audiences (public, registrants, stakeholders)	Opportunity to gain understanding of how the HPC is perceived and inform direction of communication strategies	Organise process, appoint agency and develop key questions Disseminate information	1	All	September 2007	Research commenced, initial meeting held September, on schedule for research to be completed and reported by end of year

## 8 Projects

Activities	Key deliverables	Milestones	Objective	Audience	Timescale	
Continuing Professional Development	Communication of CPD standards and guidance to registrant and employers	Write communication plan, timetable, use of media, newsletter, presentations, evaluate	3 and 4	Employees Registrant Employers Stakeholders	Ongoing	Communications plan written to include appointment of CPD communications manager, articles in professional press. Talks programme to be planned
New Professions	Communication of registration requirements	Write plan, timetable, production of publications, use of web, newsletters, events	3 and 4	Employers Registrants Stakeholders	Dependant on White Paper timetable	Project group for onboarding of applied psychologist