

Health Professions Council
Communications Committee 25 February 2008

Public Affairs and Stakeholder Update

Executive summary and recommendations

Introduction

The previous Public Affairs and Stakeholder report from the Communications Committee outlined the various stakeholder activity plans for parliamentarians, employers and other groups such as professional bodies and stakeholders in home countries.

The attached paper provides an update on the Public Affairs and Stakeholder work undertaken since October 2007. The update has been divided into the following stakeholder groups with highlights listed below.

- 1) Parliamentarians
 - HPC briefing paper sent to 250 Parliamentarians (January 2008)
 - Attendance at the Welsh Labour Party Conference (February 2008)

- 2) Scotland*
 - HPC Evening Reception in Scottish Parliament with Deputy First Minister as confirmed speaker (March 2008)
 - Scottish Parliament exhibition (March 2008)
 - Attendance at SNP Party Conference (October 2007)

*Please note that Scotland is of particular importance as the statutory regulation of new professions is a devolved matter. Therefore the Parliament and Scottish Government will be charged with taking these proposals forward. We are also developing plans for work in Wales and Northern Ireland.

- 3) Employers
 - Five Employer Events across the UK with over 245 employers and service managers attending (November 2007 and February 2008)

- 4) Professional bodies
 - Beneficial meetings with over eight different professional bodies

Decision

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

Background information

None.

Resource implications

None.

Financial implications

None.

Appendices

External exhibition evaluation report – Scottish National Party Annual Conference
External meetings since October 2007 – Nina Blunck

Date of paper

25 February 2008.

Public Affairs and Stakeholder Update

1) Parliamentarians

HPC briefing paper for Parliamentarians

The main piece of work undertaken with parliamentarians since October 2007 has been the distribution of the HPC briefing 'Regulation of Health Professions – Parliamentary Briefing'. The decision was made to delay the briefing until after the consultation was launched (on 21 December 2007) on the Health Care and Associated Professions (Miscellaneous Amendments) No 2 Order 2008. It was felt that the briefing would be more useful if it included information about the secondary legislation currently out for consultation.

The briefing, with a hand signed cover letter from the President and Chief Executive, was distributed on 29 January 2008 to over 100 Peers and approximately 150 MPs with an interest in health. The cover letter also offered a meeting to anyone who wanted more details. Tailored letters were sent to parliamentarians with whom the President and Chief Executive had already met with.

The briefing aimed to provide the following:

- An introduction to the HPC, including our current role and responsibilities.
- Background to the White Paper and our perspectives on the proposals.
- Our views on bringing more health professions into statutory regulation.
- Details about secondary legislation currently out for consultation.

This particular briefing was sent to Westminster based Parliamentarians only. A tailored briefing will be developed for Members of Scottish Parliament, Members of the Welsh Assembly and Northern Ireland Assembly Members. It was felt that the current briefing could be tailored to each home country before being distributed to the devolved assemblies.

Meetings with Parliamentarians

Following distribution of the briefing, various meetings are so far being lined up. These are a mixture of existing contacts, requests for meetings and people we've identified as having an interest in the regulation of new professions.

- Anne Milton MP, Shadow Minister for Health
- Baroness Murphy
- Lord Darzi, Parliamentary Under Secretary of State at the Department of Health
- Baroness Bottomley
- Baroness Wilkins

Mailing to Parliamentarians' constituency offices

A letter outlining public awareness work and a selection of new public facing campaign material, including posters and leaflets, will be sent to Parliamentarians' constituency offices. The aim is that Parliamentarians will display these public facing materials in their constituency surgery/office. The timescale for this work is March 2008.

Welsh Labour Party Conference

The HPC will exhibit at the Welsh Labour Party Conference in Llandudno from 15-17 February 2008. As the Scottish National Party Conference proved to be a beneficial experience, the decision was made to trial out a party conference in Wales and see if similar useful contacts could be made.

- Welsh versions of the public information leaflet have been developed, in line with visual identity, to give away with other literature at the conference.
- The Publications Manager and Events Manager have also developed a Welsh banner for the conference.
- These Welsh materials will also be used for the Employer Events in Cardiff.

2) Scotland

A significant amount of work has been done since October 2007 to build links with key stakeholders and improve communication channels with Scotland. The statutory regulation of new professions is a devolved matter and therefore the Parliament and Scottish Government will be charged with taking these proposals forward. It is therefore important that Parliamentarians and stakeholders are kept up to date with emerging developments.

Scottish National Party Annual Conference

The HPC exhibited at the Scottish National Party 73rd National Conference in Aviemore which took place over three days from 26-28 October 2007. This was the first time that the conference had taken place under a SNP Government and was also the first time that the HPC had exhibited at a political party conference.

The full evaluation of the conference is **Appendix One**

AHP and Education Forum Scotland Conference

The HPC had a stand at the joint AHP and Education Forum Scotland 'Working Together' one day conference (2 November 2007) in Edinburgh. It was well-attended by registrants and aimed to raise awareness and enhance a coordinated approach across the allied health professions.

Delegates visited members of the HPC Communications team at the exhibition stand during the breaks and were particularly interested in the revised standards of proficiency, CPD guides and new public information literature.

This was a good opportunity to promote the new CPD Communications activities and to make useful contact with AHPs in Scotland. Our presence at this meeting was very well received by registrants and we will be keen to participate again next year.

Meetings with Scottish stakeholders

Significant contact has been made with various Scottish stakeholders including Members of Scottish Parliament, professional bodies and other regulators based in Scotland. This complements existing relationships that the HPC already has with Scottish stakeholders. The full list of meetings that the Public Affairs Manager has attended is shown in **Appendix Two**. Item number 2 shows meetings with Scottish stakeholders and item number 4 highlights future meetings.

Scottish Parliament Exhibition

Representatives from the HPC Communications team will host an exhibition space in the Scottish Parliament for three days from Tuesday 18–Thursday 20 March. As well as an opportunity for us to properly introduce the HPC and the work we do to Parliamentarians, this exhibition is also an opportunity for key stakeholders in the Parliament to let us know their own views and where appropriate, the views of those that they represent, on issues relating to the regulation of health professionals.

Scottish Parliament Evening Reception

The HPC will host an evening reception in the Garden Lobby of the Scottish Parliament on 18 March from 6-8pm. We are pleased that the Deputy First Minister and Cabinet Secretary for Health and Wellbeing, Nicola Sturgeon MSP, has agreed to say a few words. Michael Matheson MSP, member of the Health and Sport Committee, has agreed to sponsor the event.

Hand-signed invitation letters, from the President and Chief Executive, were sent out on 5 February to approximately 300 stakeholders including Members of the Parliament and Government, Scottish members of our Council, practitioners, members of professional bodies, peer regulatory bodies and other stakeholders. At the time of writing this paper, early responses were positive.

The event is being held to raise awareness amongst Parliamentarians and other key stakeholders in and around Holyrood of the HPC's role in enhancing

public protection, and the importance of appropriate and effective regulation of health professionals.

3) Employers

Employer Events

The most significant work that has been done with employers has been the five UK-wide Employer Events. The HPC is committed to communicating with stakeholders and so during November 2007 we ran our first of a series of specific Employer Events in Manchester (27 November 2007) and Glasgow (28 November 2007).

The events provided an overview of the HPC and focused on subjects of specific relevance to employers and service managers, including CPD standards and audit requirements, the renewals process, and when to refer fitness to practise issues. Attendees were also able to put questions and feedback to a panel of HPC employees, including the Director of Fitness to Practise, Director of Policy and Standards, Registrations and CPD Communications Manager and the Public Affairs Manager. The two events attracted over 80 attendees and proved to be real success.

At the time this report was written, there were three upcoming Employer Events:

- Belfast 18 February 2008 - 34 people registered
- Cardiff 20 February 2008 - 55 people registered (FULL)
- London 21 February 2008 - 75 people registered

There will be a full evaluation of the Employer Events in the next Communications Committee.

4) Professional bodies

The Public Affairs Manager has been attending all the annual professional body meetings with the President and Chief Executive. These meetings have been particularly beneficial as it has provided the Public Affairs Manager with invaluable insight into the workings of the professional bodies. It has also drawn attention to any areas of communication that need to be developed.

Going forward, it is now the role of the Public Affairs Manager to co-ordinate and develop communications with the professional bodies.

Appendix Two outlines all the meetings with professional bodies since October 2007.

Appendix One

External Exhibition Evaluation Report

Name of Event: Scottish National Party Annual Conference

Date: 26-28 October 2007

Location: Aviemore, Scotland

Details:

- Over 1000 delegates over three days
- Delegates included members of Scottish Parliament, councillors, party members, journalists and other stakeholders
- Approximately 30 stands
- Over 120 visits to the stand
- Good position near entrance to exhibition hall
- Small stand space 2x2m
- Public facing and registrant literature
- Two members of staff: Nina Blunck and Mark Potter

General thoughts:

This was the first time that the conference had taken place under a SNP Government and was also the first time that the HPC had exhibited at a political party conference. The conference was a good opportunity to promote HPC's key messages to our stakeholders in Scotland, especially as many of them had not heard about us before. Those that were aware of the HPC asked questions about the future regulation of professions, including the psychologists and those who practise complementary and alternative medicine, and asked whether this would be a devolved or reserved matter. Feedback was generally positive with some saying that it was worth us exhibiting while others were asking why we weren't doing more in Scotland. It was a good opportunity for us to highlight our desire to work more closely with stakeholders in Scotland, and to make useful contacts to help facilitate this.

Contact made:

- Useful contact was made with the First Minister, Alex Salmond MSP who visited the stand and was mingling with the conference delegates at fringes and receptions
- BBC News Scotland showed footage of the Deputy First Minister and Cabinet Secretary for Health and Being, Nicola Sturgeon MSP, speaking to HPC representatives at the stand. Nicola Sturgeon also spoke to HPC representatives at fringe events. This contact helped secure Nicola Sturgeon as the keynote speaker at HPC's evening reception in Scottish Parliament on 18 March 2008.

- Michael Matheson, MSP and registered Occupational Therapist, visited the stand to speak to HP representatives. This was the first face to face meeting although Marc Seale and Nina Blunck had already arranged to meet him the following week.
- Useful contact was made with the Chair of Health and Sport Committee, Christine Graham MSP, and Shona Robison MSP, Minister for Health.
- Other regulators based in Scotland such Jane Todd, Head of Scottish Affairs at the General Medical Council.
- Professional bodies based in Scotland, such as the Chartered Society of Physiotherapists, Royal College of Speech and Language Therapists and Society of Chiropractors and Podiatrists representing some 13,000 AHPs in Scotland.

Comments received:

- Quite a few Members of Scottish Parliament, especially the Health Ministers, said that they were happy to see the HPC exhibiting and engaging with stakeholders in Scotland.
- Professional bodies and other regulators that were exhibiting were also happy to see the HPC taking part in the conference.

Questions raised:

- Those that were aware of us asked questions about the future regulation of professions, including the psychologists and those who practise complementary and alternative medicine, and asked whether this would be a devolved or reserved matter.
- Questions about who we are and what do we do.
- One MSP had a letter from a constituent asking about the future regulation of psychologists.
- Why aren't we more visible in Scotland

Benefits:

- The size of the conference, the self-contained nature of the venue complex, and the relatively small number of exhibitors meant that we were able to engage with high-level Members of Scottish Parliament on many occasions. We also built on previous contacts with other exhibitors which included the General Medical Council, Chartered Society of Physiotherapists, Royal College of Speech and Language Therapists and Society of Chiropractors and Podiatrists.
- It was a good opportunity for us to highlight our desire to work more closely with stakeholders in Scotland, and to make useful contacts to help facilitate this.

Drawbacks:

We could consider hiring a larger , and/or bringing more materials to make a bigger impact.

Conclusions:

This conference was beneficial as it raised the awareness of the HPC among members of the Scottish National Party and other stakeholders exhibiting at the conference. It was a good opportunity for us to highlight our desire to work more closely with stakeholders in Scotland, and to make useful contacts to help facilitate this.

Recommendations for the future:

- It might be worth investing in more small giveaway gifts to encourage people to the stand
- Additional literature display holders would have been useful

Repeat the Exhibition?: Yes

Providing we have suitable representatives from the HPC to make the most of the network opportunities and to explain the importance of our role in Scotland.

Appendix Two

External Meetings since October 2007 – Nina Blunck

1) Professional bodies

Organisation	Representative from professional body *	Date
British Association of Art Therapists	Neil Springham (Chair) Val Huet (Chief Executive Officer)	10.12.07
Physio First	Eric Lewis (Chairman) Paul Donnelly (General Secretary)	10.12.07
Society of Chiropodists & Podiatrists	Janet McInnes (Chairman) Joanna Brown (Chief Executive)	18.12.07
British Dietetic Association	Pauline Douglas (Chairman) Andy Burman (Chief Executive)	18.12.07
Association for Perioperative Practice	Jane Reid (Chairman) John Tarrant (ODP Board Lead)	19.12.07
British Association of Prosthetists & Orthotists	Sophie Hill (Chair) Steve Mottram (Vice Chair)	29.01.08
Royal College of Speech & Language Therapists	Rosalind Rogers (Chair) Kamini Gadhok (Chief Executive) Sharon Woolf (Head of Professional Development)	01.02.08

British Association of Dramatherapists	Madeline Andersen-Warren (Chairperson) Clare Hubbard (Vice Chair)	05.02.08
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*Anna van der Gaag and/or Marc Seale were present for these meetings with professional bodies

2) Scottish stakeholders

Organisation	Name	Date
Scottish Parliament	Michael Matheson MSP and Member of Health and Sport Committee. Also a registered Occupational Therapist.	29.10.07
Scottish Government Health Department	Jacqui Lunday – Chief AHP Officer Uriel Jamieson Alison Cameron Catherine Clark Audrey Cowie	29.10.07
The Chartered Society of Physiotherapy (Scotland)	Kenryck Lloyd-Jones – CSP Scotland Policy Officer	30.10.07

3) Other stakeholders

Organisation	Name	Date
Department of Health and AHP Leads	Karen Middleton – Chief Professions Officer AHP Leads	15.11.07
General Osteopathic Council	Evlynne Gilvary – Chief Executive Madeleine Craggs – outgoing Chief Executive	07.12.07

Westminster Health Forum Parliament Reception	Various key health stakeholders including members of parliament, representatives from NHS trusts and unions. Anna van der Gaag and I attended and made useful contact with Baroness Cumberlege.	10.12.07
CHRE meeting with patient representative groups	One person per regulator and patient representative groups. Items discussed: - CHRE's annual performance review standards for the regulatory bodies - How CHRE should engage with patients and the public	13.12.07
UNISON	Carol English, Fiona Farmer (Unite) Moo-Ling Boey, Julia Skelton, Beryl Steeden (BAOT) Claire Sullivan (CSP) Ron Harley, Nadia Miszczanyn, Sarah Peters (UNISON)	22.01.08

4) Meetings scheduled

College of Operating Department Practitioners	Helen Booth (Chair)	19.02.08
Mental Health Foundation	David Crepaz-Keay (Head of Patient and Public Involvement)	27.02.08

Higher Education Academy (Wales)	Gabriel Jezierski	3.04.08
UNISON meeting	Carol English, Fiona Farmer (Unite) Moo-Ling Boey, Julia Skelton, Beryl Steeden (BAOT) Claire Sullivan (CSP) Ron Harley, Nadia Mischczanyn, Sarah Peters (UNISON)	13.04.08
Patient and Public Involvement group meeting		17.04.08
NHS Education for Scotland	Malcolm Wright - Chief Executive Helen Mackinnon - Director of Nursing, Midwifery and Allied Health Professions (NMAHP) Ann Smyth - Director of Training for Psychology Services Sonya Lam - Director of Allied Health Professions (NMAHP)	22.04.08
Scottish Government Health Department	Jacqui Lunday – Chief AHP Officer Uriel Jamieson Alison Cameron Catherine Clark Audrey Cowie	30.04.08