

Communications Committee

Annual review of action points

Executive Summary

Introduction

An annual review of the actions taken by the Communications Committee has been provided for information for the period 12 April 2007—11 April 2008.

Decision

The Committee is asked to note the actions that have been taken.

Background Information

None

Resource Implications

None

Financial Implications

None

Background Papers

None

Appendices

Communications Committee actions 2007-2008

Communications Committee actions 2007-2008

Tuesday 24 May 2007

	Action point (and location in the minutes)	For the attention of	Action by (date)	Outcome
1.	<p><u>Matters Arising—Patient and Public Involvement (PPI)</u> The Director of Communications reported that the first working draft on Health and Non-Health Regulators and their work to date with Patient and Public Involvement (PPI) would be provided for the Committee’s information at their next meeting in October 2007.</p>	JL	Wednesday 24 October 2007	Complete Presented at Comms Committee Meeting on 24 October 2007. Item 12.07/28
2.	<p><u>Director of Communications report.</u> The Committee noted that three campaigns were currently underway; to promote HPC public information literature (posters, leaflets) to registrants and to the public. Updates on the progress of these campaigns would be provided at the next meeting.</p>	JL	Wednesday 24 October 2007	Complete Presented at Comms Committee Meeting on 24 October 2007.
3.	<p><u>Committee self-evaluation.</u> The Committee agreed that the Secretary to the Committee should collect the feedback forms completed by the Committee members and collate the feedback into a table for the Council to review at its Away Day on 3-4 October 2007. The resultant feedback would be given at the Committee’s next meeting.</p>	SB	Wednesday 3 October 2007	Complete Presented at Council Away day, 3 October 2007. Item 19.07/173
4.	<p><u>Updated communications department strategy and work plan.</u> The Communications strategy 2007—2011 and the Communications Workplan 2007—2008 were considered by the</p>	JL	Wednesday 24 October 2007	Complete Presented at Comms Committee Meeting on 24 October 2007.

	<p>Committee at its last meeting in February 2007. The Committee noted that both documents had now been updated to reflect the internal communications review feedback. The Committee would receive a full update at their next meeting in October 2007 to review the progress with regard to the committees workplan.</p>			Item 8.07/24
5.	<p><u>Update on website development and statistics.</u> The Committee agreed that it would be useful if future website reports could be produced in colour so that differentials could be easily identified. In addition the Committee also agreed that it would be beneficial if a report could be produced that identified signposts to specific data that would be of particular relevance to the Committee and or a summery of key messages.</p>	TG	Wednesday 24 October 2007	Ongoing
6.	<p><u>Listening Event evaluation reports.</u> The Committee agreed that the evaluation reports were very useful and recommended that the following areas were explored further to assist meaningful analysis:</p> <ul style="list-style-type: none"> • Which health professions did not attend the Listening Events and why? • Which health professions submitted feedback forms. 	TH	Wednesday 24 October 2007	Complete Presented at Comms Committee 24 October 2007. Item 16.07/32
7.	<p><u>Partner Conference evaluation report</u> The Committee noted the evaluation reports which had been produced in relation to the Partner Conference that had been held in November 2006. The Committee agreed it would be useful if for future reports the scales for measuring the evaluation marks were kept the same for ease of comparison.</p>	TH	Ongoing	Ongoing

Wednesday 24 October 2007

	Action point (and location in the minutes)	For the attention of	Action by (date)	Outcome
1.	<u>Election of the Chairman</u> The Chairman asked for nominations for the position of Vice-Chairman. The Committee agreed to nominate Mr M Woolcock as Vice-Chairman. There were no other nominations.	NO's	13 December 2007	Complete
2.	<u>Committee self-evaluation</u> The Committee noted that there were large gaps between meetings, and felt that one more meeting a year, or a more informal discussion event might be appropriate. This would build on the enthusiasm of committee members, and help to address the need to be more forward-looking. The Communications Director agreed to discuss the possibility of an additional event with the Chairman and the Secretary to Council.	JL	February 2008	Complete Discussion event agreed at February meeting - Due to be held in October 2008

Monday 25 February 2008

	Action point (and location in the minutes)	For the attention of	Action by (date)	Outcome
1.	<u>Matters Arising from the twenty first Committee</u> The Committee noted that that the Committee could discuss the inclusion of a communications expert among its membership at the workshop planned for October.	SR, RT	16 October 2008	Complete To be added to workshop agenda
2.	<u>Director of Communications report</u> The Committee noted that events had been taking place to increase knowledge of and interaction with HPC by the employers of Health Professionals. Events have focussed particularly around fitness to	NB	Wednesday 21 May 2008	Complete Paper CC15/08 attached

	practise, registration and CPD. The cycle of employers' events had been completed and initial feedback from participants had been positive. The Public Affairs Manager would report to the next meeting of the Committee.			
3.	<u>Communications strategy 2007-2011</u> The Committee noted that there was no specific reference to the upcoming changes to the governance of the Council, and that this should be added to the work plan.	RT	May 2008	Complete
4.	<u>Communications strategy 2007-2011</u> The Committee agreed that guidance on the changes to the Council's structure and their implications should be sent to registrants with the Code of Ethics. Guidance should also be given the professional bodies to allow them to cascade information about the changes.	RT	June 2008	Ongoing
5.	<u>Communications Department Draft Work Plan 2008-2009</u> The Committee agreed the priorities, principles and projects outlined in the work plan subject to the above addition to objective four and the inclusion of an additional key message for registrants about the changes in structure to registrants. The Committee agreed to keep the document under review, and request the Executive amend the work plan accordingly.	RT	May 2008	Ongoing
6.	<u>Proposal from communications discussion event</u> The Committee agreed to the event should include members of the Committee and members of the Communications team and other	RT	October 2008	Ongoing

	internal staff.			
7.	<p><u>CPD Communications Update</u> The Committee noted the development of the explanatory DVD about CPD, and that this was probably a first for regulation. The work was also a good example of cross-departmental working within HPC. The DVD would be shown to the Committee at the first meeting after completion and would be made available on the members extranet if this was possible.</p>	SR	On release of the DVD	<p>Complete Presentation to May meeting</p>
8.	<p><u>Events update</u> The Committee noted that once feedback had been received from subsequent Listening Events in the new format, a paper summarising the feedback and making recommendations would be brought to a meeting by the Events Manager.</p>	TH	May 2008	<p>Ongoing Paper to October meeting due to change of staff in this area</p>