

Communications Committee 8 November 2011

Communications Department Progress Report: Activity undertaken  
from June to October 2011

Executive summary and recommendations

**Introduction**

The attached document sets out the progress the department has made against the activities and objectives set out in the departmental workplan for 2011-12.

**Decision**

The Committee is invited to discuss the attached document.

**Background information**

See introduction

**Resource implications**

Resources have been set out in the departmental workplan and are linked to the department's budget which has been approved by the Finance and Resources Committee.

**Financial implications**

As above

**Appendices**

Communications Department Progress Report

	What will we do	How will we do it	Lead	By when	Progress
1	Engage with registrants to increase understanding of the benefits of regulation, the work of Council and what is required of them				
	a) support registration renewals and cpd audit process, including the promotion of online renewal and direct debit sign up				
		Liaise with registration department and agree plans of action per registration group	MP/LD	According to renewal cycle	Professions renewing include orthoptists, paramedics, clinical scientists, prosthetists / orthotists, speech and language therapists, occupational therapists and biomedical scientists. Activities included: <ul style="list-style-type: none"> <li>• meetings held with the relevant professional bodies;</li> <li>• ‘Promoting your registration’ materials highlighted at each;</li> <li>• 6 articles for 8 publications submitted to professional media;</li> <li>• promoted through social media networks; and</li> <li>• news articles published.</li> </ul>
		Implement agreed communications plan	MP/LD	To commence in advance of renewal cycle	

	What will we do	How will we do it	Lead	By when	Progress
	<b>b) provide access to HPC standards and guidance</b>				
		All HPC standards and guidance to be available on the website	JJ	Permanently available	Publications uploaded during this period include: <ul style="list-style-type: none"> <li>• Who regulates health and social care professionals?;</li> <li>• How to make a complaint to the Health Professions Council (Easy Read document);</li> <li>• An introduction to our education processes (new);</li> <li>• Education annual report 2010;</li> <li>• Fitness to practise annual report 2011;</li> <li>• Fitness to practise – key information 2011 (new); and</li> <li>• Professionalism in healthcare professionals.</li> </ul>
		Copies available at Meet the HPC events and professional conferences	SC	According to events schedule	HPC standards and guidance available at all HPC events and professional conferences. (See 1c for exhibition and events listings).
	Staff available to answer questions at HPC events and external conferences	SC	According to events schedule	Representatives from the HPC available to answer questions at Meet the HPC events and external exhibitions / conferences. (See 1c for exhibition and events listings).	

	What will we do	How will we do it	Lead	By when	Progress
		Publish regular policy articles in In Focus	JJ	At regular intervals	Articles included in the August and October editions included: <ul style="list-style-type: none"> <li>• Consultation on the draft standards of proficiency and the threshold level of qualification for social workers in England;</li> <li>• Continuing professional development; and</li> <li>• Medicines – supply, administration and prescribing.</li> </ul>
		Ensure hard copies of all standards available and distributed to practitioners on request	DK	Response within three working days	<ul style="list-style-type: none"> <li>• All requests were handled within 1-3 working days.</li> <li>• Publications distributed:               <ul style="list-style-type: none"> <li>• Student guidance (2,257);</li> <li>• Your guide to our standards of continuing professional development (985 copies);</li> <li>• Continuing professional development and your registration (704 copies); and</li> <li>• Standards of conduct, performance and ethics (945 copies).</li> </ul> </li> </ul>

	What will we do	How will we do it	Lead	By when	Progress
	<b>c) provide face to face contact with registrants</b>				
		Organise at least 18 'Meet the HPC' events across 9 locations the UK	SC	According to schedule	<p>Meet the HPC event in Canterbury in July:</p> <ul style="list-style-type: none"> <li>• 173 delegates in attendance over both sessions.</li> <li>• 97 per cent of delegates who returned their feedback forms rated the event as either good or excellent.</li> </ul> <p>Meet the HPC event in Lerwick and Kirkwall in September:</p> <ul style="list-style-type: none"> <li>• 76 delegates attending over three the events.</li> </ul> <p>The next Meet the HPC event will take place in Newry on 1 November and planning is underway for a further event in Pembroke in December.</p>
		Book stands at approximately 16 conferences and events	SC/SH	According to schedule	<p>Conferences attended include:</p> <ul style="list-style-type: none"> <li>• CLEAR – a stand and two speaking slots covering the role of regulator</li> <li>• Naidex Scotland – Stand and two speaking slots on CPD standards and audits</li> <li>• Biomedical Science congress</li> <li>• Chartered Society of</li> </ul>

	What will we do	How will we do it	Lead	By when	Progress
					Physiotherapists Congress <ul style="list-style-type: none"> <li>• Naidex South – stand and two speaking slots on CPD standards and the audits</li> <li>• National Children’s and Adult Services Conference</li> <li>• Scottish National Party Conference</li> <li>• 4<sup>th</sup> Scottish Annual Regulation Event – stand and speaking slot</li> </ul>
	<b>d) promote ‘HPC-registered’ status</b>				
		Work with professional bodies to promote to private sector/independent practitioners	MP	Ongoing	See 1a Presentations to British Chiropodist and Podiatrist Association and Hearbuy during October.
		Distribute ‘HPC-registered’ guidance leaflet through registration certificate mailings, public information packs and on request	DK	Ongoing	247 ‘Promoting your HPC registration’ leaflet distributed through public information pack requests.  Approximately 94,559 ‘Promoting your HPC registration’ leaflets included with certificates between June and October 2011 (for new registrants, readmitted registrants and renewal certificates sent out to clinical scientists, paramedics, prosthetists / orthotists, orthoptists, and speech and language therapists).

	What will we do	How will we do it	Lead	By when	Progress
		HPC-registered guidance leaflet at all HPC events and external exhibitions	SC	According to event schedule	The Promoting your HPC registration leaflet available at all HPC events, including 120 that were sent to the British Association of Dramatherapists' Annual Conference as inserts for the delegate packs.
		Undertake weekly checks of HPC registration logo	DK	Weekly	Downloads of the HPC registration logo checked on a weekly basis (773 downloads in this period), with FTP contacting any unregistered professionals who have downloaded the logo (17 unregistered in this period).
	<b>e) promote HPC consultations</b>				
		Write media releases and news stories for all consultations	EG		Media releases and news items issued on the two consultations for the regulation of social workers.
		Provide briefings for HPC events and external conferences	SC		Briefing notes included for all HPC events.
		Publish articles in In Focus	JJ		Articles published.
		Use social media channels to highlight consultations	EG/AM	During consultation process	Information published on all HPC social media channels including Twitter, Facebook and RSS feeds.  Information uploaded onto both HPC's and Community Care's

	What will we do	How will we do it	Lead	By when	Progress
					Blogs.  Follow-up blog piece published on our HPC blog site, GSCC blog and the Community Care blog
	<b>f) Support practitioner psychologist grandparenting process</b>				
		Develop project plan for grandparenting in collaboration with registration department	MP/EG	By November 2011	<ul style="list-style-type: none"> <li>• Initial scoping meetings held</li> <li>• Researching data on grandparented registrants, referrers (ie solicitors), private healthcare providers and professional publications</li> <li>• Campaign planning to commence in November.</li> </ul>
		Implement agreed plan	MP/EG	By July 2012	As above.



	What will we do	How will we do it	Lead	By when	Progress
2	<b>Extend engagement with service users through improved access to information about the HPC to:</b> <b>1) increase understanding of the role of the HPC</b> <b>2) promote the use of a registered professional</b> <b>3) encourage service users to check the online Register</b>				
	<b>a) provide access to 'is your health professional registered' information materials</b>	Distribute 'is your health professional registered' leaflets through GP practices, independent pharmacies, CHCs and other third party organisations	AM	April October	Completed.  <ul style="list-style-type: none"> <li>24,000 leaflets sent to 1,200 pharmacies UK wide</li> <li>180,000 leaflets sent to 6,000 GP's surgeries with welsh leaflets provided for the GP sites in Wales.</li> <li>public info packs delivered direct to UK wide Practice Managers leaflets provided to refill GP surgeries' stock</li> </ul>
		Respond to requests for copies within three working days	DK	Ongoing	247 public information packs sent.
		Leaflet at all HPC events and external conferences	SC/SH	According to events schedule	Public information materials available at all HPC events and external conferences and exhibitions. (See 1c for listings). 1,000 public information leaflets

	What will we do	How will we do it	Lead	By when	Progress
					included in the Citizens Advice Bureaux Annual Conference delegate packs.
	<b>b) raise awareness through targeted advertising in directories</b>	Adverts agreed and placed	EG	By end March	Schedule of Yellow pages advertising and Thomson local sponsored ads continues.
	<b>c) Maintain HPC's online presence on relevant websites</b>	Ensure information correct, continue to identify relevant websites	AM	By end March	Work continues.
	<b>d) Run joint public information campaign with professional body or stakeholder organisation to promote protected titles</b>	Identify relevant partners, agree and implement plan	EG	By end March	Radio broadcast campaign with the Football Association launched on Monday 24 October. The spokes people for the event were Kelly Johnson, Director of FTP and Gary Lewin, Head of Physiotherapy, FA.  Media release issued with supporting statement from the CSP.
	<b>e) Attend relevant interest group/patient conferences</b>	Research relevant conferences and ensure attendance	SC/all	By end March	Show partner at Naidex Glasgow and Naidex South. (disability and rehabilitation exhibitions) with approximately 500 visitors to the stand, including service users and members of the public. Attended Citizens Advice Bureaux (CAB) conference as a delegate.

	<b>What will we do</b>	<b>How will we do it</b>	<b>Lead</b>	<b>By when</b>	<b>Progress</b>
	<b>e) Ensure continuation of campaigns, e.g. older people 'be healthwise' campaign</b>	Attendance at relevant events or having literature available	EG/AM	By end March	<ul style="list-style-type: none"> <li>• 'Be healthwise' postcards inserts in to delegate packs at the National Care Forum (NCF).</li> <li>• Renewed our listing on the NCF website.</li> <li>• Researching events for the target audience.</li> <li>• Campaign leaflets taken to appropriate HPC events.</li> </ul>
	<b>f) Research opportunities for service user engagement in HPC's work</b>	Undertake relevant research and make recommendations for 2012-13 workplan	JAL/SO/EG	By November	Paper taken to this Committee.

	What will we do	How will we do it	Lead	By when	Progress
3	<b>Undertake work to raise awareness and understanding of the need for the regulation of new professions for groups recommended by government</b>				
	<b>a) Undertake communications work in preparation for the transfer of the social work register (England) from the GSCC</b>	Participate in internal project group	JL		Project meetings attended
		Develop communications plan	JL		Internal and external communications strategy written.  Communications plan on our approach to the Registration fee is being drafted.
		Implement agreed communications plan	JL/all		Activities being implemented according to plan. See separate report to Committee.
	<b>b) Undertake communications work associated with other new profession groups, eg herbal medicine and TCM practitioners and which might arise from the Government's White Paper</b>	Monitor media and respond where appropriate	EG/AM		Media coverage monitored daily  Position statement on voluntary registration updated.
		Information added to event briefings	SC		Ongoing
		Ensure liaison with relevant stakeholders as required	MP		Ongoing

	What will we do	How will we do it	Lead	By when	Progress
4	<b>Influence the regulatory agenda through ongoing dialogue and engagement with stakeholders</b>				
	<b>a) Increase engagement with UK government</b>				
		Monitor UK parliament	MP/LD	Ongoing	Daily monitoring undertaken.
		Provide support for meetings with parliamentarians where relevant	MP/LD	Ongoing	Meetings held with Lord Hunt, Shadow Deputy Leader of the House of Lords, and Baroness Northover, Government Spokesperson for Health.
	Provide written briefings for face to face meetings and for organisational issues as required	MP/LD	Ongoing	<p>Briefings prepared for the CEO and Chair for meetings with Lord Hunt and Baroness Northover to discuss the Health and Social Care Bill.</p> <p>Briefing issued to approximately 150 peers and the Department of Health prior to the second reading of the Health and Social Care Bill in the House of Lords on 11 October 2011.</p> <p>Joint briefing with the GSCC on the transfer of social workers sent to the Department of Health prior to a meeting with Harry Cayton (CHRE, SWROG).</p>	

	What will we do	How will we do it	Lead	By when	Progress
		Monitor Health Committees activities and arrange attendance where relevant	MP/LD	Ongoing	Monitoring of the Committees continues as per the workplan
		Prepare for and participate in Health Hotel activities at the main political party conferences	MP/LD	By end October	<p>Attended the Liberal Democrat, Labour and Conservative party conferences in September and October.</p> <p>At the conferences fringe events held as part of the Health Hotel on regulating the adult social care workforce in conjunction with Help the Hospices, more than 100 delegates attended with wide-ranging debates. HPC represented by the Chair and Director of Policy and Standards.</p> <p>Attended all three Health Debates at the conferences along with several other fringe events on health and social care.</p>
		Maintain presence on e-Politix.com	LD	Updated monthly	Monthly updates continue.

	What will we do	How will we do it	Lead	By when	Progress
	<b>b) Strengthen relationships and increase understanding with stakeholders in Scotland, Northern Ireland and Wales</b>				
		Support annual meetings with Health Departments in the three nations	MP/LD		Meetings scheduled with the Northern Ireland Health Department supporting the Chair and CEO for 31 October.
		Arrange at least two structured visits with stakeholders in the three nations	MP/LD		Met with GMC Scotland on 11-12 October to plan a Parliamentary event for November  Attended formal opening of NMC Scotland offices. It was also a useful networking event where we met with the Scottish Health Department and other regulators including the Scottish Social Services Council.
		Arrange attendance at 3 nation political party conferences	MP/LD	By year end	Attended the SNP annual conference from 20-23 October with a stand. We had visits from Alex Salmond (First Minister) and Nicola Sturgeon (Deputy First Minister and Minister for Health). Several delegates were also registrants.
		Select and ensure representation at relevant conferences	MP/LD		Attended 4 <sup>th</sup> Scottish annual regulation conference on 25 – 26 October with a stand and

What will we do	How will we do it	Lead	By when	Progress
				presentation from the Chair.
	Keep under review costs and benefits of physical presence in three nations	MP		Ongoing
<b>c) Increase engagement with professional bodies</b>				
	Support annual CEO and Chair meetings	MP	Dates required	Attended Physio First meeting with CEO on 26 September.
	In collaboration with other departments liaise with professional bodies on current issues	MP	By year end	Ongoing
<b>d) Increase engagement with employers</b>				
	Review and redesign employer events	MP/SC	By April 2011	Completed
	Arrange at least 6 UK wide employer events	MP/SC	By year end	Employer events in Liverpool and Birmingham in July. London and Cardiff Employer events are taking place on October 25 and 27 both events are fully booked. Events are also scheduled on November 9 and 10 in Edinburgh and Belfast. Both have over 50 delegates signed up to date.
	Explore possibility and secure, if appropriate, publication of regular news in employer journals	MP/LD	By year end	New contacts developed at the DH bulletin and will update on progress at next Committee.
	Update employer section of the website	LD	By June 2012	Ongoing
	Ensure relevant HPC representation at conferences	MP/SC	By year end	Stand booked for NHS Employers Annual Conference



	What will we do	How will we do it	Lead	By when	Progress
					on 15-16 November.
	<b>e) Ensure continued participation in international regulatory forums</b>				
		Monitor European parliament and stakeholder activities	MP	Ongoing	<p>Monitoring continues with a significant increase recently with the Commission and Parliaments work on a new Directive to replace 2005/36/EC recognising professional qualifications.</p> <p>Attended the Internal Market and Consumer Protection Committee (IMCO) on 17 October to observe the debate and vote.</p> <p>Meetings with stakeholders and MEP's assistants.</p>
		Select and ensure representation at least one relevant conference	MP/SC	Ongoing	Attending the Modernisation of the Professional Qualifications Directive event on November 7, hosted by the EU Commission.
		Undertake at least one structured stakeholder visit	MP	By year end	Completed in May 2011 and reported in June.
		Maintain membership and participate in AURE meetings and others where relevant	MP	By year end	Attending the BMA European Forum biannually; the next meeting is 28 October.
		Support Chief Executive as a member of CLEAR	MP	By year end	Ongoing

	What will we do	How will we do it	Lead	By when	Progress
<b>5</b>	<b>Maintain internal communications</b>				
		Organise six all employee briefings	SH	Dates	All employee meeting held on 28 September.
		Organise annual all employee training awayday	SC	May 2012	Planning underway for the 2012 all employee away day.
		Produce 6 editions of HPC Update	DK	Dates	Published Issue 15 of HPC Update - included articles on changes to the HPC telephone numbers, the iPhone app, new publications and reviewing the profession specific standards of proficiency.
		Produce weekly Issues Brief	LD	Weekly	Issues brief published weekly.
		Maintain intranet	TG	At least monthly	Intranet updated on a continual basis - the addition of new employees to the employee directory, updating the Education Department work section and the addition of all employee meeting presentations to the event section.
		Plan and deploy upgrades to intranet to include work database display and functionality	TG	June 2011	Intranet developer Lan2Lan engaged and development work underway.  Updates include improvements to the work database and news facility, as well as the additions of

	What will we do	How will we do it	Lead	By when	Progress
					a noticeboard, micro news facility and media centre.  Due to be complete in December 2011
		Increase number of news stories for intranet	DK	At least weekly	40 news items published
		Arrange two 'meeting colleagues' events	SH	July and December	Summer lunch held July 2011

	What will we do	How will we do it	Lead	By when	Progress
6	<b>Increase awareness of HPC's role in regulation amongst all stakeholders</b>				
	<b>a) through consumer and professional media as well as online media channels</b>	Produce media releases for all key organisational decisions	EG	Within 48 hours of decision	<p>Media releases issued on the Welsh Language Scheme</p> <p>Response issued to the publication of 'Safety First: Mobility of Healthcare Professionals in the EU'</p> <p>Reactive briefing written on potential strike action by public sector workers.</p> <p>Articles secured in Occupational Therapy News, Paramedic Practice, Speech and Language Therapists' bulletin, British Association of Prosthetists and Orthotists magazine, as well as various newsletters and features on professional body websites. Topics included the launch of the HPC iPhone app, standards of proficiency for social workers, Anna van der Gaag appointed Chair of the HPC for a further four years, accessible guidance on How to raise a concern published and registration renewals.</p>

	What will we do	How will we do it	Lead	By when	Progress
					<p>From June to end September:</p> <ul style="list-style-type: none"> <li>• 60 mentions across professional body media;</li> <li>• 139 in relation to FTP outcomes across both national and regional media;</li> <li>• 46 on general HPC issues; and</li> <li>• 19 relating to the regulation of social workers in England.</li> </ul>
		Develop contact programme with journalists as required	EG		Media and PR manager met with Community Care's workforce journalist and content editor to discuss social work transfer coverage.
		Monitor media daily	EG/AM	Daily	Media monitored daily
	<b>b) provide information about the HPC to stakeholder audiences through the websites</b>	Ensure all publications available on website	JJ	Within 24 hours of publication	All publications added to the website on their publication date. See 1d.
		Ensure content of web pages is relevant and up to date	TG	As required	28 updates to the web including: information on new publications, Council updates, registration renewal information and partner recruitment.
	<b>c) Develop HPC presence on social media channels</b>	Implement policy and guidelines	EG	By April 2011	Policy implemented.
		Maintain Facebook and Twitter	EG/AM	At least weekly	Updated in line with social media planner.

	What will we do	How will we do it	Lead	By when	Progress
		Maintain news releases on RSS	EG/AM	At least weekly	Updated through media releases and news items issued.
		Maintain HPC information on LinkedIn	EG/AM	At least weekly	Updated in line with social media planner.
		Maintain HPC blog	EG	At least monthly	Blog updates published on: <ul style="list-style-type: none"> <li>• EasyRead Publication (FTP);</li> <li>• iPhone app; and</li> <li>• the consultation of SOPs for social workers.</li> </ul>
		Monitor social media channels and respond as required	AM	Daily	Monitored daily.
	<b>d) Ensure FtP hearings and their outcomes are made public in accordance with the HPC's statutory responsibilities</b>	Issue weekly media alerts	AM	Weekly	Issued weekly.
		Respond to journalist's queries and liaise with journalists at hearings	EG/AM	Ongoing	Liaison daily as required.
		Issue media releases where the outcome is strike off or suspension	AM	Ongoing	9 media releases issued.
		Manage media handling for high profile cases	EG/AM	As required	Statement issued to Sky News on their reporting of paramedic failures.
	<b>e) Ensure attendance at a range of stakeholder conferences across the UK</b>	Identify relevant conferences and co-ordinate attendance by HPC representatives	SC/all	Ongoing	See section 1c for conference and exhibition attendance.
	<b>f) Communicate Council decisions to stakeholder audiences</b>	Issue summary and notice of key decisions	Secretariat	At each Council meeting	Issued for each meeting.
		Write and issue news story or press	EG	As required	Releases and news items issued on the Welsh language scheme.

	What will we do	How will we do it	Lead	By when	Progress
		release where required			
		Council update included in HPC Update	DK	Six issues	Article published in Issue 15.
		Information uploaded to Facebook, HPC blog and Twitter	EG/AM	At each Council meeting	Council decisions uploaded.
	<b>h) Implement activities in accordance with the Welsh Language Scheme</b>	Issue bi-lingual releases as required	EG/AM	Ongoing	Media release announcing launch of the scheme was issued in both English and Welsh language.
		Issue bi-lingual invitations, provide bi-lingual materials and translation for all HPC events taking place in Wales	SC/SH	Ongoing	Bi-lingual materials produced for the Cardiff employer event including invitation letters and hand outs, and an interpreter will be present.
		Provide Welsh translation of HPC publications on request	DK	Ongoing	There were no requests for Welsh translations in this period.
		Review Welsh information on website	TG	By end March	Review underway.

**Activities in support of HPC operational functions**

	<b>What will we do</b>	<b>How will we do it</b>	<b>Lead</b>	<b>By when</b>	<b>Progress</b>
<b>7</b>	<b>Provide communications expertise to other HPC departments</b>				
		Develop communication plans for organisation-wide projects	JAL	Per project	Name change: project plan written, meetings being held with departmental representatives  PCI DSS (telephone numbers): communications plan drafted
		Manage media requests for interviews, quotes and information	EG		<ul style="list-style-type: none"> <li>• Worked with Policy to produce and update key position statement.</li> <li>• Liaised with the FTP department on hearings.</li> <li>• Used social media to promote the Education newsletter and partner recruitment.</li> </ul>
		Respond to requests for advice on content and format of HPC publications	JJ	Ongoing	Implemented - see 1d
		Plan and implement publications process	JJ	Ongoing	Implemented – see 1d
		Respond to requests for event organisation	SC		Working with the Policy department on an event on Professionalism.  Met with the Education department to discuss education seminars.



	What will we do	How will we do it	Lead	By when	Progress
		Maintain event toolkit on intranet	SC		Event toolkit completed and is maintained on an ongoing basis.
		Undertake stakeholder opinion polling	JAL		Ipsos Mori commissioned in July 2011 to undertake public and registrant opinion polling.  Questionnaire mailed to 5,000 registrants, interviews held with service users and the public and two registrant focus groups held. Ipsos Mori presenting the findings of this research at this Committee.
		Provide advice on web page development for departments	TG		Advice provided on updating the FAQs for social workers in England, providing statistics on visits to the web site and how to change or update the spotlights.
		Develop relationships with other Regulators and CHRE	All	Ongoing	Attended the joint regulators media group and AURE meeting (with other regulators and CHRE) in July.
		Plan and deploy upgrades to the website	TG	September and March 2011	The next phase of web changes are now in full development. This includes improvements and extensions to the following : <ul style="list-style-type: none"> <li>• fitness to practise hearings,</li> <li>• approved programmes database,</li> <li>• publications search facility,</li> <li>• multiple registrant search</li> <li>• security of the website</li> </ul> The work is scheduled to be complete in December 2011.