

Communications Strategy 2006/2007

**Park House, 184 Kennington Park Road, London
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Victoria Nash, Communications Manager

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I. Foreword

The objective of the Communications Department is set out in Part II, Article 13 of the Health Professions Order (2001)

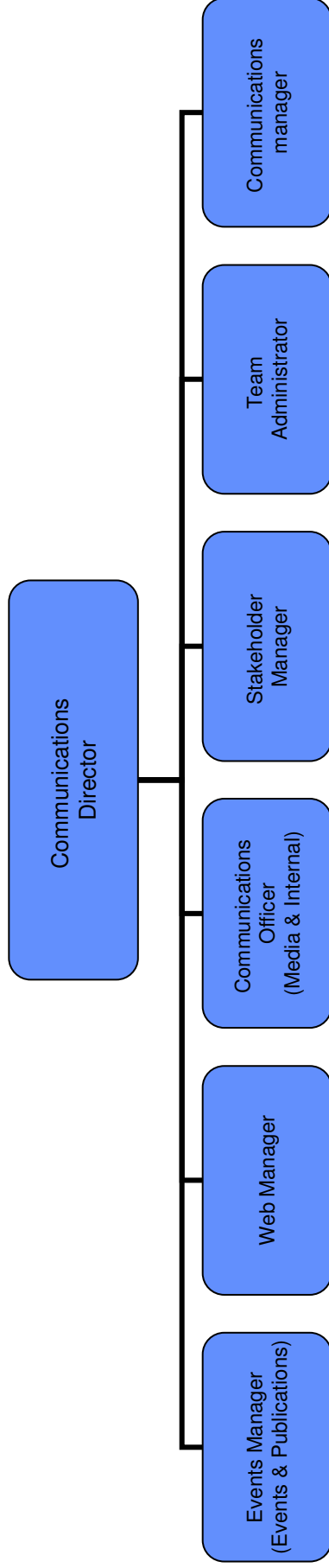
The Council shall inform and educate registrants, and shall inform the public, about its work

Key objectives of the Communications Department

1. To engender a fuller understanding of the benefits of professional self regulation amongst all stakeholders
2. To ensure that information gathered through research and feedback informs HPC's decision making processes and maximises public involvement
3. To support effective internal communications within the organisation

II. The Communications Department

Communications Department Structure – Facing slide



III. Key objectives

1. To engender a fuller understanding of the benefits of professional self regulation amongst all stakeholders

- **Public**

Raising HPC's profile thorough proactive, targeted advertising, marketing and public relations campaigns (regional and client group specific), dedicated website www.HPCheck.org

- **Referrers**

Raising awareness via the referrers network (including GPs surgeries, hospitals, patient groups, Citizen's Advice Bureau) to promote and allow easy access to the services offered by HPC

- **Registrants**

Communicating with registrants via professional journals, website, newsletter and listening events. Increase the ways in which registrants can engage with the HPC. Oversee CPD/Foster Donaldson/New professions/FTP communications campaigns. Launch Advert ekit

- **Other stakeholders**

Establishing ongoing dialogue with key stakeholders including political stakeholders, consumer groups, employers, education providers, professional bodies and political agencies.

2. To ensure that information gathered through research and feedback informs HPC's decision making processes and maximises public involvement

- **Listening events**
Continue to use listening events throughout the UK to give public and registrants the opportunity to give feedback about the work of HPC
- **Work with Joint Regulators PPI Group**
Continue to work with other regulators on a shared programme aimed at involving patients and the public (PPI Handbook, Joint leaflet, joint website, seminar programme)
- **Develop a PPI strategy**
Work with Policy and Standards Department to draft an HPC PPI strategy for Council which will impact on all the work of all departments

3. To support effective internal communications within the organisation

- **Periodic Qualitative research**
Conduct qualitative research with staff to determine whether or not internal communications are improving and developing over time
- **Clear protocols for internal communication**
Develop clear protocols for internal communications and monitor their use
- **Extranet for staff and Council members**
Enhance use of extranet by staff and Council members
- **Partner Conference**
Lead on Partner Conference, November 2006

IV. Measurement and feedback

The success of the strategy should be gauged through continuous measurement.

- Where possible, all events and campaigns should be cost effective and measured to determine their impact
- Feedback should be gathered from all events, talks and conferences
- Proactive campaigns should be measurable via market research and traffic to website
- Outcomes and feedback should be used to formulate future strategies
- Where appropriate, feedback and measurements should be in the public domain to ensure transparency

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