

Communications Committee 5 November 2009

Communications for organisation-wide activities and projects

Executive summary and recommendations

### **Introduction**

This paper is intended to provide an update on the communications support the department has provided for a range of organisational activities and projects since the last Committee meeting in May. These activities include new professions, the cpd audit process and registration renewal activities as well as the student project work.

- 1 New Professions
- 2 CPD audit process
- 3 Registration renewals
- 4 Student project work

### **Decision**

The Committee is requested to note the document. No decision is required.

### **Background information**

#### **1 New professions**

##### **Practitioner Psychologists**

The opening of the Register to practitioner psychologists has been a key project for the organisation this year and much of our work has focused on this particular activity. This work was supported by a comprehensive communications campaign and key activities were set out in a communications plan which was reviewed and monitored as part of the project planning process. Set out below is a summary of some of the key activities in this quarter.

Articles and advertising to announce the opening of the Register to practitioner psychologists was secured in the following professional publications:

The profession:

- The Psychologists – July issue
- British Journal of Psychology – August issue
- British Journal of Clinical Psychology – Sept issue
- British Journal of Health Psychology – Sept issue
- British Journal of Social Psychology – Sept issue
- British Journal of Educational psychology – Sept issue

Referrer publications:

- Health Service Journal (HSJ) issues: 2 & 16 July
- HSJ Online: Advertising for the month of July
- Community care issues: 2 & 23 July
- Children & Young People Now (C&YPN) issues: 2 & 16 July
- C&YPN online: Advertising for the month of July.
- Health Director- Issues July & Sept

In response to the media work undertaken, 73 items of coverage were secured across radio and online giving HPC access to a potential audience of over nine million.

The schedule of interviews (undertaken by Marc Seale and Anna van der Gaag) was a strong mix of BBC and commercial stations, with notable coverage secured on larger stations such as BBC South West, BBC Derby, BBC Cornwall, Sunrise Yorkshire and Radio Aire. In addition to these radio interviews, coverage was also secured on numerous regional radio stations across the country based on a pre-recorded interview with Anna.

Further coverage was achieved via the placement of online editorial content on specifically targeted websites such as Net Doctor on 1 July and we also secured print coverage in the Guardian newspaper.

In addition to the media work, we have secured a presence, either by way of a stand or speaker, at the following British Psychological Society (BPS) divisional annual conferences.

- Division of Counselling Psychology Annual Conference, Warwick
- Division of Health Psychology, Aston
- Division of Clinical Psychologists Faculty of Children and Young People Conference, Royal Holloway, London
- Division of Clinical Psychologists, London
- Division of Occupational Psychologists
- Division of Educational and Child Psychologists
- Division of Forensic Psychologists

In July we ran an information event for Forensic psychologists which was hosted by the BPS and attended by approximately 80 professionals. We are planning further introductory events for practitioner psychologists in next financial year as well responding to requests for talks across the UK.

During this period, we continually reviewed and updated the information on our website to ensure that the very latest information was clearly available. This included a restructure of pages, up to date FAQs as well application forms and relevant information being uploaded in the early hours of 1 July 2009. We also wrote to all practitioner psychologists on the opening of the Register and this letter included details of the transfer and next steps as well as key documents including the 'Standards of conduct, performance and ethics', the 'Standards of proficiency for practitioner psychologists' and the 'Standards of continuing professional development'.

## **Psychotherapists and counsellors**

We are continuing to monitor media coverage and social networking websites as well as respond to journalist queries. Our position statement has been updated and “lines to take” for journalist queries have been drafted and are going through the appropriate clearance channels.

A media plan, which covers proactive and reactive strategies, has been drafted to support the activities that will be taking place between now and the 10 December council meeting.

## **Private sector hearing aid dispensers**

We anticipate the closure of the Hearing Aid Council and transfer of its Register to take place at the end of March 2010, subject to the legislative process.

The main focus for the communications team will be the hearing aid dispensers themselves, employers and members of the public. Forthcoming activities will include meetings with employers (led by Policy), a welcome letter to registrants and a communications campaign to promote the transfer to members of the public. Recent activities have included regular meetings with the Hearing Aid Council in preparation for the transfer as well as meetings with the largest professional body, British Society of Hearing Aid Audiologists (BSHAA), and attendance at their annual conference. The Draft Order, which is subject to a debate, and affirmative resolution in both the House of Commons and the House of Lords, has been laid in Parliament and we are currently drafting a briefing note for Ministers.

In preparation for the transfer, we have drafted a communications plan which outlines key messages, audiences and risks and highlights key activities. The communications team is represented on the project group and the plan will be monitored and reviewed at each project meeting. A copy of the draft communications plan is appended to this report.

## **2 CPD audit process**

The CPD talks programme is continuing with more than 200 talks delivered to 12,000 registrants across the whole of the UK. In the current round of Listening Events, the CPD audit process has been given priority and each event includes a shortened version of the CPD presentation with the majority of the discussion group time being dedicated to the CPD audit process. This has been a useful way of HPC gathering feedback on the CPD audits and their impact on registrants, as well as providing a good forum for addressing their concerns.

The first report on the CPD audit process is being prepared for publication. We intend to publish the results for the first four professions to be audited and the report will also include detailed information on the background to the HPC’s CPD standards and how we have implemented the assessment process. We have also gathered case studies from CPD assessors who participated in the audit process. Publication is due in November and we anticipate this will become an annual publication.

### 3 Registration renewals

We have been working closely with the registration team to support the registration renewal process. A communications plan, which highlights key areas of activity, has been written and is being closely monitored and reviewed at regular meetings between representatives from the registration and communication teams. A copy of this plan is appended to the report. Set out below is the programme of work that we have undertaken in this quarter in partnership with the registration team.

Representatives from the communications and registration teams have held meetings with representatives from each of the professional bodies before the registration renewal forms are issued. These meetings were a resounding success with chief executives, membership managers and those working in communications all keen to work with the HPC as much as possible.

Articles in professional journals, news items on websites and in newsletters are all methods of communication that we are using to stress the importance of renewing registration on time.

We have also been continually reviewing and updating the information on our website to ensure that the very latest information is clearly available. Letters and posters have been sent to a range of employers and service managers across the professions, including information sent to every ambulance station in the UK. The professional bodies have also distributed letters and posters to email lists of managers.

The results from the professions that have renewed so far have been outstanding. We have had the highest successful renewals since we began in 2003 with 97.4% of paramedics renewing on time. This was followed closely by clinical scientists with 97.2%. The lapsing rates for all the professions that have renewed so far are listed in the table below.

	Lapsed (%)	Lapsed (%)	Lapsed (%)
Profession	2005-06	2007-2008	2009-2010
Paramedics	13.7%	6.0%	2.6%
Orthoptists	12.3%	7.0%	4.6%
Prosthetists / orthotists	12.0%	11.3%	3.8%
Clinical Scientists	8.1%	7.4%	2.8%
Speech and language therapists	7.5%	7.6%	4.0%

Occupational therapists are currently renewing their registration at the moment and practitioner psychologists are also being asked to renew their registration for the first time. The deadline for these professions has been extended due to the postal disruptions.

### 4 Student project work

On 12 October 2009 we launched a variety of new resources for students and those working on approved programmes via newly dedicated areas of the HPC website. We have been promoting the work by writing to all HPC approved programme heads (237), press releases and via our website.

The new area of the website aimed at students, trainees and approved programme lecturers provides information for students, which includes information on applying for registration, application forms and guidance notes.

An audio-visual presentation is now available to view with information on the role of the Health Professions Council, information on regulation, how to apply for registration and how to stay registered. The presentation also includes subtitles and a transcript. It is suitable for use as part of a lecture on professional regulation and the HPC and we are encouraging students and lecturers to watch this.

Powerpoint slides and handouts have been produced to complement the audio-visual presentation. They aim to allow lecturers to deliver the above information in their own style. The transcript for the presentation could also serve as a tool for delivering the slides.

The HPC's new voluntary guidance on conduct and ethics for students based on the standards of conduct, performance and ethics is due to be published in late autumn and will be located in the student information section of the website.

### **Resource implications**

Activities in this report are set out in the 2009-10 communications workplan.

### **Financial implications**

Activities set out in this paper are accounted for within the 2009-10 communications workplan budget.

### **Appendices**

Communications plan for the onboarding of hearing aid dispensers  
Communications plan for registration renewals

## **DRAFT Hearing Aid Council Communications Workplan**

### **Project/initiative**

Transfer of Hearing Aid Council (HAC) Register to the Health Professions Council

### **Communications planning lead**

Jacqueline Ladds, Director of Communications

### **HPC team responsible for project managing the transfer**

<b>Directorate</b>	Projects/Operations
<b>Key contacts</b>	There is a project group made up of representatives from HPC directorates and the HPC project lead is Greg Ross Sampson, Director of Operations

### **Timeframe**

The transfer date is scheduled for end March/beginning April 2010 and the communications plan covers our activities over the next seven months until the transfer has been completed.

### **Background**

The Hearing Aid Council Act 1968 makes it an offence to act as a dispenser of hearing aids and to employ someone to act as a private sector dispenser of hearing aids, unless registered with the HAC. The Act also established the Hearing Aid Council which regulates the profession allowing private sector hearing aid dispensers to be removed from its Register in the event of misconduct. The HAC has two registers: a register of hearing aid dispensers operating outside the NHS and a register of employers of such persons.

Following on from the Hampton Report on Regulatory Inspections and Enforcement (2005) which recommended that the overall number of regulating authorities be rationalised, the Department of Health decided that private hearing aid dispensers should be regulated by the Health Professions Council\*. At the same time, the requirement for employers of private hearing aid dispensers to be registered will cease so that they will be regulated in the same way as any other business.

The abolition of the HAC and the repeal of the Hearing Aid Council Act 1968 and associated legislation are effected by in the Health and Social Care Act 2008 and the changes set out will take place when the section 60 order has been passed into law. Subject to the legislative process we anticipate the section 60 order to be passed in December 2009 or January 2010 and the transfer to take effect at the end of March or beginning of April 2010.

The majority of practitioners, approximately 1,400, are in private practice although some in the NHS. There are also hearing aid audiologists working within the NHS who will not be covered by the transfer.

\*initially it was proposed to merge the HAC into a new body called the Consumer and Trading Standards Agency (CTSA) but after further consideration the Department of Health decided that it should be transferred to the HPC.

### **Target audiences**

There are six main audiences that need to be aware of the transfer. These include 1) the public, including service users and customers as well as key consumer groups, for example RNID, Consumer Direct, Hearing Concern and Age Concern, 2) private sector hearing aid dispensers themselves 3) employers, professional bodies and trade unions, 4) parliamentarians, 5) education provider and 6) HPC employees.

### **Communication aims and objectives**

- To raise awareness across all audiences that the HPC is the new regulator of private sector hearing aid dispensers
- To ensure that members of the public, but particularly customers have access to information about the role of the Health Professions Council and to provide signposting for consumer complaints against private sector hearing aid dispenser

- To ensure that private sector hearing aid dispensers are fully informed of the process and receive information about the transfer and registration renewal process.
- To ensure that employers are aware of the new arrangements, in particular that the new arrangements do not include hearing aid audiologists working in the NHS and the HPC will be protecting the title hearing aid dispenser as well as the function.

## **Key messages**

### **Public, including consumer groups**

- HPC is the new regulator of private sector hearing aid dispensers following the closure of the HAC
- **how** and **what** the public can complain to the HPC about
- how to check your dispenser is registered

### **Private sector hearing aid dispensers**

- HPC is the new regulator of private sector hearing aid dispensers following the closure of the HAC
- the benefits of HPC registration
- informed about the registration renewal process
- informed about HPC's standards, including those for continuing professional development

### **Employers and professional bodies**

- HPC is the new regulator of private sector hearing aid dispensers following the closure of the HAC
- HPC is not regulating employers
- The new arrangements do not include hearing aid audiologists working in the NHS as it is a transfer from an existing regulatory body
- HPC will be protecting the title hearing aid dispenser as well as the function
- How to check your employee/dispenser is registered

### **Parliamentarians**

- HPC is the new regulator of private sector hearing aid dispensers following the closure of the HAC
- **how** and **what** the public can complain to the HPC about
- the benefits of HPC registration
- The new arrangements do not include hearing aid audiologists working in the NHS as it is a transfer from an existing regulatory body
- HPC will be protecting the title hearing aid dispenser as well as the function



- How to check a dispenser is registered

### **Employees**

- HPC is the new regulator of private sector hearing aid dispensers following the closure of the HAC
- Private sector hearing aid dispensers only

### **Communication channels**

We will deploy the full range of communication channels open to us, including media, website, conferences and events, talks and presentations, public information material, newsletter and direct mail. We will also work with the Hearing Aid Council.

### **Key external stakeholders**

The Hearing Aid Council and British Society of Hearing Aid Audiologists

### **Potential risks**

<b>Risk</b>	<b>Level of risk (high, medium, low)</b>
The transfer doesn't take place	Low
Public unaware of transfer	Low
Registrants unaware of transfer	Medium
NHS audiologists and dispensers trying to obtain HPC registration	Medium
Public confusion regarding NHS audiologists being on the Register when they are not	Medium

### **Plans to minimise these risks**

We will monitor the passage of legislation through parliament and ensure that parliamentarians are suitably informed.

We will utilise the full range of communication tools available to the organisation and regularly monitor and review the communications workplan.

We will ensure that employers and professional bodies are fully aware that the transfer is as a result of the closure of the Hearing Aid Council and covers private sector dispensers only.

Our consumer campaign will have clear messages and be monitored and reviewed regularly

### **Measurement and evaluation**

We will use a variety of measures to evaluate the success of the communications work we do. These include

- Stakeholder opinion polling as part of bi-annual work
- Volume and type of calls to the Registration Department
- % registration renewals
- Number and tone of articles in professional journals and consumer press
- number of conferences, events and speaking engagements attended
- type of questions and queries raised at above
- web monitoring

## Communications activities – Hearing Aid Council

<b>Audience</b>	<b>Headline activities</b>	<b>Timescale</b>	<b>Lead</b>
Registrants	Attendance at relevant professional body conferences and exhibitions, particularly BSHAA	Spring 2009 onwards	Communications (SC)
	Press releases/news items programme at relevant stages for industry specific publications and professional body journals*	November 2009 onwards	Communications (EG)
	Commence publication process for Standards of Proficiency and ensure sufficient SCPE and CPD standards for April mailing	December onwards	Policy (CU) / Communications (JJ)
	Issue joint letter from the HPC and the HAC to be sent when S60 passed with general information about the HPC and the transfer	January or February 2010	Registrations (CH) / Communications (JAL) / Hearing Aid Council
	Letter from the HPC providing information about registration renewal, registrant logo, public information materials and 3 sets of standards	April 2010	Registrations (CH)
Public	Undertake preparatory work for media campaign, including contacting potential consumer partners, agreeing messages and angles, researching deadlines*	October 2009 onwards	Communications (EG/AM)
	Ensure our public information materials, banners etc are updated and available on day of transfer	By March 2010	Communications (JJ)
	Write to key consumer groups* to ensure they are aware of the transfer and have up to date public information materials	January or February 2010	Communications / Policy (CU)
	Launch media campaign to raise awareness of the HPC as the new regulator of private hearing aid dispensers	February or March 2010	Communications (EG)
	Include as part of our gp waiting room distribution programme	July 2010	Communications (AM)

Employers and professional bodies*	Meet with relevant key employers and professional bodies to introduce them to the HPC and ensure they understand our role in regulation and the details of the transfer	From November 2009 onwards	Policy (CU) / Communications
	Undertake mailing to employers and professional bodies to advise them of the transfer *NB consider series of updates at relevant stages of process	January or February 2010	Communications (NB) / Policy (CU)
	Consider communications (eg letter as above) to professional bodies that cover NHS audiologists to keep them up to date	February 2010	Communications (NB) / Policy (CU)
	Ensure regular contact with professional bodies through annual CEO/Chair meetings and before renewal period starts	Ongoing	Communications (NB)
	Ensure employers are invited to HPC employer events 2010/11	November 2010	Communications (NB)
Parliamentarians	Provide relevant information to targeted parliamentarians before debates in Parliament through briefings, interviews on e-politix and face to face contact (where required) alongside the passage of S60 legislation	From November 2009	Communications (NB)
Education providers	Commence series of mailings to education providers to inform them of process and activities – one mailing to include SCPEs, SoPs, SETs	From January 2010	Education
	Undertake series of seminars to inform education providers	From January 2010	Education
HPC employees	Provide suitable training and information on the transfer	January 2010 onwards	Registrations
	Incorporate information in all employee meetings, HPC Update, intranet and team meetings on a regular basis	January 2010 onwards	Communications
All audiences	Create new pages on <a href="http://www.hpc-uk.org">www.hpc-uk.org</a> , including FAQs and	October 2009	Communications

	ensure the information is relevant and up to date		(TG) / Policy
	Ensure news updates on homepage when relevant	Ongoing	Communications (EG, NB, JAL, TG)
	<ul style="list-style-type: none"> <li>• Ensure clear messages about closure of HAC and applicable to private dispensers only (slides and briefing notes) at all HPC events (eg Listening Events, Employer Events, exhibitions/stands, talks and presentations)</li> <li>• Provide speakers at relevant professional events and conferences</li> </ul>	Ongoing	Communications (SC/MP)
	Ensure articles at each stage in HPC In Focus	Ongoing	Communications (JJ)

\* see attached appendices for lists of main employers, professional bodies, industry specific publications, consumer groups and consumer publications

Appendix 1 – National employers

Appendix 2 - Professional bodies

Appendix 3 – Consumer Groups

Appendix 4 – Consumer publications

Appendix 5 – Industry publications

## **Appendix 1 – National employers**

### **Amplifon**

Amplifon Ltd  
Ultravox House, Styal Road  
Manchester, M22 5WY  
0161 209 7010

Markets Director UK and Ireland: Steve Fleming

### **The Hearing Company/Scrivens**

Monaco House, Briston Street  
Birmingham, B5 7AR

Chief Executive: Mark Georgevic  
0121 622 0012

[mag@scrivens.com](mailto:mag@scrivens.com)

(Mark is an HAC council member and BSHAA council member)

### **Hidden Hearing**

Maidstone  
Kent, ME14 1HL

Chief Executive: Graham Lane  
01622 690 132

[gla@hiddenhearing.co.uk](mailto:gla@hiddenhearing.co.uk)

### **David Ormerod Hearing Centres Ltd**

20/21 Trinity Square  
Llandudno, LL30 2RH

Chief Executive: Peter Ormerod  
01492 877 989

[peter.ormerod@davidormerod.co.uk](mailto:peter.ormerod@davidormerod.co.uk)

(Peter is an HAC council member and BSHAA council member)

### **Specsavers Hearcare**

La Villiaze  
St Andrews, Guernsey  
Channel Islands, GY6 8YP  
01481 236000

Director: Peter Ince

[peteri@uk.specsavers.com](mailto:peteri@uk.specsavers.com)

(Peter is an HAC Council member and a BSHAA council member)

## **Appendix 2 - Professional bodies**

### **BSHAA (British Society of Hearing Aid Audiologists)**

[www.bshaa.com](http://www.bshaa.com)

BSHAA is the main professional body for the independent sector and represents individuals not employers although each of the main national employers has a representative on the BSHAA council

### **AIHHP (Association of Independent Hearing Healthcare Professionals)**

[www.aihhp.org](http://www.aihhp.org)

AIHHP represents independent dispensers, usually sole traders or firms with two or three employees. Many members will also be a member of BSHAA.

### **British Academy of Audiology (BAA)**

[http://theloop.netplan.co.uk/~admin9/index.php?option=com\\_frontpage&Itemid=1](http://theloop.netplan.co.uk/~admin9/index.php?option=com_frontpage&Itemid=1)

BAA is a large professional body (approximately 2450 members) representing public sector audiologists, some of whom work in the private sector also. The Government has indicated that the closure of the HAC and the transfer of the private sector hearing aid dispensers is a front runner to the regulation of NHS audiologists although no date has been formally set. Many are keen to be regulated and will take an interest in the transfer of the Hearing Aid Council to the HPC Register.

### **British Society of Audiology (BSA)**

<http://www.thebsa.org.uk/>

The BSA focuses on standard setting and bringing together professionals of different backgrounds working in hearing related fields.

## **Appendix 3 – Consumer Groups**

### **Hearing related**

#### **RNID**

[www.rnid.org.uk](http://www.rnid.org.uk)

A consumer organisation which helps people identify whether they have a hearing loss, campaigns for change, provides services and training, and actively supports scientific and technological research

#### **Hearing Concern LINK**

[www.hearingconcernlink.org](http://www.hearingconcernlink.org)

A charity which provides support and information to people with a hearing loss and their families. (formerly Hearing Concern and the LINK Centre for Deafened People)

### **Other related consumer groups**

#### **Consumer Direct**

<http://www.consumerdirect.gov.uk/>

#### **Trading Standards**

<http://www.tradingstandards.gov.uk/advice/index.cfm>

#### **Citizens Advice Bureau**

<http://www.citizensadvice.org.uk/>

#### **Which?**

<http://www.which.co.uk/>

#### **Help the Aged**

<http://www.helptheaged.org.uk/en-gb>

#### **Age Concern**

<http://www.ageconcern.org.uk/>



## **Appendix 4 – Consumer publications\***

### **Companies focus advertising in the follow newspapers (Monday to Wednesday)**

Daily Express  
Daily Mail  
Daily Mirror  
Daily Telegraph

### **Magazines targeting the same demographic**

Mature Times  
People's Friend  
Readers Digest  
Yours Magazine  
Saga Magazine

### **Consumer group magazines**

Heyday (Age Concern)  
RNID magazine  
Trading Standards Institute Journal

According to the HAC companies do not tend to advertise in the local press. They also advertise in retirement lifestyle magazines.

\*information obtained from the HAC

## **Appendix 5 – Industry publications**

### **Audio Infos**

[www.uk.audio-infos.eu](http://www.uk.audio-infos.eu)

Magazine published every 6 weeks with wide readership across both sectors

Chief Editor (UK Edition): Victoria Adshead  
01829 733192

### **BSHAA News**

<http://www.bshaa.com/pages/news/4/default.aspx>

Quarterly magazine to professional body members

David Peel, Peel Media Consultancy  
07778 595958  
[davidpeel@peelmedia.co.uk](mailto:davidpeel@peelmedia.co.uk)

### **ENT News**

[http://www.pinpointmedical.com//content\\_read.php?id=12&publication=ent-news@link\\_id=3](http://www.pinpointmedical.com//content_read.php?id=12&publication=ent-news@link_id=3)

Published bi-monthly with 6000 readers in the UK including AIHHP and BSHAA professional body members.

Joseph Crossland, Editorial  
0131 478 8401  
[editorial@pinpoint-scotland.com](mailto:editorial@pinpoint-scotland.com)

**The British Academy of Audiology (BAA)** also produce a monthly magazine for its 2450 professional body members. Heather Pitchford, Board Director of Publicity and Communication is the contact. [heather.pitchford@davidormerod.co.uk](mailto:heather.pitchford@davidormerod.co.uk)

## Registration and Renewals

### Who are the team responsible for project managing this initiative?

Directorate	Registrations
Directorate key contact	Richard Houghton, Claire Harkin

### Communications involvement in the initiative

All of the communications team, key involvement required from Nina, Ebony and Jacqueline

### Launch date of initiative where appropriate

To start one month in advance of the issue of renewal notices – see detailed plans

### Background to the initiative?

To provide support to the registrations department and a co-ordinated approach to communicating the importance of renewing to registrants and professional bodies.

### What are the key messages?

The main messages are

- the importance of renewing early and not leaving it to the last minute
- reminding registrants that they need to remember to self-certify, pay and sign the renewals forms, even if they are paying by direct debit (and the payment has come out of their account)
- in the event they are lapsed from the Register, registrants must remember that it affects not only their livelihood but also patients, colleagues and employers
- it is essential they inform us of any changes in their contact details
- the increase in the registration fees
- the forthcoming cpd audits

### What are the communication aims and objectives?

Overall,

- to improve registrants' understanding of renewal requirements
- to ensure more registrants' begin to renew early in the process
- to support the reduction in the number of registrants lapsing
- to ensure registrants inform us of any changes in their contact details
- to improve registrants' overall understanding of regulation and why it is important to be registered

### Who are the target audiences?

Registrants, employers and professional bodies

**What communication channels should be utilised to support this project?**

We will utilise a range of communication channels, including (but not limited to)  
Employer: employer events, bulletins, direct mail, posters and conferences  
Professional bodies: face to face meetings, email to membership managers, news items on website and in journals, joint mailings and conferences  
Registrants: via professional bodies (see above), HPC In Focus, articles in professional journals, newsletters and on websites, posters in place of work, conferences/exhibitions  
All: web pages, news items on home page

**Is the HPC working in partnership with any other organisations, external agencies or other regulators or commissions on this initiative?**

Work with professional bodies and employers

**What are the elephant traps/risks associated with this initiative?**

<b>Risk</b>	<b>Level of risk (high, medium, low)</b>
Impact of registration process failing	High
Not reaching sufficient registrants	Medium

**What plans will be put in place to minimise these risks?**

Regular meetings and contact with the Registrations Dept to update on progress  
Utilise full range of communication activities across all audiences

**What is the communication budget for this initiative?**

Nil

**How will the impact of this initiative be evaluated?**

% lapses, % renewing early as compared to last renewal cycle, % of final notices sent

**How will the supporting communications for this initiative be evaluated?**

Number of articles in professional journals, number of meetings with professional bodies, direct mail to employers, email alerts to membership managers, feedback from professional bodies during and after the process.

**Communications activities – Renewals for Orthoptists and Paramedics**  
**– renewal notices issued 1 June 2009 for renewal by 31 August 2009**

<b>Main activity</b>	<b>Description</b>	<b>Timescale</b>	<b>Lead</b>	<b>Action</b>
Update renewal poster	Update the poster with renewals for 2009 onwards		Ebony	Done
Contact with membership managers of relevant professional bodies	<ul style="list-style-type: none"> <li>• Set up initial meeting with Membership Manager and Communications rep to discuss how we can work together eg joint mailings, links to newsletters, journals</li> <li>• Continue contact with membership managers through process to inform and keep up to date on progress</li> <li>• Consider post wrap up discussion and joint article in professional journal</li> </ul>	From late April	Nina / Claire / Richard	
Reminder on home page of HPC website	<ul style="list-style-type: none"> <li>• News item on home page at start of renewal period</li> <li>• Prominent reminder to be created for home page referencing professions renewing during renewal</li> </ul>	By 1 June	Tony / Ebony / Nina	
Articles in professional journals and news items on website	Write and place a series of articles (pre, mid and post) in relevant journals, website and/or newsletters, dependant on publication dates.	1 May to 30 Sept	Ebony	
Attendance at relevant professional conferences	Ascertain whether there are any profession specific conferences happening during the renewal period and make relevant bookings. Ensure representatives from registrations attend	Now to 31 August/ ongoing	Susan	
Articles in HPC In Focus	Reminder articles in relevant editions of In focus, dependant on schedule Consider post registration article highlighting successful work with professional body and reduction in lapsing	1 May to 30 Sept/ Ongoing	Jonathan	
Letter to employers/managers	When relevant, letter to employers' list and/or managers' list (from professional bodies or Binley's) highlighting importance of renewing - include renewals poster	May/June onwards	Nina	

Include renewals information at all HPC events and conferences	<p>Activities should include representation from registrations department at events where possible, information in presentations and available on publications table/stand</p> <p>Includes Listening Events, Employer Events and all conferences and exhibitions where we have a presences</p>	From April 2009 onwards	Susan	
Letter to HR Managers on final renewal notice	Send letter to relevant HR Managers when final renewal notice issued	End July	Claire H / Nina	
External talks programme, particularly CPD	Ensure CPD and other talks has a slide or information (where applicable) on the renewal process	Ongoing	Mark	

## Communications activities – Renewals for Clinical Scientists, Prosthetists / Orthotists, Speech and language therapists

Renewal notices issued 1 July 2009 for renewal by 30 September 2009

Main activity	Description	Timescale	Lead	Action
Update renewal poster	Update the poster with renewals for 2009 onwards		Ebony	Done
Contact with membership managers of relevant professional bodies	<ul style="list-style-type: none"> <li>Set up initial meeting with Membership Manager and Communications rep to discuss how we can work together eg joint mailings, links to newsletters, journals</li> <li>Continue contact with membership managers through process to inform and keep up to date on progress</li> <li>Consider post wrap up discussion and joint article in professional journal</li> </ul>	From late May	Nina / Claire / Richard	
Reminder on home page of HPC website	<ul style="list-style-type: none"> <li>News item on home page at start of renewal period</li> <li>Prominent reminder to be created for home page referencing professions renewing during renewal</li> </ul>	By 1 July	Tony / Ebony / Nina	
Articles in professional journals and news items on website	Write and place a series of articles (pre, mid and post) in relevant journals, website and/or newsletters, dependant on publication dates.	1 June to 31 Oct	Ebony	
Attendance at relevant professional conferences	Ascertain whether there are any profession specific conferences happening during the renewal period and make relevant bookings. Ensure representatives from registrations attend	Now to 30 Sept / Ongoing	Susan	
Articles in HPC In Focus	Reminder articles in relevant editions of In focus, dependant on schedule Consider post registration article highlighting successful work with professional body and reduction in lapsing	1 June to 31 Oct / Ongoing	Jonathan	
Letter to	When relevant, letter to employers' list and/or managers'	July onwards	Nina	

employers/managers	list (from professional bodies or Binley's) highlighting importance of renewing - include renewals poster			
Include renewals information at all HPC events and conferences	Activities should include representation from registrations department at events where possible, information in presentations and available on publications table/stand  Includes Listening Events, Employer Events and all conferences and exhibitions where we have a presences	From April 2009 onwards	Susan	
Letter to HR Managers on final renewal notice	Send letter to relevant HR Managers when final renewal notice issued	End August	Claire H / Nina	
External talks programme, particularly CPD	Ensure CPD and other talks has a slide or information (where applicable) on the renewal process	Ongoing	Mark	



## Communications activities – Renewals for Occupational therapists and practitioner psychologists

Renewal notices issued 1 August 2009 for renewal by 30 October 2009

Main activity	Description	Timescale	Lead	Action
Update renewal poster	Update the poster with renewals for 2009 onwards		Ebony	Done
Contact with membership managers of relevant professional bodies	<ul style="list-style-type: none"> <li>Set up initial meeting with Membership Manager and Communications rep to discuss how we can work together eg joint mailings, links to newsletters, journals</li> <li>Continue contact with membership managers through process to inform and keep up to date on progress</li> <li>Consider post wrap up discussion and joint article in professional journal</li> </ul>	From late July	Nina / Claire / Richard	
Reminder on home page of HPC website	<ul style="list-style-type: none"> <li>News item on home page at start of renewal period</li> <li>Prominent reminder to be created for home page referencing professions renewing during renewal</li> </ul>	By 1 August	Tony / Ebony / Nina	
Articles in professional journals and news items on website	Write and place a series of articles (pre, mid and post) in relevant journals, website and/or newsletters, dependant on publication dates.	1 July to 30 Nov	Ebony	
Attendance at relevant professional conferences	Ascertain whether there are any profession specific conferences happening during the renewal period and make relevant bookings. Ensure representatives from registrations attend	Now to 30 Nov / Ongoing	Susan	
Articles in HPC In Focus	Reminder articles in relevant editions of In focus, dependant on schedule Consider post registration article highlighting successful work with professional body and reduction in lapsing	1 July to 30 Nov / Ongoing	Jonathan	
Letter to	When relevant, letter to employers' list and/or managers'	August	Nina	

employers/managers	list (from professional bodies or Binley's) highlighting importance of renewing - include renewals poster	onwards		
Include renewals information at all HPC events and conferences	Activities should include representation from registrations department at events where possible, information in presentations and available on publications table/stand  Includes Listening Events, Employer Events and all conferences and exhibitions where we have a presences	From April 2009 onwards	Susan	
Letter to HR Managers on final renewal notice	Send letter to relevant HR Managers when final renewal notice issued	End Sept	Claire H / Nina	
External talks programme, particularly CPD	Ensure CPD and other talks has a slide or information (where applicable) on the renewal process	Ongoing	Mark	

## Communications activities – Renewals for Biomedical Scientists

Renewal notices issued 1 September 2009 for renewal by 30 Nov 2009

Main activity	Description	Timescale	Lead	Action
Update renewal poster	Update the poster with renewals for 2009 onwards		Ebony	Done
Contact with membership managers of relevant professional bodies	<ul style="list-style-type: none"> <li>Set up initial meeting with Membership Manager and Communications rep to discuss how we can work together eg joint mailings, links to newsletters, journals</li> <li>Continue contact with membership managers through process to inform and keep up to date on progress</li> <li>Consider post wrap up discussion and joint article in professional journal</li> </ul>	From late August/Sept	Nina / Claire / Richard	
Reminder on home page of HPC website	<ul style="list-style-type: none"> <li>News item on home page at start of renewal period</li> <li>Prominent reminder to be created for home page referencing professions renewing during renewal</li> </ul>	By 1 Sept	Tony / Ebony / Nina	
Articles in professional journals and news items on website	Write and place a series of articles (pre, mid and post) in relevant journals, website and/or newsletters, dependant on publication dates.	1 August to 31 Dec	Ebony	
Attendance at relevant professional conferences	Ascertain whether there are any profession specific conferences happening during the renewal period and make relevant bookings. Ensure representatives from registrations attend	Now to 31 Dec / Ongoing	Susan	
Articles in HPC In Focus	Reminder articles in relevant editions of In focus, dependant on schedule Consider post registration article highlighting successful work with professional body and reduction in lapsing	Now to 31 Dec / Ongoing	Jonathan	
Letter to employers/managers	When relevant, letter to employers' list and/or managers' list (from professional bodies or Binley's) highlighting	1 Sept onwards	Nina	

	importance of renewing - include renewals poster			
Include renewals information at all HPC events and conferences	Activities should include representation from registrations department at events where possible, information in presentations and available on publications table/stand  Includes Listening Events, Employer Events and all conferences and exhibitions where we have a presences	From April 2009 onwards	Susan	
Letter to HR Managers on final renewal notice	Send letter to relevant HR Managers when final renewal notice issued	End Oct	Claire H / Nina	
External talks programme, particularly CPD	Ensure CPD and other talks has a slide or information (where applicable) on the renewal process	Ongoing	Mark	