

Communications Committee 23 February 2012

Communications Department Progress Report:
Activity undertaken from November 2011 to early February 2012

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	Biomedical scientists - 95.1% successfully renewed, with 63% using the online system. Communications plan with the Institute of Biomedical Science (IBMS) included articles in publications, newsletters and online; and promotion via social media.
		Implement agreed communications plan	MP/LD	To commence in advance of renewal cycle	
	b) provide access to HPC standards and guidance				
		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"> • Annual report 2011 • Why your HPC registration matters
	Copies available at Meet the HPC events and professional conferences	SC	According to events	HPC standards and guidance available at all HPC events and	

	What will we do	How will we do it	Lead	By when	Progress
				schedule	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).
		Publish regular policy articles in In Focus	JJ	At regular intervals	<p>Articles published in the December issue included:</p> <ul style="list-style-type: none"> • Approval of the HPC Welsh language scheme • Professionalism in healthcare professionals • Scope of practice <p>Articles published in the February issue included:</p> <ul style="list-style-type: none"> • Eileen Thornton awarded CBE • FTP – revised standard of acceptance for allegations • Annotation of the register • Delegation and supervision.
	Ensure hard copies of all standards available and distributed to practitioners on request	DK	Response within three working days	<p>All requests were handled within 1-3 working days.</p> <p>Publications distributed:</p> <ul style="list-style-type: none"> • Guidance for students on 	

	What will we do	How will we do it	Lead	By when	Progress
					conduct and ethics (228 copies) <ul style="list-style-type: none"> • Continuing professional development and your registration (124 copies) • Standards of conduct performance and ethics (120 copies) • Professionalism in health care professionals (113 copies)
	c) provide face to face contact with registrants				
		Organise at least 18 'Meet the HPC' events across 9 locations the UK	SC	According to schedule	Meet the HPC events in this period: <ul style="list-style-type: none"> • 1 November – Newry, Northern Ireland (73 attendees) • 1 December – Pembroke (47 attendees) • 1 February – Bath (207 attendees) • 7 February – Birmingham (214 attendees)
		Book stands at approximately 16 conferences and events	SC/SH	According to schedule	Conferences attended: <ul style="list-style-type: none"> • NHS employers, Liverpool (15-16 November) • Community Care Live

	What will we do	How will we do it	Lead	By when	Progress
					Children and Families (16 November) – joint workshop and stand with the GSCC <ul style="list-style-type: none"> • SCP, Harrogate (24-26 November) • Compass jobs fair (November)
	d) promote 'HPC-registered' status				
		Work with professional bodies to promote to private sector/independent practitioners	MP	Ongoing	Presentations to the College of Occupational Therapists (15 November) and London Executive Committee of the Society of Radiographers (19 November)
		Distribute 'HPC-registered' guidance leaflet through registration certificate mailings, public information packs and on request	DK	Ongoing	157 'Promoting your HPC registration' leaflet distributed through public information pack requests. Approximately 30,655 'Promoting your HPC registration' leaflets included with certificates between November 2011 and January 2012 (for new registrants, readmitted registrants and renewal certificates).
		HPC-registered guidance leaflet at all HPC events and external exhibitions	SC	According to event schedule	Promoting your HPC registration leaflet available at all HPC events. (See 1c for exhibition and events listings).

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		Undertake weekly checks	DK	Weekly	423 downloads of the HPC registration logo. 10 unregistered professionals downloaded the logo in this period which has been flagged with FTP.
	e) promote HPC consultations				
		Write media releases and news stories for all consultations	EG		Media releases and news items issued on consultation on registration cycle for social workers in England and consultation on student fitness to practise and registration.
		Provide briefings for HPC events and external conferences	SC		Briefing notes included for all HPC events and included on Meet the HPC slides.
		Publish articles in In Focus	JJ		Articles published: <ul style="list-style-type: none"> • Consultation on student fitness to practise and registration (December) • Consultation on registration cycle for social workers in England (February)
		Use social media channels to highlight consultations	EG/AM	During consultation process	Information published on all HPC social media platforms including LinkedIn, Twitter, Facebook and RSS feeds. Social media channels used to promote consultations on registration cycle for social workers in England and

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					consultation on student fitness to practise and registration which was re-tweeted by GSCC.
	f) Support practitioner psychologist grandparenting process				
		Develop project plan for grandparenting in collaboration with registration department	MP/EG	By November 2011	Scoping meeting held. Initial plans devised. Research undertaken to identify channels.
		Implement agreed plan	MP/EG	By July 2012	Programme of advertising developed. Key stakeholder details identified for mailing.

	What will we do	How will we do it	Lead	By when	Progress
2	<p>Extend engagement with service users through improved access to information about the HPC to:</p> <p>1) increase understanding of the role of the HPC</p> <p>2) promote the use of a registered professional</p> <p>3) encourage service users to check the online Register</p>				
	<p>a) provide access to 'is your health professional registered' information materials</p>	Distribute 'is your health professional registered' leaflets through GP practices, independent pharmacies, CHCs and other third party organisations	AM	April October	<p>Completed in April / October.</p> <ul style="list-style-type: none"> • 24,000 leaflets sent to 1,200 pharmacies UK wide • 180,000 leaflets sent to 6,000 GP's surgeries with welsh leaflets provided for the GP sites in Wales. • public info packs delivered direct to UK wide Practice Managers leaflets provided to refill GP surgeries' stock
		Respond to requests for copies within three working days	DK	Ongoing	157 public information packs issued
		Leaflet at all HPC events and external conferences	SC/SH	According to events schedule	Public information materials available at all HPC events and external exhibitions / conferences. (See 1c for listings).
	<p>b) raise awareness through targeted advertising in directories</p>	Adverts agreed and placed	EG	By end March	Schedule of Yellow pages advertising and Thomson local sponsored ads continues for

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					chiropractors/podiatrists and physiotherapists. Ads placed in: Yellow Pages Plymouth and East Cornwall compact; Mid and West Cornwall compact; Brighton compact; Edinburgh compact; Cardiff and West Valleys compact; North London, Enfield and Barnet; Bradford; Wirral and Chester compact; Bournemouth compact; Northern Ireland (Belfast) compact.
	c) Maintain HPC's online presence on relevant websites	Ensure information correct, continue to identify relevant websites	AM	Updated 1 Feb 2012 and updates are ongoing	Updated in accordance with the grandparenting campaign and to include signposting for social workers.
	d) Run joint public information campaign with professional body or stakeholder organisation to promote protected titles	Identify relevant partners, agree and implement plan	EG	By end March	Further update to Committee on the Radio broadcast campaign with the Football Association. Radio interviews syndicated to 192 radio stations with a potential audience of 31,863,650. Interviews secured with Sky Sports News, BBC Radio Sheffield and Sunrise Radio London amongst others. Featured in news bulletins across the UK; radio features in Aberdeen, Brighton, Leicester, Manchester, and Yorkshire.

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					Coverage in professional journals including Frontline and Complete Nutrition.
	e) Attend relevant interest group/patient conferences	Research relevant conferences and ensure attendance	SC/all	By end March	None in this period.
	e) Ensure continuation of campaigns, eg older people 'be healthwise' campaign	Attendance at relevant events or having literature available	EG/AM	By end March	Included 'Be Healthwise' campaign postcards in the delegate packs for the National Care Forum (7-8 November). Booked into the Care Show taking place in Bournemouth (March).
	f) Research opportunities for service user engagement in HPC's work	Undertake relevant research and make recommendations for 2012-13 workplan	JAL/SO	By November	Action plan agreed at November 2011 Communications Committee meeting. Actions to be included in the 2012-13 workplan.

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3	Undertake work to raise awareness and understanding of the need for the regulation of new professions for groups recommended by government				
	a) Undertake communications work in preparation for the transfer of the social work register (England) from the GSCC	Participate in internal project group	JL		Project meetings attended.
		Develop communications plan	JL		Internal and external communications strategy written and updated with the GSCC in December 2011. Meeting held with Communications team in January to review the plan – updates to continue on a weekly basis.
		Implement agreed communications plan	JL/all		Activities being implemented according to plan. See separate report to Committee.
b) Undertake communications work associated with other new profession groups, which might arise from the Government's Command Paper	Monitor media and respond where appropriate	EG/AM		Media coverage monitored daily. Disseminated any relevant coverage to the wider organisation in regards to complementary and alternative medicine (CAM) practitioners, and social workers. Responded to queries from Chanel 4 News, Daily Mail, and Good Health pages about the	

	What will we do	How will we do it	Lead	By when	Progress
					<p>regulation of herbal medicine practitioners.</p> <ul style="list-style-type: none"> • 36 mentions between November and end January on the regulation of social workers in England • 1 mention on regulation of Herbal medicine <p>News item published on the Government announcement of its intention for non-medical public health specialists to be regulated by the HPC in the future.</p>
		Information added to event briefings	SC		Updated on an on-going basis for each event.
		Ensure liaison with relevant stakeholders as required	MP		Focus on liaison with social work organisations. See update paper on the transfer of social workers for meetings attended.

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4	Influence the regulatory agenda through ongoing dialogue and engagement with stakeholders				
	a) Increase engagement with UK government				
		Monitor UK parliament	MP/LD	Ongoing	Daily monitoring undertaken.
		Provide support for meetings with parliamentarians where relevant	MP/LD	Ongoing	Chair of Council appeared before the Commons Health Committee on Education, Training and Workforce Planning (November). Written and oral evidence given. Support provided in the form of research, meetings, briefings and written submission.
		Provide written briefings for face to face meetings and for organisational issues as required	MP/LD	Ongoing	
		Monitor Health Committees activities and arrange attendance where relevant	MP/LD	Ongoing	
		Prepare for and participate in Health Hotel activities at the main political party conferences	MP/LD	By end October	Meetings held with Health Hotel members to discuss planning for the 2012-13 party conferences.
	Maintain presence on e-Politix.com	LD	Updated monthly	Articles published: launch of consultation on student fitness to practise and registration; launch of consultation on registration cycle for social workers in England; regulation of non-medical public health specialists.	
b) Strengthen relationships and increase understanding with stakeholders in Scotland, Northern Ireland and Wales					

	What will we do	How will we do it	Lead	By when	Progress
		Support annual meetings with Health Departments in the three nations	MP/LD		Meetings held with the Scottish Government and The Scottish Independent Advocacy Alliance in Edinburgh (19 January).
		Arrange at least two structured visits with stakeholders in the three nations	MP/LD		Members of Scottish Parliament (MSP) researchers' event held in Edinburgh (23 November).
		Arrange attendance at 3 nation political party conferences	MP/LD	By year end	Planning underway for attendance at Welsh Labour spring conference (17-19 February)
		Select and ensure representation at relevant conferences	MP/LD		
		Keep under review costs and benefits of physical presence in three nations	MP		No update in this period.
	c) Increase engagement with professional bodies				
		Support annual CEO and Chair meetings	MP	Dates required	Annual meetings with professional bodies arranged for February to March 2012.
		In collaboration with other departments liaise with professional bodies on current issues	MP	By year end	On-going
	d) Increase engagement with employers				
		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 held: <ul style="list-style-type: none"> • 9 November, Edinburgh (70 attendees) • 10 November, Belfast (46

	What will we do	How will we do it	Lead	By when	Progress
					attendees)
		Explore possibility and secure, if appropriate, publication of regular news in employer journals	MP/LD	By year end	Contact made with DH Social Care bulletin about securing publication of events information.
		Update employer section of the website	LD	By June 2012	Renewals articles updated throughout each renewal period.
		Ensure relevant HPC representation at conferences	MP/SC	By year end	Attended NHS employers annual conference, Liverpool (15-16 November)
	e) Ensure continued participation in international regulatory forums				
		Monitor European parliament and stakeholder activities	MP	Ongoing	Monitoring on-going through Dods EU monitoring and networks.
		Select and ensure representation at least one relevant conference	MP/SC	Ongoing	Attended EU Commission event to discuss new green paper on updated Directive (7 November) Attended EU Commission stakeholder event on modernisation of the Professional Qualifications Directive (2 February)
		Undertake at least one structured stakeholder visit	MP	By year end	Completed in May 2011 and reported at the June Communications Committee.
		Maintain membership and participate in AURE meetings and others where	MP	By year end	Attended AURE - Alliance of UK regulators in Europe (24

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		relevant			November and 17 January)
		Support Chief Executive as a member of CLEAR	MP	By year end	No update for this period.

	What will we do	How will we do it	Lead	By when	Progress
5	Maintain internal communications				
		Organise six all employee briefings	SH	Dates	All employee meeting held on 7 November.
		Organise annual all employee training awayday	SC	May 2012	Planning underway with GB Training for the all employee away day taking place in May 2012.
		Produce 6 editions of HPC Update	DK	Dates	Articles published on joint events with the GSCC, Romanian study visit and protection of title campaign (December); wellbeing initiatives, new telephone numbers and CSR update (January). Format has changed from printed newsletter to email with summaries of articles and click through links to the intranet. HPC Update is now published monthly and no longer linked to the dates of the all employee meetings.
		Produce weekly Issues Brief	LD	Weekly	Issues brief published weekly.
		Maintain intranet	TG	At least monthly	Intranet updates in this period include: <ul style="list-style-type: none"> • Adding new employees to the employee pages. • Information on how to use the new intranet functions (ie posts, media library). • Update on the transfer of

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					regulation of social workers in England. <ul style="list-style-type: none"> Regulation of non-medical public health specialists.
		Plan and deploy upgrades to intranet to include work database display and functionality	TG	June 2011	Updates to the work database, news facility, micro news facility and media centre went live in December 2011. Project work completed with intranet developer Lan2Lan. Scoping and planning underway for intranet deployment.
		Increase number of news stories for intranet	DK	At least weekly	32 news items published.
		Arrange two 'meeting colleagues' events	SH	July and December	Christmas lunch held in December 2011 at the Oval.

	What will we do	How will we do it	Lead	By when	Progress
6	Increase awareness of HPC's role in regulation amongst all stakeholders				
	a) through consumer and professional media as well as online media channels	Produce media releases for all key organisational decisions	EG/AM	Within 48 hours of decision	<p>Media releases issued on:</p> <ul style="list-style-type: none"> Miss Eileen Thornton is awarded a CBE <p>Regular bimonthly article submitted to Complete Nutrition highlighting HPC updates including events, consultations and decisions.</p> <p>Media team contacted C4 regarding the programme 'Party Paramedic' liaised with the FtP protection of title team who have now passed it on to our lawyers.</p> <p>From November 2011 to end January 2012:</p> <ul style="list-style-type: none"> 47 mentions across professional body media 103 in relation to FTP outcomes across both national and regional media 48 on general HPC issues
		Develop contact programme with journalists as required	EG		Media team in regular contact with journalists at Community Care, Daily Mail and Channel 4.
		Monitor media daily	EG/AM	Daily	Media monitored daily. Media Centre updated internally daily.
b) provide information about the HPC to stakeholder audiences through the websites	Ensure all publications available on website	JJ	Within 24 hours of publication	All publications added to the website on their publication date. (See 1d for listings).	

	What will we do	How will we do it	Lead	By when	Progress
		Ensure content of web pages is relevant and up to date	TG	As required	45 updates to the web, including: <ul style="list-style-type: none"> Updating service standards Updating registration statistics Updating practice notes
	c) Develop HPC presence on social media channels	Implement policy and guidelines	EG	By April 2011	Policy implemented.
		Maintain Facebook and Twitter	EG/AM	At least weekly	Updates in line with social media planner have included: <ul style="list-style-type: none"> registration renewals consultations events / talks publications (In Focus) Council decisions Chair provides evidence at the Commons Health Committee Miss Eileen Thornton is awarded a CBE industry re-tweets
		Maintain news releases on RSS	EG/AM	At least weekly	Updated through news items and media releases issued.
		Maintain HPC information on LinkedIn	EG/AM	At least weekly	Updated in line with social media planner.
		Maintain HPC blog	EG/AM	At least monthly	Blog piece published on professionalism in healthcare professionals (November).
		Monitor social media channels and respond as required	AM	Daily	Channels monitored daily.
		d) Ensure FtP hearings and their	Issue weekly media alerts	AM	Weekly

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	outcomes are made public in accordance with the HPC's statutory responsibilities				email, website and social media channels
		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	11 media releases issued.
		Manage media handling for high profile cases	EG/AM	As required	Media team responded to C4 regarding their Party Paramedic programme (see 6a for details).
	e) Ensure attendance at a range of stakeholder conferences across the UK	Identify relevant conferences and co-ordinate attendance by HPC representatives	SC/all	Ongoing	See section 1c for conference and exhibition attendance. Specific stakeholder exhibitions and conferences include: <ul style="list-style-type: none"> NHS Employers Annual Conference
	f) Communicate Council decisions to stakeholder audiences	Issue summary and notice of key decisions	Secretariat	At each Council meeting	Summary and key decisions published for Council meetings on 6 December 2011 and 9 February 2012.
		Write and issue news story or press release where required	EG/AM	As required	Media release and news item produced for consultations.
		Council update included in HPC Update	DK	Six issues	HPC Update included information on Council papers: fitness to practise notes, the use of cost powers in FTP proceedings and a letter from the Department of

	What will we do	How will we do it	Lead	By when	Progress
					Health outlining a proposal to reduce the size of our Council by 2013.
		Information uploaded to Facebook, HPC blog and Twitter	EG/AM	At each Council meeting	Council decisions uploaded.
	h) Implement activities in accordance with the Welsh Language Scheme	Issue bi-lingual releases as required	EG/AM	Ongoing	None issued during this period.
		Issue bi-lingual invitations, provide bi-lingual materials and translation for all HPC events taking place in Wales	SC/SH	Ongoing	Bi-lingual materials, invitations and interpreter provided for the Meet the HPC event in Pembroke.
		Provide Welsh translation of HPC publications on request	DK	Ongoing	In this period we received a request for the standards of proficiency for occupational therapists to be translated into Welsh.
		Review Welsh information on website	TG	By end March	Updated information has been drafted and is currently being translated. It will be uploaded to the website in February.

Activities in support of HPC operational functions

	What will we do	How will we do it	Lead	By when	Progress
7	Provide communications expertise to other HPC departments				
		Develop communication plans for organisation-wide projects	JAL	Per project	<p>PCI DSS (telephone number change) project:</p> <ul style="list-style-type: none"> • Providing advice on communicating the changes internally and externally. • Publishing Manager is the project lead. • Communications plan written and team briefed on implementation. • Go-live date 27 February. <p>Name change project:</p> <ul style="list-style-type: none"> • Considering all aspects of the change of name to the Health and Care Professions Council. • Developing new logo and variants with external designers. • Fortnightly project board meetings. • Risks have been logged and scored and we are working on 'issues' identified.
		Manage media requests for interviews, quotes and information	EG/AM		<ul style="list-style-type: none"> • Liaised with FTP on hearings • Used social media to promote

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					Partner recruitment <ul style="list-style-type: none"> Supplied quote to Channel 4 news for story on herbal medicine
		Respond to requests for advice on content and format of HPC publications	JJ		Provided advice to the Education Department on the timescale for the creation of the next Education annual report.
		Plan and implement publications process	JJ		Plan implemented for the production of publications, including the updated Guidance on health and character and research report on the history of the CPSM.
		Respond to requests for event organisation	SC		Working closely with Education department on Education seminars and planning for 2012-13.
		Maintain event toolkit on intranet	SC		Event toolkit completed and is maintained on an on-going basis.
		Undertake stakeholder opinion polling	JAL		Stakeholder opinion polling completed with Ipsos Mori. Findings presented to the Committee in November.
		Provide advice on web page development for departments	TG		Web page developments have included updating the FAQs for the future regulation of social workers in England and updating renewal dates in collaboration with the Policy and Registration Departments.

	What will we do	How will we do it	Lead	By when	Progress
		Develop relationships with other Regulators and CHRE	All		Media and PR Manager attends PPE meetings which are chaired by CHRE. Stakeholder Communications Manager met with contacts from CHRE at the regular AURE meetings on 24 November and 17 January.
		Plan and deploy upgrades to the website	TG	September and March 2011	Web deployment went live in December 2011. Developments included: <ul style="list-style-type: none"> • FTP hearings • education – approved programme database • publications search facility • multiple registrant search Web deployment scoping and planning work underway.