

## Communications – Jacqueline Ladds

### Events

Listening Events: four sessions were held in Newcastle and Burnley in September and were attended by over 180 people. Further sessions are being organised for February in Aberystwith and Worcester.

Partner Conference: planning for the Partner Conference in November in Glasgow is well underway. To date, over 200 people have indicated they will be attending. Key speakers include Julie Stone (CHRE) and Minister of Health for Scotland, Andy Kerr.

### Media

The team continues to issue Media Alerts for Fitness to Practise Hearings along with news releases on all conduct and competence decisions. Regional media coverage is beginning to increase as a result of this work.

Regional coverage on local radio was achieved as part of the public awareness campaign run in Birmingham. The Chief Executive did two radio interviews on BBC Radio West Midlands and Radio 5 Live.

### Campaigns

The first regional public awareness campaign has been rolled out across Birmingham. The campaign focused on encouraging the public to check the register and included radio adverts, bus backs, bus shelters, door to door leafleting and a shoppers' clinic. The campaign will be fully evaluated by market research after the campaign. The team is planning a further campaign in Glasgow in February.

### Patient and Public Involvement

The President and members of the team attended a PPI seminar focusing on hard to reach groups which had been organized by the Joint Regulators' Group. An audit of the HPC's PPI activities will be undertaken shortly and the findings with recommendations on future activity will be made.

### Publications

The seventh electronic newsletter has been issued. The distribution continues to grow and is now nearly 3,000. Further work will be done to increase this distribution and develop the content of the publications

### Web

'Phase 2' of the website development is underway. This work will involve improvements to the usability of the website, including enhanced search and display facilities and a slight restructure to the navigation to make the education information more accessible. The content management system is also being improved which will benefit website administrators. The majority of this work is based on feedback received from users of the website both internally and externally.

### Internal Communications

An audit of internal communications tools and methods will be carried out shortly. The full findings will be fed back to EMT as well as staff and the Communications Committee. Recommendations will be made for incorporation into the communications plan for 2007/08.

### Staffing

The new Director of Communications joined the HPC on 4<sup>th</sup> September. The Media and Internal Communications Officer and the Stakeholder Manager both left the organisation at the end of August. The roles and responsibilities of these two posts are being reviewed and redrawn and it is planned to advertise for two posts before Christmas.

### Projects

Fees Rise project: the team is actively involved in this project, supporting production and overseeing design, printing and mailing of the consultation document. The team will also be taking responsibility for internal communications, press and web.