

Communications – Jacqueline Ladds

Events

At the time of going to press, the final two Listening Events for 2006 – 2007 were taking place in Aberystwyth and Worcester. We are currently planning the programme of Listening Events for 2007 – 2008.

The Partner Conference took place in November in Glasgow and was extremely well attended and well received. This was a major event in the HPC calendar and overall the response from Partners has been extremely positive. We are collating the evaluation forms and compiling a report on the main findings with recommendations for future Conferences.

The department will be exhibiting at the Patient Information Forum in Hammersmith in February and the Managing Long Term Conditions conference in Telford in March – the audience at each will be a mixture of GPs, patient representative groups, NHS PALs representatives, GP Practice Managers and District/Community Nurses.

Since the last report, the department has given approximately 14 talks across the UK to groups of students including University of Northampton (podiatry), University of East Anglia (OT and Physio) and University of Greenwich (BMS). During March we will be delivering talks at University College London to final year Speech and Language students and Podiatry students at University of East London.

Internal Communications

The audit of internal communications was carried out in November and December 2006. The findings and recommendations are currently being disseminated throughout the organisation and we are consulting with staff to gather their views. The recommendations will be incorporated into the communications workplan for 2007 - 2008. The review is reported more fully as a separate item on the Committee agenda.

Publications

The ninth edition of In Focus was published on Friday, 2nd February and the next edition is due 5th April.

The department continues to manage the publications process for departments, working on the recent production of Supplementary information on annual monitoring and currently on the approvals process brochure and the SET's Guidance. The refresh of the visual identity and production of the updated housestyle project is currently underway and will be reported as a separate item on the Committee agenda.

The department is also responding to approximately 10-20 requests per week for information. Approximately 60% of requests from registrants are for our "be safe, be sure", public information leaflets as well as car stickers and posters. Hospitals and clinics also on occasion make requests for these promotional materials as do organisations such as the British Cardiac Patients Association who requested promotional materials to distribute to member's at their annual seminar recently. The car stickers have proved to be particularly popular with organisations such as this and individual registrants.

We receive approximately 20 requests a month from education providers for publications to distribute to students. The majority of these requests are for Standards of proficiency, Standards of conduct, performance and ethics and CPD and your registration. Individual students also quite regularly make requests for these publications.

The communications department is also responsible for managing requests for the joint regulators publication "Who regulates health and social care professionals". There has been recent interest in this publication from MPs due to a mail-out by the GMC on behalf of the joint regulators group.