

Communications Committee, Wednesday 24 October

Communicating with the public – campaign update

Executive summary and recommendations

Introduction

The 2007/2008 campaigns approach was decided upon based on a number of factors including the 2005 MORI research, feedback from registrants at listening events, evaluation of previous campaigns and 2007 focus groups with registrants, referrers and the public.

As a result of the feedback and evaluation, we decided to target the public, referrers and registrants with specific profile building and advocacy campaigns. We also decided to focus our public relations activities predominantly on raising our profile with key health and consumer journalists; thereby ensuring we are at the forefront of journalist's minds should a story break about health regulation.

A presentation will be delivered during Committee to summarise the campaigns activities so far this financial year.

Decision

The Committee is requested to note this paper. No decision is required.

Background information

Resource implications

Financial implications

Appendices

None

Date of paper

24 October 2007

Communications Committee update: 24 October 2007

Communicating with the public –

Victoria Smyth

Communicating with the public: how we got to where we are

- 2005 MORI research
- Feedback from registrants at Listening Events
- Evaluation of campaigns
- 2007 Focus groups with registrants, referrers and the public
- Listening Events to test concepts

Communicating with the public: what we are doing

- Reaching the public
- Engaging registrants
- Informing referrers
- Media campaigns

Reaching the public



- New public information materials, including
 - Posters
 - Leaflet
 - Window stickers
- To be mailed to GP surgeries, PALs offices in all NHS Trusts and Numark Pharmacies from October

Reaching the public



- Yellow Pages in Chiropody and Physiotherapy sections
- Google
- Yell.com (for physiotherapists, chiropodists, dietitians and speech and language therapists)
- Age Concern: 3rd party signposting

Reaching the public: next steps

The screenshot shows the hpcheck.org website interface. At the top, there are three navigation icons: a question mark for 'Who are the HPC & what do we do?', a magnifying glass for 'Why check your health professional is registered?', and a checkmark for 'What does registration mean?'. The main heading is 'Check your health professional is registered'. Below this, there is a text block explaining the council's role: 'We are the Health Professions Council, and we were set up to protect your health and wellbeing. To do this, we keep a register of health professionals who meet our standards for their training, professional skills, behaviour and health.' This is followed by a form with two steps: 'Step 1: Select a profession' with a dropdown menu, and 'Step 2: Enter a Registration Number OR Surname' with input fields for 'Registration Number:' and 'Surname:'. A 'Search' button is located below the form. To the right of the form is a vertical list of professions including Paramedic, Scientist, Chiropodist/Podiatrist, Dietitian, Prosthetist, Language Occupations, Operating Department Practitioner, Department Practitioner, Clinical Scientist, Paramedic, Chiropodist, Biomedical Scientist, Radiographer, Occupational Therapist, Orthoptist, Physiotherapist, Speech and Language Therapist, and Orthoptist. A photo of a female healthcare professional in pink scrubs holding a clipboard is also visible. At the bottom, there is a footer with navigation links, contact information for Park House, 184 Kennington Park Road, London, SE11 4BU, +44 (0) 20 7582 0866, and the hpc logo.

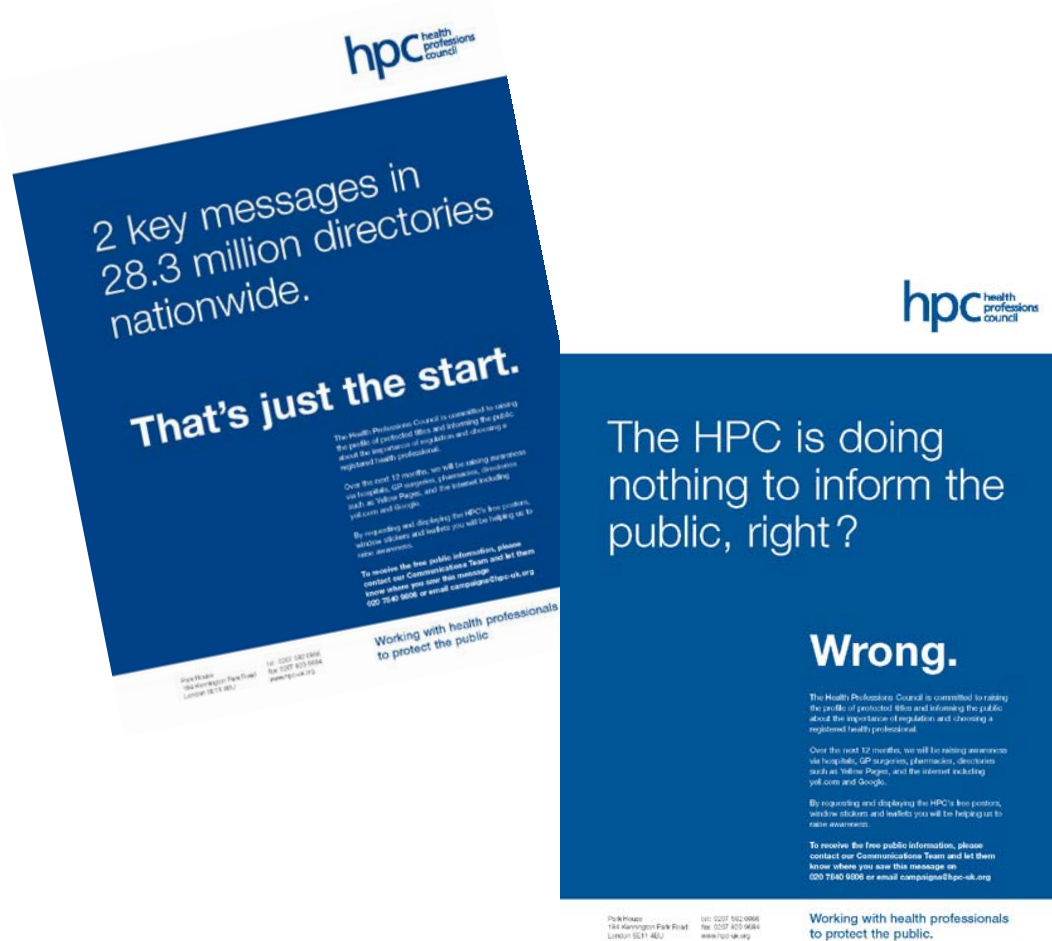
- Development of the hpcheck website
- www.hpcheck.org

Engaging registrants



- Created A5 Flyer to promote In Focus newsletter and new public information materials
 - Mailed with certificate as part of renewal cycle
 - Available at Listening Events, Exhibitions etc

Engaging registrants



- Adverts appearing in professional journals from September/October
- Initially,
 - Chiropody Review
 - The Journal of Podiatric Medicine
 - Podiatry Now
 - Physiotherapy Frontline
 - Articles in professional journals
 - Website/newsletter/listening events

Engaging registrants: next steps

Tell the public you're a professional

- ✔ Show that you're proud to be registered
- ✔ Raise awareness of your profession
- ✔ Help us stamp down on fraud



- Development of advert e-kit

Your headline here
Your subheading here

- Benefits of your service here
- Benefits of your service here
- Benefits of your service here



Your contact details, and address can go here
Telephone Number

Your Logo





Your headline can go here
Your subheading can go here

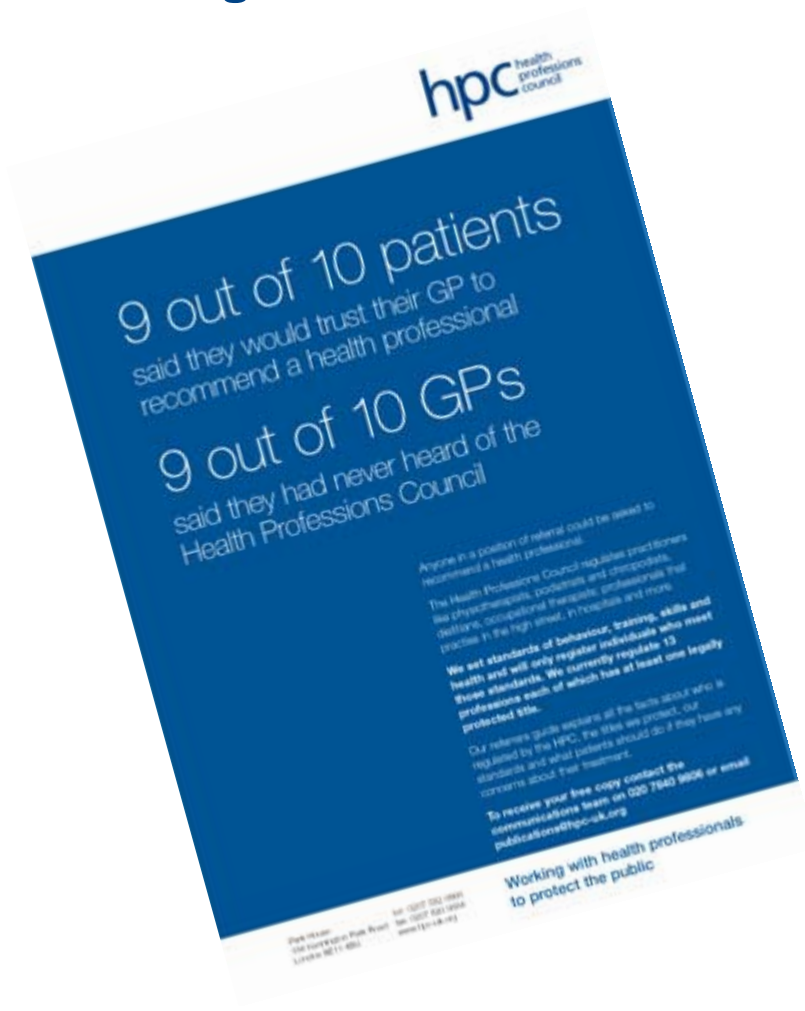
- The key benefits of your service
- Can go here
- The key benefits of your service
- Can go here

Your contact details, and address can go here
Telephone Number

Your Logo

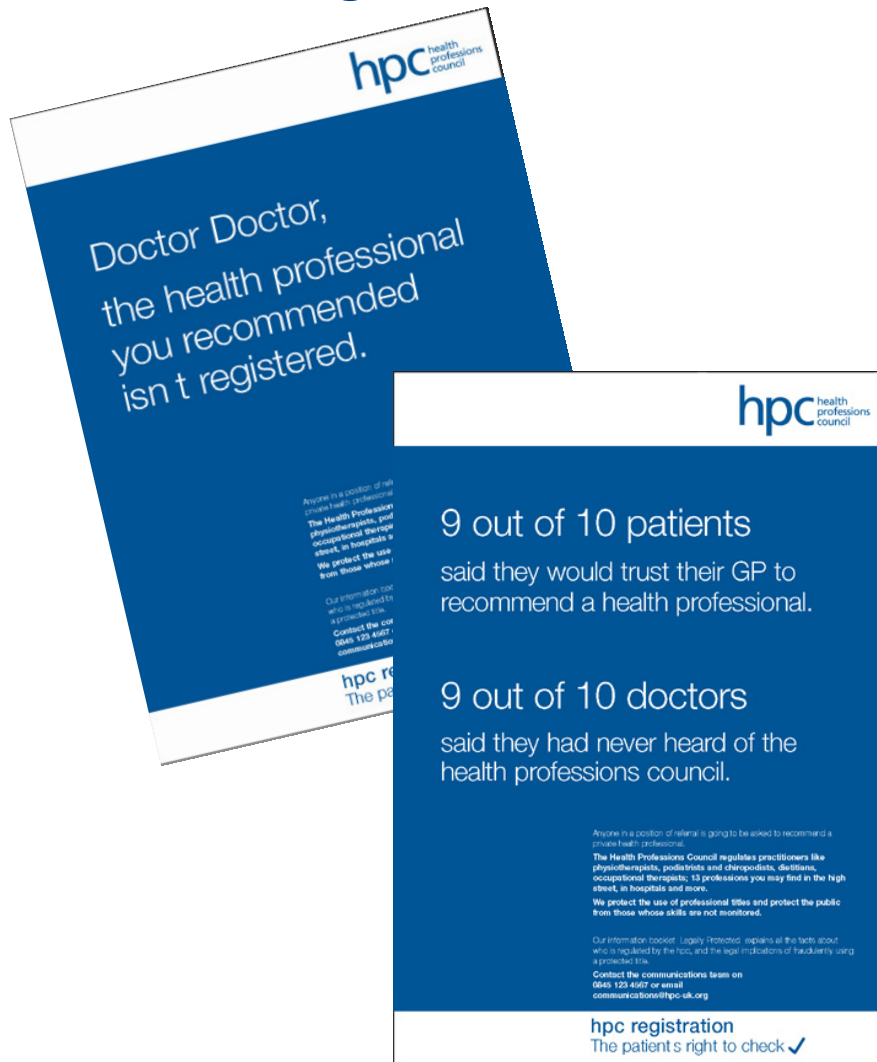


Informing referrers



- Leaflet outlining the role of the HPC, protection of title and the importance of referring to a health professional on our register.
- Will be mailed to all GPs and Practice Managers across the UK

Informing referrers



- Update on GPs at Primary Care Live on 9/10 October
- Adverts appearing in professional journals from October
 - Initially,
 - Pulse (circ 44,000)
 - GP (circ 41,000)
 - Doctor (circ 36,000)
- Adverts supported with editorial

Media presence

Consumer media

- Three mailings to media doctors/health pages: generic, dietitians, chiropody. Coverage achieved: Bella magazine, The Independent, The Mirror
- Case study opportunities in Mail and Sun

CISION™

Ms Victoria Nash
Health Professions Council
Park House
184 Kennington Road
London
SE11 4BU

Media
Bella

Date: 21/08/2007
Type: General Consumer
Frequency: 52/Per year
Circulation: 316281 (ABC)
MediaRef Ref: U74A-12
Page: 53

Order
269259001
HPC/CI/WI/27/28/X
JLA4 19 8051
Page 1(C)
189 29-1



HEALTH

What's new
in health

TAKE A HIKE!

Twenty-somethings are turning their backs on the gym in favour of keeping fit and healthy in the great outdoors.

In a recent survey seven out of 10 of the 20- to 30-year-olds taking part said they'd rather go for a walk than work out in a gym.

The Ramblers Association says new members in their 20s and 30s have trebled in the past five years. And almost 4000 people have

joined the association's Hike groups, which are designed specially for twenty- and thirty-something walkers.

For more information about Hike groups call 020 7309 8500 or visit www.ramblers.org.uk/hike.

And if you want some stylish hiking gear – well, it is a good excuse to go shopping – check out your local Matalas (0800 389 5801; www.matalas.co.uk).

Are they qualified?

- If you're planning to see a physiotherapist it's now easy to make sure they're properly qualified.
- The same goes for chiropractors, dentists and 10 other types of health professionals – by law they have to be registered with the Health Professions Council (0845 300 4472; www.professions.org.uk).
- To protect the public from rogue therapists, Counsellors, psychologists and psychotherapists are about to be added to the list, too.



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Journalist relationship building

- September - lunch for Marc with Health Editors of The Sun and The Mirror
- Broadsheets interested when news story breaks e.g. psychologists
- Sponsoring of Health Writers Guild Christmas event
- Mailing to Medical Journalists Association members to promote HPC

Communicating with the public: measuring success

- Quantitative measures
 - Number of requests for leaflets
 - Newsletter sign up
 - Hits on www.yell.com and Google
 - Feedback from registrants at Listening Events and exhibitions
 - GP surgery leaflet take-up
 - Tracking media coverage
- Qualitative measures
 - Opinion polling (2009)