
Communications Committee Thursday 16 October 2008

Media coverage and campaigns report

Executive summary and recommendations

Introduction

This update provides an overview of press and campaign activities since the last Communications Committee meeting on 21 May 2008.

Decision

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

Background information

Since the last report, we have issued 19 fitness to practise press releases on professionals who have been struck off or suspended from the Register. Over recent months media interest in fitness to practise hearings has increased and coverage of hearings in national and local press, particularly national newspapers has increased significantly.

We have also issued seven news releases to the media including the call for ideas on statutory regulation of psychotherapists and counselors, the consultation on the standards of education and training, the joint consultation with the Hearing Aid Council on the standards and qualification entry level for Hearing Aid Audiologists/Dispensers, the proposed regulation of complementary and alternative medicines and the recent council elections.

One of the main campaigns for this year is about increasing awareness of HPC among older people. Research has been undertaken and an agency appointed to work with us on this campaign. Activities will include media, speaking opportunities at exhibitions and conferences, direct mail and partnership work with relevant voluntary organisations. We are also planning a joint media campaign with the British Dietetic Society to raise awareness of the protected title.

We are also working on an internet campaign which aims to increase our presence on external websites such as consumer and signposting websites. Suitable websites have been identified and we are currently in the process of liaising with the external sites to update HPC information and add information and links to the HPC website.

In addition to this work, we have commissioned Ipsos MORI to undertake research into the potential for a "logo" or "kite mark" that can be used by HPC

regulated health professionals to demonstrate their registration status. Ipsos will be undertaking focus groups with registrants and the public in the next month and the findings will be used to develop a logo. The designed concept will then be tested (again with the public and registrants) with the aim of launching something in Spring 2009.

On the advertising front, we are renewing our adverts on Yell.com and Google as well as reviewing our advertising in Yellow Pages.

Resource implications

None

Financial implications

None

Appendices

Media coverage reports for June, July and August

6 October 2008

HPC monthly coverage report

The following coverage appeared between the 1 and 31 June 2008

Fitness to Practise

Date	Publication/ Website	Title of article	Summary
11/06/08	Oldham Evening Chronicle	'Physio touched naked patient'	David Tregallas – PH A blind physiotherapist from Oldham accused of getting a woman patient naked on all fours stormed out of a disciplinary.....
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
23/06/08	Oxford Mail	'Radiographer in disciplinary case'	Ian Johnson – RO A medic who worked in Oxford went berserk on a yachting holiday hosted by his best man, a disciplinary hearing was....
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
23/06/08	Press Association	'Radiographer to appear at fitness to practise hearing'	Ian Johnson – RO A radiographer could be struck off today following allegations that he groped a woman left soiled clothing on a yacht....
24/06/08	Press Association	'Medic groped woman and	Ian Johnson – RO

		vandalised yacht'	A medic went berserk on a yachting holiday by his one-time best man, a disciplinary hearing was told today....
24/06/08	Press Association	'Medic guilty of misconduct over holiday outburst'	Ian Johnson – RO A medic went berserk on a yachting holiday by his one-time best man, today received a three-year caution order....
24/06/08	Oxford Mail	'Radiographer faces disciplinary case'	Ian Johnson – RO A medic went berserk on a yachting holiday by his one-time best man, today received a three-year caution order....
24/06/08	Western Morning News (Cornwall edition)	'Caution order for medic after yacht misconduct'	Ian Johnson – RO A medic went berserk on a yachting holiday by his one-time best man, today received a three-year caution order....
24/06/08	Western Morning News (Devon edition)	'Caution order for medic after yacht misconduct'	Ian Johnson – RO A medic went berserk on a yachting holiday by his one-time best man, today received a three-year caution order....
25/06/08	BBC News	'Radiographer cautioned over grope'	Ian Johnson – RO A radiographer from Oxfordshire has been given a three-year caution for groping a woman and other shocking behaviour ...
25/06/08	Market Rasen Mail	'Medic guilty of misconduct over holiday outburst'	Ian Johnson – RO A Oxford medic who went berserk on a yachting holiday hosted by his one-time best man, has received a three-year...
25/06/08	Morley Observer & Advertiser	'Medic guilty of misconduct over holiday outburst'	Ian Johnson – RO

			A Oxford medic who went berserk on a yachting holiday hosted by his one-time best man has received a three-year...
26/06/08	Telegraph & Argus	'Hearing set to resume'	Yves Dereix – PH The hearing into allegations of sexual misconduct against a former physiotherapist from Ilkley will resume next week...
27/06/08	Oldham Evening Chronicle	'Groping physio is struck off'	David Tregallas – PH A blind physiotherapist from Oldham who stormed out of a disciplinary hearing earlier this month after being found

Other coverage

Date	Publication/ Website	Title of article	Summary
11/06/08	Children & Young People Now	Qualification courses: Health & Therapeutic disciplines	Article mentions speech and language therapists have to be registered with HPC.
12/06/08	Herald Express	Best foot forward	Article mentions HPC registered Chiropody and podiatry practice.
13/06/08	Gloucestershire Echo	We'll help the elderly avoid falls	Article mentions HPC registered podiatrists and physiotherapists
13/06/08	Cambs Times	Cath's back on her feet again	Article about a chiropodist
16/06/08	ePolitix.com	HPC welcomes DH steering group report that proposes regulation of complementary and alternative medicine by the HPC	ePolitix news page featured our full press release.
19/06/08	Evening Post (Nottingham)	Alternative laws	Article talks about the regulation of alternative medicine practitioners and that government has proposed HPC

			regulates the industry.
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Professional Bodies

Date	Publication	Title of article
June 08	Dietetics Today	'EU Regulation on Nutrition and Health claims made on foods' - Article mentions HPC
June 08	Dietetics Today	'BDA course for re-entrants to profession' - Article mentions HPC's requirements
June 08	Dietetics Today	'HPC renewal deadline looms'
June 08	Synergy News	'HPC amendment-do you agree?'
June 08	Podiatry Now	'Why registration is so important'- Article mentions HPC CPD audit.
June 08	Podiatry Now	Composing acceptable CPD profiles – Ahead of the HPC's CPD audits of podiatrists, here is our third and final article on composing a CPD profile.
June 08	Podiatry Now	Fellmongers footnotes: The Faculty of podiatric medicine and General Practice. Piece written by Wilfred Foxe who talks about HPC CPD audits.
June 08	Podiatry Now	Letters page – Reply to simply toenails Letter mentions HPC.
June 08	RCSLT	Have your say on HPC fees – HPC consultation on proposed fees increase for 2009
June 08	The Journal of Podiatric medicine	Editorial – Continual Professional Development
June 08	The Journal of Podiatric medicine	Chiropodists/podiatrists are you ready for CPD audit?
June 08	The Journal of Podiatric medicine	Health Professions Council reports – features recent news releases on FTP cases and the fees consultation.
18 June 08	Frontline	Talks sought over re-registration problems
June 08	The Operating Theatre Journal	HPC launches fees consultation

HPC monthly coverage report

The following coverage appeared between the 1 and 31 July 2008

Fitness to Practise

Date	Publication/ Website	Title of article	Summary
3/07/08	Hull Daily Mail	'Chiropodist suspended'	Christopher Caulkin – CH A foot specialist from the city with a history of alcohol dependency and three previous suspensions from practice...
4/07/08	Hull Daily Mail	'Address clarification'	Christopher Caulkin – CH The mail reported yesterday on the case of Christopher Caulkin, who has been suspended from practice for six months..
5/07/08	Press Association	'Physiotherapist struck off for misconduct'	Yves Dereix – PH A physiotherapist was ordered to be struck off today after being found guilty of misconduct.....
5/07/08	Telegraph & Argus	'Physio struck off over misconduct'	Yves Dereix – PH A physiotherapist was ordered to be struck off after being found guilty of misconduct.....
5/07/08	Yorkshire Post (Hull & East Riding edition)	'Physio struck off over misconduct'	Yves Dereix – PH A physiotherapist from West Yorkshire was ordered to be struck off yesterday after being found guilty of misconduct.....
6/07/08	Wales on Sunday	'Shamed speech therapist'	Paul Jones – SLT

		struck off'	A speech therapist who took photos of a half-naked vulnerable patient has been banned from the profession...
7/07/08	Yorkshire Evening Post (Leeds final)	'Physio struck off over women's allegations'	Yves Dereix – PH A West Yorkshire physiotherapist from has been struck off after being found guilty of misconduct.....
7/07/08	Birmingham Mail (Central city final)	'Surgery worker is banned over drink'	Justin Corden-Bowen – ODP A boozing Birmingham children's hospital surgery worker whose job was to make sure young patients' lives are not..
9/07/08	Yorkshire Evening Post	'Leeds man died after paramedic failed to spot heart attack, tribunal told	Pamela Jameson – PA A 28-year-old man died in Leeds after a veteran paramedic failed to spot the 'classic signs' of a heart attack...
10/07/08	Yorkshire Post (Hull & East Riding edition)	'999 medic in cardiac confusion struck off'	Pamela Jameson – PA A veteran paramedic has been struck off after a tribunal heard claims she let a patient die, having failed to spot the...
10/07/08	Yorkshire Evening Post (Wakefield)	'Man died after 999 paramedic mistake'	Pamela Jameson – PA A 28-year-old man died after a veteran paramedic failed to spot the 'classic signs' of a heart attack...
11/07/08	Ilkley Gazette	'Ilkley physiotherapist branded a danger to the public'	Yves Dereix – PH A physiotherapist from Ilkley has been branded a danger to the public by his own professional watchdog...
16/07/08	MK News	'Sexually motivated physio awaits fate	John Perrot – PH A disciplinary panel has ruled that an osteopath who was

			treating a woman with back injuries was sexually motivated..
17/07/08	Sussex Express	'Radiographer suspended after patient collapsed'	<p style="text-align: center;">June Nottage - RO</p> <p>A radiographer who asked a patient to sit upright for an x-ray despite having been advised not to do so because of the risk...</p>
17/07/08	Rye & Battle Observer	'Radiographer suspended after patient collapsed'	<p style="text-align: center;">June Nottage - RO</p> <p>A radiographer who asked a patient to sit upright for an x-ray despite having been advised not to do so because of the risk...</p>
17/07/08	Mid Sussex Times	'Radiographer suspended after patient collapsed'	<p style="text-align: center;">June Nottage - RO</p> <p>A radiographer who asked a patient to sit upright for an x-ray despite having been advised not to do so because of the risk...</p>
22/07/08	Digital journal.com	'Paramedic fired after being caught inhaling gas'	<p style="text-align: center;">Richard Sanders – PA</p> <p>It was one of those things that been alleged to have taken place in many an ambulance in the UK by crews...</p>
23/07/08	Medical News Today	Operating Department Practitioner struck off for fraud, UK	<p style="text-align: center;">Christopher Webster – ODP</p> <p>Operating department practitioner (ODP), Christopher Webster, has been removed from the HPC register....</p>
31/07/08	BBC News	Incompetent physio struck off	<p style="text-align: center;">Aruk V Rathina – PH</p> <p>A physiotherapist has been struck off by the Health Professions Council for incompetence and misconduct....</p>
31/07/08	Liverpool Echo	Suspension for Lewis paramedic	<p style="text-align: center;">Un-named – PA</p> <p>A Merseyside paramedic has been suspended after two-years-</p>

			old boy died eight hours after he examined him.....
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Other coverage

Date	Publication/ Website	Title of article	Summary
13/07/08	The Sunday Telegraph	End of the couch giving Freudians bad dreams	Article about the regulation of psychotherapists - HPC mentioned
15/07/08	The Times	Regulate this!	Article about the regulation of psychotherapists - HPC mentioned
18/07/08	Times-online	Therapy requires the right type of regulation	Letters in response to the article about the regulation of psychotherapists as above.
20/07/08	Times-online	Psychotherapy model	Another letter in response to the article published on 15 July about the regulation of psychotherapists.
22/07/08	Daily Telegraph	Women who claimed detox diet caused brain damage wins £800,00	Article about a mother who has been awarded damages after a nutritional therapist placed her on a radical diet that left her brain damaged and epileptic (HPC mentioned)
22/07/08	Daily Telegraph	Barbara Nash case highlights lack of regulation of nutritionists	Article about a mother who has been awarded damages after a nutritional therapist placed her on a radical diet that left her brain damaged and epileptic (HPC mentioned)
24/07/08	Asian Age	Woman to get £810k for detox diet gone wrong	Article about a mother who has been awarded damages after a nutritional therapist placed her on a radical diet that left her brain damaged and epileptic (HPC mentioned)
29/07/08	The Times	Psychotherapy must be regulated now	Another letter in response to the article published on 15 July about the regulation of psychotherapists.
30/07/08	American Chronicle	Tamworth Chiropractor alternatives available in Staffordshire	Article about treatments for back pain and backache. Article mentions physiotherapists being HPC registered.

Professional Bodies journals/publications

Date	Publication	Title of article
July 2008	Synergy News	Council meeting 1 June 2008 HPC section reports that Richard Evans meet with representatives from the HPC to discuss some of recent registration renewal problems radiographers had.
2 July 2008	Frontline	Good news on regulation of acupuncture
2 July 2008	Frontline	Physio struck off
7 July 2008	Podiatry Review	Don't forget to renew your HPC registration by 31 July 2008
July 2008	Podiatry Now	Don't forgot to renew your HPC registration by 31 July
July 2008	CAM magazine	Another regulator for CAM: herbalists, acupuncturists and TCM to join dietitians, paramedics and physios
July 2008	The Journal of perioperative Practice	Is the NMC shooting preoperative nursing in the foot (article mentions the HPC)
16 July 2008	Medical News Today	HPC and HAC launch joint consultation on standards and qualification entry level for Hearing Aid Audiologists/Dispensers, UK
16 July 2008	Frontline	Pioneering pathway (Article about one of the first physios on an innovative trainee consultant course – HPC mentioned)
16 July 2008	Frontline	Physio struck off after re-hearing
23/07/08	Medical News Today	Health Professions Council launches call for ideas on the Statutory Regulation of Psychotherapists and counsellors, UK
30/07/08	Nursing Times	Unison HCA conference: Regulation detail due next year (article features a quote from HPC's Chief Executive)

HPC monthly coverage report

The following coverage appeared between the 1 and 31 August 2008

Fitness to Practise

Date	Publication/ Website	Title of article	Summary
01/08/08	This is southdevon.co.uk	Physiotherapist struck off register	Arul V Rathina – PH A physiotherapist from Totnes has been struck off for incompetence and misconduct following an investigation..
02/08/08	The press and journal	Physio struck off for fondling plane passenger	Babu John – PH A physiotherapist was stuck off a professional register yesterday after intimately touching a woman while she slept..
02/08/08	Birmingham Post	Physiotherapist struck off following police caution for sexual touching	Babu John – PH A physiotherapist was struck off a professional register yesterday after intimately touching a woman while she slept..
06/08/08	The Press Association	Physio accused over surgery	Albert Constable – PH A Physiotherapist asked a woman to undress and gave her an oil massage during an appointment to treat lower back pain...
06/08/08	Management in practice	Physiotherapist accused over near-naked oil massage	Albert Constable – PH A physiotherapist has been accused of “unprofessional” behaviour after allegedly asking a woman to undress..
06/08/08	The Herald	Physio asked back pain	Albert Constable – PH

	(Glasgow)	woman to undress, hearing told	A Physiotherapist asked a woman to undress and gave her an oil massage during an appointment to treat lower back pain...
06/08/08	The Daily Telegraph (Edinburgh office)	Physio asked woman to undress and undid bra	Albert Constable – PH A Physiotherapist asked a woman to undress and gave her an oil massage during an appointment to treat lower back pain...
06/08/08	Metro (Scotland)	Physio gave me oil massage for pain, says client	Albert Constable – PH A Physiotherapist told a woman to strip and gave her an oil massage during a back pain appointment a hearing was told...
06/08/08	Wakefield Express	Physio accused over surgery conduct	Albert Constable – PH A Physiotherapist asked a woman to undress and gave her an oil massage during an appointment to treat lower back pain...
06/08/08	Ripon Gazette	Physio accused over surgery	Albert Constable – PH A Physiotherapist asked a woman to undress and gave her an oil massage during an appointment to treat lower back pain...
06/08/08	Newmarket Journal	Physio accused over conduct	Albert Constable – PH A Lanarkshire physiotherapist asked a woman to undress and gave her an oil massage during an appointment to treat lower..
07/08/08	Scottish Daily Mail	Physiotherapist denies patients' accusations	Albert Constable – PH A Physiotherapist yesterday denied behaving unprofessionally towards two women patients...
07/08/08	The Herald	Physiotherapist denies misconduct claims over women	Albert Constable – PH A Physiotherapist yesterday denied allegations that he

			behaved unprofessionally and made inappropriate comments..
07/08/08	Metro (Scotland)	Physio hits back over allegations	Albert Constable – PH A Physiotherapist yesterday denied claims he gave two female patients made inappropriate massages.....
07/08/08	Derbyshire Times	Physiotherapist denies allegations	Albert Constable – PH A physiotherapist has denied allegations that he behaved unprofessionally and made inappropriate comments to two ..
07/08/08	Mearns Leader	Physiotherapist denies allegations	Albert Constable – PH A physiotherapist has denied allegations that he behaved unprofessionally and made inappropriate comments to two ..
08/08/08	The Southern Daily Echo	Medic accused colleague over the use of drug	Lisa Hubbard – PA A paramedic accused a colleague of giving the wrong drug to an elderly woman, telling her family that it could potentially kill her....
08/08/08	Thisishampshire.net	Medic accused colleague over the use of drug	Lisa Hubbard – PA A paramedic accused a colleague of giving the wrong drug to an elderly woman, telling her family that it could potentially kill her....
09/08/08	Redorbit News	Case of Scientist who removed germs from lab goes to Health Council	Jennifer Bainbridge – BS A biomedical scientist who took potentially deadly germs from a hospital lab in a plan to kill herself has been referred to the...
09/08/08	The Journal	Case of Scientist who removed germs from lab	Jennifer Bainbridge – BS

		goes to Health Council	A biomedical scientist who took potentially deadly germs from a hospital lab in a plan to kill herself has been referred to the...
14/08/08	Hamilton Advertiser	Former Accies physio facing second probe	Ian Constable – PH A former Hamilton Accies' physiotherapist is subject of second professional misconduct hearing in three years...
18/08/08	Birmingham Mail	Cash con hospital worker struck off	Christopher Webster – ODP A Birmingham hospital worker has been struck off for coning cash donations from medical companies.....
21/08/08	Evening Times	Panel to decide on physio misconduct claims	Albert Constable – PH A physiotherapist will learn today whether his fitness to practise has been impaired by alleged misconduct towards....
22/08/08	The Press Association	Physio suspended over misconduct	Albert Constable – PH A physiotherapist has been suspended for a year after being found guilty of misconduct towards two female patients....
22/08/08	ICWestlothian.icnetwork.co.uk	Physio suspended over misconduct	Albert Constable – PH A physiotherapist has been suspended for a year after being found guilty of misconduct towards two female patients....
22/08/08	Hamilton Advertiser	Physio suspended over misconduct	Albert Constable – PH A physiotherapist has been suspended for a year after being found guilty of misconduct towards two female patients....
22/08/08	News.scotsman.com	Year's ban for physio who made women distressed	Albert Constable – PH A physiotherapist was yesterday suspended for a year after

			being found guilty of misconduct towards two female patients..
22/08/08	The Garstang Courier	Physio misconduct claim verdict due	Albert Constable – PH A physiotherapist was suspended for a year yesterday after being found guilty of misconduct towards two female patients..
22/08/08	Hawick News	Physio misconduct claim verdict	Albert Constable – PH A physiotherapist will learn whether his fitness to practise has been impaired by alleged misconduct towards two female...
23/08/08	The Courier and Advertiser	Suspension for physio guilty of misconduct	Albert Constable – PH A physiotherapist was yesterday suspended for a year after being found guilty of misconduct towards two female patients..
23/08/08	Telegraph & Argus	Found guilty	Albert Constable – PH Hearing: A physiotherapist has been suspended for a year over his conduct towards two female patients..
23/08/08	The Herald	Physiotherapist guilty of misconduct is suspended for year	Albert Constable – PH A physiotherapist was yesterday suspended for a year after being found guilty of misconduct towards two female patients..
23/08/08	The Scotsman	Year's ban for physio who made women distressed	Albert Constable – PH A physiotherapist was yesterday suspended for a year after being found guilty of misconduct towards two female patients..
28/08/08	Hamilton Advertiser	Former Accies physio suspended over complaint by female patients	Ian Constable – PH A former Hamilton Accies physiotherapist has been found guilty of professional misconduct.....

Other coverage

Date	Publication/ Website	Title of article	Summary
31/07/08	Sutton Guardian	Warning from dietitians	Article about the BDA urging people wanting nutrition advice to only visit professionals registered with the HPC.
08/08/08	Daily Mirror	Why we need rules	Article about the regulation of healthcare support workers.
08/08/08	East Lothian Courier	All gain no pain at county physio	Article a physio with more than 35 years experience who is registered with the HPC.
13/08/08	Lincolnshire Echo	Step into the right job...	Article about working as a chiropodist/podiatrist that mentions the requirement of being HPC registered.
14/08/08	Evening Telegraph	Anniversary year for NHS pioneer	Article about the university of Derby's school of occupational therapy celebrating its 60 th anniversary and mentions HPC registration.
14/08/08	Herald Express	For Lorna it's..feet first	Article about working as a chiropodist/podiatrist that mentions ensuring that people check their chiropodist is registered with the HPC.
19/08/08	Birmingham Post.net	Widower criticises West Midlands Ambulance service for lack of apology over wife's death	Article about a widower whose wife died after alleged delays by paramedics. Article mentions the widower intends to refer the case to the HPC
20/08/08	Birmingham Post (city edition)	Ambulance service 'owes apology' over wife's death	Article about a widower whose wife died after alleged delays by paramedics. Article mentions the widower intends to refer the case to the HPC
22/08/08	Ayrshire Post	Step up to the plate says Ayr	Article about physiotherapy equipment that mentions the HPC

		physio	
26/08/08	BBC News	Fitting the crime	Article about claims the government are too quick to criminalise young people. Case study is a young man who is an OT and because of his caution his case was referred to the HPC fitness to practise panel.
29/08/08	Times Online	Regulating quack medicine makes me feel sick	Article about the regulation of complementary and alternative medicines – mentions HPC

Professional Bodies journals/publications

Date	Publication	Title of article
August	Complete Nutrition	HPC update article written by HPC's Communications Manager
August - Sept	The Operating Theatre Journal	Operating Department Practitioner struck off for fraud
August	RCSLT bulletin	New standards of conduct, performance and ethics for SLTs
6 August	Physio Frontline	Physio struck off for serious misconduct
	Physio Frontline	HPC promises action over re-registration storm (Greg Ross-Sampson quoted)
6 August	Physio Frontline	Headache over re-registration (Letter from reader about registration problems encountered)
August	Parallel Vision	Launch of the revised Health Professions Council standards of conduct, performance and ethics
August	Parallel Vision	HPC launches online change of contact details function for orthoptists
August	Synergy News	HPC update standards of conduct, performance and ethics
August	Synergy News	Council meeting update: HPC
August	Podiatry Now	The Health Professions Council Audit
August	Podiatry Now	HPC revises standards of conduct, performance and ethics

August	Podiatry Now	Proposed regulation of complementary and alternative medicine by the HPC
August	Podiatry Now	Letters page – HCC head and shoulders above HPC; Dangerous registrant; Re@ Janet McInnes editorial