

Communications Committee, Thursday 16 October 2008

CPD communications report

Executive summary and recommendations

Introduction

This update provides an overview of cpd communication 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

The CPD talks programme is ongoing with continued demand from registrant and aspirant professional groups. The work period from May until now has seen an increase in the scope and breadth of work being undertaken, for example talks on the future of HPC and initial feedback from the first round of CPD audits. Other work includes developing a consistent approach to HPC's interaction with students.

CPD talks

The continuing programme of talks now extends into March 2009 with work beginning on a series of talks in the spring/summer 2009. This next phase will use the "google map" (see next item) amongst other tools to specifically target areas not reached by the talks so far. Current areas being looked at are:

- Mid and North Wales
- North East Scotland and the highlands
- North East England
- South West England

Since October 2007, 100 talks have been delivered to over 5800 registrants across the whole of the UK.

Note: A 3 day visit to Northern Ireland will commence on the October 27, further details will be provided to the Committee in January's update.

Google Map

Google provide a free online facility which has enabled the talks delivered so far to be mapped. This has provided two key benefits:

- Areas not yet visited are easily identifiable, allowing more accurate and efficient work planning.
- An easy to use and engaging reporting tool for use by the Communications department, Committee & Council.

CPD DVD

450 further DVDs were sent to all ODP's selected for CPD audit in the first week of September. This follows the positive response from Chiropodists who received them when audited in May.

The second phase plan for the DVD has also been initiated; this will involve the DVD being uploaded to the website and accessible by all with an internet connection. We will also be including subtitles on this version.

Students' project

A programme of work has been initiated which is intended to bring up to date and relevant information to all students and course tutors on HPC approved courses.

The project will consist of the following elements and will be delivered by the end of the current financial year.

- PowerPoint slides and notes provided for course tutors specifically targeting 1st and 3rd year students. The first category will inform students about the role of the HPC and responsibilities, whilst the second will focus on "how to get registered".
- A short film on getting registered will also be produced which will be uploaded directly to the HPC website, this will allow both students and tutors to access it when necessary.

Resource implications

None

Financial implications

None

Appendices

6 October 2008