

Communications Committee 4 November 2010

Communications department progress report for quarter 2

Executive summary and recommendations

Introduction

The attached document sets out the progress the department has made against the activities and objectives set out in the departmental workplan for 2010-11.

Decision

The Committee is invited to discuss the attached document.

Background information

See introduction

Resource implications

Resources have been set out in the departmental workplan and are linked to the department's budget which has been approved by the Finance and Resources Committee.

Financial implications

As above.

Appendices

Communications department progress report for quarter 2

Objective 1: to raise awareness and understanding of the HPC's role in regulation across all our audiences, we will:

	Main activity	Description	Employees	Timescale	Progress Q2
1.1	Manage the publications process and support departments in the production of a range of publications	<p>Manage the publications process for all publications, liaising with departments and advising on the content of publications.</p> <p>Possible publications this year include: Paramedic report (Q1) Annual monitoring supplementary information (Q1) FtP annual report (Q2) Education annual report (Q3) Education process (Q4) Review of complaints literature (tbc) Review of standards of proficiency (Q4) Reprint of health/character guidance (Q4)</p>	Publishing Manager / Communications Officer (Publishing)	<p>Throughout the year and dependant on requirements of other departments</p> <p>See publications schedule for more detail</p>	<p>Annual monitoring: supplementary information for education providers, and the Fitness to practise annual report 2010 were published in Q2. Education annual reports for 2008 and 2009 and revised fitness to practise complaints literature (x3 A5 booklets) were published at the start of Q3. Following amendments to the standards of proficiency for health psychologists, this publication was also updated.</p> <p>Current work includes two new research reports: a history of CPSM and an external report on alternative complaints resolution mechanisms, and a revised version of Periods of adaptation.</p>
1.2	Continue to distribute publications and brochures on request and ensure availability of publications in large print, Braille, Welsh etc	<p>Respond to requests within reasonable timescale, log requests and maintain stock levels</p> <p>Organise reprints of existing publications ensuring sufficient stock at all times</p>	Publishing Manager / Communications Officer (Publishing)	Throughout the year and dependant on requests received and monthly stock take	All publication requests are dealt with within 1–3 working days. Publications of particular interest to registrants in this quarter continue to be Guidance on conduct and ethics for students (2,627), Standards of conduct performance and ethics (1,413) and the CPD long guide (342). These figures are additional to any publications distributed at HPC events and external events.

	Main activity	Description	Employees	Timescale	Progress Q2
1.3	Develop the website and its content by working with departments to support their requirements and identify opportunities for development	<p>Work with departments to develop content and pages of website. Specific activities this year will be determined by departmental and organisational requirements</p> <p>Refresh design and content of hpcheck to bring it in line with the HPC's visual identity</p>	Web Manager / Communications Officer (Publishing)	<p>Throughout the year dependant on departmental requirements</p> <p>Q3 and Q4</p>	<p>The latest website deployment is underway including improvements to events information and functionality. Members from the communications, education and fitness to practise teams have all been consulted.</p> <p>Also included in the deployment are improvements to security and the creation of RSS feeds in line with our social media strategy.</p> <p>A major project has now been initiated to carry out this work which includes enhancements to the functionality and accessibility of the Register as well as the design and content. The Web Manager will be leading the project.</p>
1.4	Provide the outward face of the HPC to consumer media as well as online media channels	<p>Continued implementation of the department's media strategy through</p> <p>working with departments, identifying news stories, writing articles and issuing releases</p> <p>contact programme with journalists as required, ensuring relevant HPC staff fully media trained and continued development of media infrastructure (eg media lists, coverage reports)</p> <p>sharing best practise with other regulators through media and pr networks</p>	Media and PR Manager / Communications Officer (Media and PR)	<p>Throughout the year</p> <p>Throughout the year</p> <p>Throughout the year</p>	<p>Collaborative work with other departments continues, particularly with Policy. Press releases issued in this quarter include the launch of the consultation of generic standards of proficiency as well as other key organisational activities, for example the launch of our referrers' campaign.</p>

	Main activity	Description	Employees	Timescale	Progress Q2
1.5	Communicate relevant information about extending regulation to new professions including psychotherapists and counsellors, healthcare scientists, assistants and other groups where relevant	Work closely with Policy to support the work undertaken. Write comms plan as required. Activities will vary depending on profession but may include attendance at relevant meetings, media monitoring, consumer and professional media coverage, use of HPC blog, talks and presentations, research, information or attendance at relevant conferences, event support, information on our website, articles in professional journals.	Director / all	Throughout the year	<p>Included in talks and presentations at external conferences and exhibitions (eg Naidex South, Society of Chiropractors and Podiatrists) and HPC events (eg Listening Events).</p> <p>Daily media monitoring for all new professions continues, with responses agreed where appropriate. We have a rolling programme of articles planned for psychotherapists and counsellors' professional publications.</p> <p>The communications team provided support for the recent counsellors and psychologist stakeholder event in Glasgow. The events manager worked with policy on the logistics and the Communications Director chaired the event. Approximately 80 people attended, presentations on the HPC were delivered by the Chair, Director of Policy and the Director of Fitness to Practise and a Q&A session followed.</p>
1.6	Ensure Fitness to Practise hearings and their outcomes are made public in accordance with the HPC's statutory responsibilities	Issue weekly media alerts, write and issue releases for suspension and strike off, respond to journalist queries and liaise with journalists at hearings, focus coverage in local and regional media	Media and PR Manager/ Communications Officer (Media and PR)	Throughout the year	<p>Media alerts issued weekly.</p> <p>Between June and September we issued 24 media releases relating to strike offs and suspensions. For this same period we had 296 FtP mentions in regional and national media (including 184 for September when a high profile hearing took place).</p>

Objective 2: to extend our reach to the public enabling them to easily access information about the HPC, we will:

	Main activity	Description	Employees	Timescale	Progress Q2
2.1	Ensure the continued dissemination of public information literature	<p>x 2 GP and pharmacy waiting room distribution</p> <p>x 1 PALs and Wales Community Health Council (CHC's) distribution and Citizen Advice Bureau</p> <p>Research and determine viability of distribution to other networks including local authorities, charities</p> <p>Continued promotion to registrants through A5 flyer in renewals, professional press, events</p>	Media and PR Manager / Communications Officer (Media and PR)	<p>Q1 – April</p> <p>Q3 - Oct</p> <p>Q1</p> <p>Throughout the year</p>	<p>The Q2 GP waiting room distribution went ahead as planned with approximately 250,000 leaflets distributed UK-wide to the largest 6000 GP surgeries. Q1 figures showed a 78% pick up rate for our leaflets at GP surgeries based on an average of 68% across all leaflets during this quarter.</p> <p>Distribution mechanisms for PALS and Welsh CHC's are being researched and distribution will follow later in the year.</p>
2.2	Promotion of “registered with the HPC” concept to registrants and the public and ensure continued access and usage	<p>Development and registration of logo with UK Intellectual Property Office</p> <p>Production of new web pages</p> <p>Production of brochure</p> <p>Promotion to registrants through existing channels, eg HPC In Focus, registration renewal certificates, events</p> <p>Professional and consumer media campaign</p>	Director / all	Q1 onwards	<p>Promoted in HPC In Focus, through registration renewal certificate mailings and communicated internally in HPC Update.</p> <p>Uptake of the registration logo has been promising, with 927 downloads since its launch in Q1.</p>
2.3	Maintain an online presence through existing channels, eg Google and develop new channels (eg Facebook)	<p>Maintain Google adwords</p> <p>Research websites where we should have a presence, make contact with relevant organisations and ensure information about the HPC is available on these sites</p>	Media and PR Manager / Communications Officer (Media and PR)	<p>Quarterly</p> <p>Q1 research</p> <p>Q2 reporting/ implementation</p>	<p>Google adwords continue. Chiropody continues to be the most popular search word and in May to July resulted in 6,678 visits to www.hpcheck.org.</p> <p>A strategy paper on our approach to social media has been submitted to the communications committee for discussion.</p> <p>Research is ongoing into signposting on relevant websites.</p> <p>We continue to maintain and update the HPC blog and monitor social media sites and online activity.</p>

	Main activity	Description	Employees	Timescale	Progress Q2
2.4	Ensure GPs and referrers are informed about the HPC	Develop appropriate programme of communications based on 2009 research eg online campaign, conferences and events	Media and PR Manager / Communications Officer (Media and PR)	From Q2	HPC's first online campaign aimed at referrers was launched in August. The main activity has been through an HPC microsite on Doctors.net where we have access to over 173,000 primary and secondary care GMC-registered doctors. The microsite has been visited by 1,916 doctors 2,642 times. This is an average of 1.4 visits per doctor. Over 300 doctors have taken part in the online poll and the campaign has received full site promotion. Professional body publications have picked up on the campaign and the NMC has been promoting our campaign in their newsletters to practice nurses and student nurses as well as on the NMC Facebook site which has over 13,000 followers. We also exhibited at the RCGP conference to further promote the campaign.
2.5	Ensure information for complainants is relevant and accessible	Work with the FtP department to undertake activities including, review of brochures, development of website and hearings dvd	Director / all	Throughout year	<p>Revised fitness to practise literature was published at the start of Q3:</p> <ul style="list-style-type: none"> - How to raise a concern - What happens if a concern is raised about me? - The fitness to practise process <p>The hearings video project is now underway. The project team has completed the scripting process and has engaged contractors to produce and edit the film. Filming has taken place and we are now beginning the editing process. The film will be made available online through www.hpc-uk.tv and the fitness to practise web pages.</p>

	Main activity	Description	Employees	Timescale	Progress Q2
2.6	Participate in patient and public involvement activities through participation in the joint UK health regulators PPI group	Undertake joint activities as set out in the agreed PPI group workplan, including joint leaflet, development of website	Media and PR Manager	Quarterly meetings	<p>Progress made with joint leaflet: quotes in from Plain English Campaign, designer, and printer. Quantities required by each regulator confirmed.</p> <p>The Media and PR Manager continues to represent the HPC at meetings of the joint regulators' PPI group and attended the most recent one held on 15 October. The Media and PR Manager is also on the sub-group (alongside the NMC, GSCC) and is responsible for organising the joint mental health seminar taking place on 25 November.</p> <p>The seminar will focus on mental health so that regulators can learn about, and become aware of, the key priorities for people with mental problems. It is also an opportunity for us to understand how we can improve the way we communicate with, and involve, people with mental health problems in our work. Anna van der Gaag will be chairing the event.</p>
2.7	Ensure patient representative groups, advocacy groups and service users are informed and engaged with the HPC	Research contacts (eg LINKs) and ideas (eg local authorities), implement contact programme as required, attendance at relevant events and conferences, promotion of public information materials	Stakeholder Communications Manager	Q2	<p>We exhibited at the Citizen Advice Scotland (CAS) conference and are following up on two pieces of work</p> <p>a) exploring the idea of providing information for them to use in their e-learning modules for advisors. Once this is up and running we hope to take it forward with CAB.</p> <p>b) working in partnership with them to deliver training to their advisors to enable them to provide advice to the public on raising concerns.</p>

	Main activity	Description	Employees	Timescale	Progress Q2
2.8	Manage public information campaigns	<p>Continue elements of older people campaign including attendance at relevant conferences, inserts in delegate packs</p> <p>Development and implementation of joint media campaign with professional body to raise awareness of protected title</p> <p>Undertake scoping of research brief and determine way forward on research into seldom heard audiences</p>	Media and PR Manager / Communications Officer (Media and PR)	<p>Throughout the year</p> <p>Q2 research Q3 roll out</p> <p>Q4</p>	<p>The Media and PR manager will be attending the National Care Forum (NCF) conference in November for the older people campaign. Campaign materials continue to be included in delegate packs at targeted events.</p> <p>The protection of title campaign research and scoping has begun with the Football Association to promote the physiotherapist title. The Director of Fitness to Practise and Media and PR Manager have started initial dialogue on this after putting it on hold following the world cup.</p>

Objective 3: to inform key stakeholders of our public protection role through ongoing dialogue and engagement, we will:

	Main activity	Description	Employees	Timescale	Progress Q2
3.1	Develop HPC's profile in the four nations and Europe devising channels of communication which ensure stakeholders are informed and fully aware of our work and role in healthcare regulation	<p>Jointly work with Policy and ensure development across all stakeholder audiences, including Parliamentarians, employers, professional bodies and various health departments</p> <p>Continue to research contacts and ideas and develop and maintain database of contacts</p> <p>Undertake at least 2 visits to each country for meetings with stakeholders and conference attendance</p> <p>Monitor European Parliament and stakeholder activities and disseminate information as relevant, organise at least one trip for stakeholder meetings and/or conferences as required.</p>	Stakeholder Communications Manager / Communications Officer (Stakeholder)	<p>Q2</p> <p>Dates (tbc)</p> <p>Dates (tbc)</p>	<p>We are working with the Chief Executive's Office, Policy and IT to utilise and update existing internal CRM databases. This is part of the ongoing work in delivering a stakeholder contacts database.</p> <p>Scotland</p> <ul style="list-style-type: none"> - 24 June attended GMC 'end of life' briefing at Scottish Parliament. - 1/2 September attended Citizens Advice Scotland annual conference. - 28 September attended GDC parliamentary event. <p>Northern Ireland – 26/27 July, two day visit with Michael Guthrie. We met with civil servants, professional body representatives, Northern Ireland Social Care Council, GMC and the Public Health Agency.</p> <p>Wales – 3 September, meeting with Professional Body Welsh Policy Officers from CSP, SoCP, COT, BDA, RCSLT. We are currently exploring ways of joint working in 2011/12.</p> <p>Europe – 1 October – attended BMA EU forum in London, other bodies represented were DH, NHS Confederation and RCN. We will continue to participate and will be hosting the forum in April 2011.</p> <p>8 October - Ongoing participation in</p>

					<p>the Alliance of UK Regulators in Europe (AURE) group meetings. Discussions are currently focusing on language competency of EEA applicants, periods of adaptation and aptitude tests.</p> <p>Planning stages for Brussels visit with MEP's and NHS EU office in January with Chief Executive.</p>
3.2	Ensure Parliamentarians informed and aware of our work and role in healthcare regulation	<p>Organise fringe speaking membership of the Health Hotel and ensure participation Health Hotel activities at all three main political party conferences</p> <p>Undertake annual information mailing, face-to-face briefings and written briefings as required</p> <p>Delegate attendance at political party conferences (eg DUP, SNP and Welsh Labour) and at relevant health committees in the four nations</p> <p>Maintain comprehensive monitoring across Parliament, government, the devolved bodies and other relevant organisations, dissemination of information as required</p> <p>Continue e-politix and editorial/advertorial opportunities as required</p>	Director / all	<p>Q1 and Q3</p> <p>As required</p> <p>Throughout the year</p> <p>Throughout year</p> <p>As required</p>	<p>We have now completed our participation at the three main party conferences as part of the Health Hotel. The subject of the fringe was 'Openness and transparency in the NHS', our fringe partners were the MPS and RCM. Speeches were delivered by members of the HPC including the Chair and Director of Fitness to Practise. We were able to meet with Ministers and Shadow Ministers from the three parties and have already begun the process of organising follow up meetings and briefings.</p> <p>The fringes were very well attended and we are now reviewing and beginning the planning for next year's conferences.</p> <p>Meetings have now been secured with the Health Committees in Northern Ireland and Scotland. These will take place during October and November with the intention of finding ways that HPC can participate and contribute to the debates in the devolved administrations.</p> <p>Monitoring of Parliament and the</p>

					<p>devolved administrations is continuing with follow up as required. We have now increased our monitoring to include Social Work and completed a trial of Dods EU monitoring in September, the service was evaluated and we decided against purchasing at the present time. We will revisit in 2011/12.</p> <p>The Epolitix microsite is being updated on a monthly basis, most recently with an invitation to attend HPC fringes at the party conferences.</p>
3.3	Inform and engage employers with the HPC across all activities and on specific issues	<p>Undertake five Employer Events across the UK</p> <p>Communication in the form of letters and emails on key areas of importance such as renewal of registration, speaking engagements</p> <p>Attendance at relevant exhibitions and conferences eg NHS Employers</p> <p>Rolling programme of news items in bulletins and on the website</p>	Stakeholder Communications Manager / Events Manager / Communications Officer (Stakeholder)	<p>Q4 – Feb / March</p> <p>As required</p> <p>Throughout the year</p> <p>As required</p>	<p>Provisional dates and locations have been set for the next programme of Employer Events, starting in February 2011.</p> <p>The HPC has a stand booked at the NHS Employers exhibition which takes place in Liverpool on 16-18 November.</p>
3.4	Ensure employers aware of importance of protected titles and employing practitioner psychologists on HPC register	Identify/research issues and devise programme of communications work which highlights role of HPC, use of protected title and importance of employing HPC-registered practitioner psychologists	Stakeholder Communications Manager / Media and PR Manager / Communications Officers	Q1 and Q2 for research Q 3 and Q4 for roll out	See 3.5
3.5	Research relevant activities to promote grandparenting for practitioner psychologists	Begin to research potential communications campaign for roll out Q1 2011/12	Media and PR Manager / Stakeholder Communications Manager /	Q3 and Q4	These two pieces of work will be combined as the grandparenting route remains open until 2012. Research is currently underway for implementation in next financial

			Communications Officers		year, but information will be incorporated into the upcoming employer events in February 2011.
3.6	Provide communications for HPC's exploratory work on revalidation	Liaise with Policy, agree communications activities in Phases 1+2. External facing activities may include drafting copy for web and articles in In Focus, stakeholder liaison and events support. Internal communications to include information at all employee meetings, copy for Update and intranet articles	Director / all	Q1 and then throughout the year dependant on Policy projects	Included in talks and presentations at external conferences and exhibitions (eg Naidex South, Society of Chiropodists and Podiatrists) and HPC events (eg Listening Events). Article included in HPC In Focus.

Objective 4: to engage with our registrants to ensure they understand the benefits of regulation, the work of the Council and what is required of them, we will:

	Main activity	Description	Employees	Timescale	Progress Q2
4.1	Participate in external exhibitions by taking stands and researching new opportunities	Book stands at approximately 25 professional facing conferences and exhibitions ensuring relevant representation from HPC Research new conferences to attend and maintain calendar of events	Events Manager / Communications Officer (Events)	Throughout the year Reference events schedule for more detail	Conferences attended in this quarter include: <ul style="list-style-type: none"> • Citizens advice Scotland • BADth • Citizens Advice Bureau • Naidex South • RCGP Sustainable Primary Care • CSP • DNEX • SCP • Scottish Annual Regulation Conference
4.2	Organise Listening Events across the country for registrants	Ensure UK-wide presence – 16 meetings in 8 locations. Work includes sourcing locations, booking venues, panel liaison, issuing invitations, updating presentation and producing evaluation reports	Events Manager / Communications Officer (Events)	Q1 – May Q2 – July Q3 – October Q4 - February	The July Listing events took place in Berwick-upon-Tweed and Dundee. There were a total of 43 registrants at the Berwick-upon-Tweed event and a total of 121 at Dundee. Planning for Listening Events in Oxford and Kings Lynn on 9 and 11 November has also been undertaken in this quarter. The dates and locations have been confirmed for the March Listening Events: 22 March in Anglesey and 24 March in Derry.
4.3	Communicate HPC's work and activities in the professional press	With departments identify articles and news for professional press including professional body journals, newsletters and website. Issues to include cpd audits, ftp, council, renewals and key activities	Media and PR Manager / Communications Officer (Media and PR)	Throughout the year	Media coverage between May - September has included articles on cpd, ftp and registration renewals in a range of journals including Technic magazine and BSHAA. as well as our regular column in Complete Nutrition .

	Main activity	Description	Employees	Timescale	Progress Q2
4.4	Communicate with registrants through HPC In Focus, developing its content and circulation	Continue to work with departments on content and identify opportunities to increase distribution through for example adverts in professional journals, A5 flyer with certificates, sign up sheets at talks. Manage email distribution lists ensuring they are up to date and accurate	Publishing Manager / Communications Officer (Publishing)	Q1 – April/June Q2 – August Q3 – October / December Q4 – February	HPC In Focus Issue 30 published Friday 6 August. Distribution list currently totals 11,000 approximately.
4.5	Provide appropriate and relevant communications to support the HPC's registration renewals and cpd audit processes	Work with registrations. Write and implement the communications plan focusing on registrants and professional bodies as well as employers. Activities will include promotion of cpd dvd, attendance at HPC events, talks and presentations as required, rolling programme of professional media articles and up to date information on the website	Stakeholder Communications Manager / Media and PR Manager / Communications Officers	Throughout the year as professions renew	Articles continue to be placed to promote registration renewals and the CPD audit process. Online CPD presentation is being promoted at events where we have speakers fielded. We are continuing to meet with professional bodies in advance of renewal periods, the most recent being the CODP in August. The renewal figures are still improving and we will evaluate the renewals communications plan over the coming months in preparation for 2011/12 renewals.
4.6	Ensure appropriate and relevant communications activities are available to support the HPC's work on the Safeguarding Vulnerable Adults project	Participate in the project group. Write and implement communications plan focusing on registrants, employers and employees. Activities will include drafting copy for website and In Focus, employee briefings and briefings/information for events	Director / all	Throughout the year	The Communications Director has continued to participate in the project, although the project has been put on hold until Government plans for the scheme are clear. One article has been included in HPC In Focus.
4.7	Prepare communications plan for fees increase 2011	Participate in project group. Write and agree communications plan. Activities will include drafting press releases, communications support for the consultation, preparation of briefings for Listening Events and conferences			N/A

Objective 5: to further strengthen and ensure effective internal communications within the organisation, we will:

	Main activity	Description	Employees	Timescale	Progress Q2
5.1	Organise all employee meetings	Set dates in advance, book council chamber and catering, organise programme of speakers, ensure correct set up on the day	Communications Officer (Events)	April June September November January March	Meeting held in on 8 September. Next meeting 10 November 2010.
5.2	Maintain the intranet ensuring it is up to date, business led and accessible	Liaise with departments to ensure content is up to date, proactively add news stories and items. Undertake key work to ensure the intranet remains relevant and accessible, for example development of work database	Web Manager / Communications Officer (Publishing)	Throughout the year	News items for the intranet are regularly updated. These are actively sourced from around the entire organisation.
5.3	Organise all employee events	Set dates, book venues Agree format, issues invitations Evaluate	Communications Officer (Events)	July December	All employee summer lunch took place on 16 July. All employee Christmas lunch has been organised for 17 December at the London Docklands Museum
5.4	Organise the annual all employee awayday	Set dates, book venue Agree format, speakers, issues invitations Evaluate	Events Manager	May	The All Employee Awayday date has provisionally been set for 20 May 2011. Site visits will be arranged in the coming weeks.
5.5	Produce the all employee newsletter	Work with departments to collect copy, write and edit content, ensure printed for each all employee meeting	Publishing Manager / Communications Officer (Publishing)	April June September November January March	One edition of HPC Update has been produced in this quarter, accompanying the all employee meeting on Wednesday 8 September.
5.6	Produce electronic issues brief	Develop based on findings of evaluation, gather information from departments and monitoring for inclusion in the brief	Stakeholder Communications Manager / Comms Officer (Stakeholder)	Weekly	Issues Brief continues to be published internally weekly. It is currently being reviewed following the recent evaluation. We are reviewing the recommendations and will implement changes, as required, during November.

	Main activity	Description	Employees	Timescale	Progress Q2
5.7	Ensure employees are informed of key organisational and departmental activities	Use all comms tools to communicate key activities including information security, work on extending regulation, Council, ISA, registration renewals, CSR	Director / all	Throughout the year	The internal newsletter, HPC Update, has included articles on the regulation of social workers, the referrers' campaign, the review of the HPC pay system and various consultations.