

Executive Summary and Recommendations

Introduction

The Health Professions Council launched its first advertising campaign on Thursday 8 April 2004. The five initial adverts are aimed solely at the public to raise awareness of who we are, what we do and the 12 protected titles. It is hoped that they will also promote the use of the on-line register. The campaign will initially run for 12 months with further adverts released later this year aimed at registrants.

Decision

Members are requested to note the above. No decision is required.