

Communications Committee

Minutes of the 35th meeting of the Communications Committee held as follows:-

Date: Tuesday 6 November 2012

Time: 11:00 am

Venue: The Council Chamber, Health and Care Professions Council, Park House,
184 Kennington Park Road, London SE11 4BU

Present: Sheila Drayton (Chair)
Julia Drown
Morag MacKellar
Arun Midha (items 8-13 inclusive)
Joy Tweed
Diane Waller

In attendance:

Colin Bendall, Secretary to the Committee
Jonathan Jones, Publishing Manager
Daniel Knight, Communications Officer (Publishing)
Jacqueline Ladds, Director of Communications
Sarah Oliver, PA to the Director of Policy and Standards/PA to the Director of Communications
Angela Scarlett-Newcomen, Communications Officer (Media and PR)
Louise Shewey, Team Administrator, Secretariat

Item 1.12/15 Apologies for absence

- 1.1 The Chair welcomed employees who were observing the meeting.
- 1.2 The Committee noted that Colin Bendall would be leaving the HCPC and thanked him for supporting the Committee. The Committee wished him well for the future.
- 1.3 Apologies for absence were received from Marc Seale and Anna van der Gaag, who were attending a Scottish Government conference on healthcare regulation.
- 1.4 The Committee noted that Arun Midha had been delayed due to travel problems and would arrive as soon as possible.

Item 2.12/16 Approval of agenda

- 2.1 The Committee approved the agenda, subject to considering items 9-11 as items for discussion/approval.

Item 3.12/17 Declarations of members' interests

- 3.1 Members had no interests to declare in connection with the items on the agenda.

Item 4.12/18 Minutes of the Communications Committee meeting of 23 February 2012 (report ref: COM 9/12)

- 4.1 It was agreed that the minutes of the 34th meeting of the Communications Committee should be confirmed as a true record and signed by the Chair.

Item 5.12/19 Matters arising (report ref: COM 10/12)

- 5.1 The Committee received a paper to note from the Executive.
- 5.2 The Committee noted the actions list as agreed at the last meeting.
- 5.3 The Committee noted that a new publication 'Why your HCPC registration matters' had been issued for registrants and prospective registrants. It had been produced at the request of registrants and anecdotal evidence suggested that registrants had welcomed the publication.

Item 6.12/20 Director of Communications report

- 6.1 The Committee received a verbal report from the Director of Communications.

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- 6.2 The Committee noted that Angela Scarlett-Newcomen had recently been appointed as Communications Officer (Media and PR).
- 6.3 The Committee noted that the Communications Department had moved to office space in 33 Stannary Street and would remain there in the near future.

Item 7.12/21 Update on review of consultation methodology and process (report ref: COM 11/12)

- 7.1 The Committee received a paper to note from the Executive.
- 7.2 The Committee noted that, on 8 November 2011, it had considered a paper on a recent review of the consultation methodology and process. The review had set out a number of areas for the Executive to take forward. The paper updated the Committee on progress.
- 7.3 The Committee noted that the HCPC had set up an account with SurveyMonkey, an online survey and consultation tool. This allowed the HCPC to develop bespoke online consultation surveys, using the HCPC logo and house style. Links to each consultation were provided on the HCPC website and in the information sent to stakeholders about consultations. Stakeholders were encouraged to use the online survey but could still submit comments by other methods if they preferred to.
- 7.4 The Committee noted that, as part of the process to review the standards of conduct, performance and ethics, the HCPC would engage with service users and members of the public about their expectations of health and care professionals. In addition, the Executive had recently held a workshop at the Cancer Voices conference run by Macmillan Cancer Support. The workshop had provided an opportunity to talk to a group of service users and carers about their expectations of health and care professionals. A more detailed workshop would be held in February 2013 in conjunction with Macmillan.
- 7.5 The Committee suggested that it would be useful to explore how other healthcare regulators consulted with service users. The Executive agreed to report back to the next meeting of the Committee.

Action: Jacqueline Ladds (by 28 February 2013)

Item 8.12/22 Annual review of action points taken in 2011-12 (report ref: COM 12/12)

- 8.1 The Committee received a paper to note from the Executive, summarising action points arising from meetings in 2011-12.
- 8.2 The Committee noted that, on 22 June 2011, it had agreed that the Executive should prepare a paper exploring methods of engaging and

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informing service users and how the HCPC could facilitate and promote greater access to the Register. A paper on service user engagement had been included on the agenda for the meeting on 8 November 2011. Some members felt that further discussion was needed on facilitating and promoting access to the Register. The Committee agreed that the Executive should discuss the issue with Anna van der Gaag and whether it should be included in a Council strategy session.

Action: Jacqueline Ladds (by 28 February 2013)

Item 9.12/23 Transfer of regulatory functions from General Social Care Council (GSCC) to HCPC (report ref: COM 13/12)

- 9.1 The Committee received a paper for discussion from the Executive.
- 9.2 The Committee noted that the paper provided an update on communications activities in relation to transfer of regulatory functions from the GSCC to the HCPC, in particular work since the last meeting of the Committee in February 2012 and communications relating to renewals for social workers in England.
- 9.3 In discussion, the following points were highlighted:
- on 1 August 2012, a broadcast campaign had been launched for the transfer of social workers in England and the change to the organisation's name. The potential audience reach of the campaign was over 19 m people. Radio coverage had included live and pre-recorded interviews with Marc Seale and Anna van der Gaag. In addition, a live web TV session had enabled social workers and service users to submit questions directly to Marc Seale and independent social worker Joanne Nicholas;
 - events had been held for employers and social workers. The Communications Department had worked with the Education Department to hold seminars for education providers;
 - attendance at a range of exhibitions and conferences; and
 - presentations to local government organisations.
- 9.4 The Committee noted that, to date, approximately 43,000 social workers had renewed their registration. Communications about renewals had been sent to a wide range of organisations, supported by articles online and in professional journals. A video interview with Marc Seale about renewals had been published on You Tube, achieving over 1,300 views in six weeks.

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9.5 The Committee noted that the Communications Department workplan for 2012-13 had taken account of the work required for the social workers project and the new name project. The impact of the regulation of social workers on future Communications work was yet to be determined, although the Executive expected that there would be an increase across all activities and media in particular.

9.6 The Committee noted that media monitoring was in place and the Executive would prepare position statements or reactive lines as necessary in response to high profile issues involving social workers. In addition, fitness to practise investigations would be conducted where media coverage indicated that social workers might not be fit to practise. Some members suggested that, in cases where a number of social workers had been found not to be fit to practise and the registrants had qualified at the same education provider, the HCPC should consider whether the relevant education and training programmes should be reviewed. The Executive agreed to discuss this suggestion with the Fitness to Practise and Education Departments.

Action: Jacqueline Ladds (by 28 February 2013)

9.7 The Committee discussed a British Association of Social Workers (BASW) article suggesting that some employers may be, 'dropping 'social worker' from job titles'; and that hybrid roles which involved elements of work carried out by social workers were being developed. The Committee noted that this issue is being addressed by professional bodies and employers.

9.8 The Committee thanked the Executive for the huge amount of work on the project, which had been successfully completed and delivered within budget.

Item 10.12/24 Communications department progress report June-October 2012 (report ref: COM 14/12)

10.1 The Committee received a paper for discussion from the Executive, giving details of progress against the activities and objectives in the Communications workplan for 2012-13.

10.2 The Committee noted that the department had been involved in and delivered two major projects: the transfer of social workers in England and the change of the organisation's name.

10.3 In discussion, the following activities were highlighted:

- distribution of public information materials to pharmacies, GP practices and practice managers;

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- communications to support the renewals periods for dietitians, chiropodists/podiatrists and hearing aid dispensers;
- working with the Policy and Standards Department on communications relating to independent prescribing for chiropodists/podiatrists and physiotherapists; service user involvement in education and training programmes; and the review of the standards of proficiency. These had been highlighted on the HCPC website, through social media and articles in 'HPC In Focus'; and
- communications relating to the adult social care workforce, including monitoring the media, preparing lines to take and discussions with key stakeholders.

10.4 The Committee noted that the Council for Healthcare Regulatory Excellence's Public and Patient Engagement network had not met in the period covered by the report. The Committee asked the Executive to provide an update on the network to the next meeting.

Action: Jacqueline Ladds (by 28 February 2013)

10.5 The Committee thanked the department for its work.

Item 11.12/25 Name change project (report ref: COM 15/12)

11.1 The Committee received a paper for discussion from the Executive.

11.2 The Committee noted that, on 1 August 2012, the organisation had changed its name to the Health and Care Professions Council. The change had been included in the Health and Social Care Act 2012.

11.3 The Committee noted that the project had been delivered under budget and on time. The Executive had held a meeting to review learning points from the project. These included: improving the timing of communication about the name change, as some registrants had been anxious that they would have to replace their stationery with the new logo immediately.

11.4 The Committee noted that the HCPC's strapline had been changed to 'Regulating health, psychological and social work professionals'. The strapline would be used on public information posters and leaflets and display materials used at exhibitions and events. The Committee noted that the strapline could be reviewed in due course.

Item 12.12/26 Any other business

12.1 There was no other business.

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Item 13.12/27 Date and time of next meeting

13.1 The next meeting of the Committee would be held at 11.00 am on Thursday 28 February 2013.

13.2 Subsequent meetings would be held at 11.00 am on:

Thursday 13 June 2013

Wednesday 6 November 2013

Chair

Date

Unconfirmed

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