

**Agenda Item 17**

**Enclosure 18**

**Health and Care Professions Council  
21 September 2016**

**Communications report**

**To note**

**From Jacqueline Ladds, Director of  
Communications**

Council, 21 September 2016

Communications Report

Executive summary and recommendations

**Introduction**

This report sets out the main activities of the Communications Department since the last meeting of Council. It includes statistical information and highlights key work undertaken across the range of communication channels.

**Decision**

This paper is to note.

**Background information**

None

**Resource implications**

The resources for the Department are set out in the annual workplan and budget 2016-17.

**Financial implications**

None

**Appendices**

Communications Report

**Date of paper**

6 September 2016

# Communications – management commentary

## 1 Communications projects and activities

**Web Project:** Work undertaken in this period has included: a pre-tender exercise to gather information to inform the overall approach, plan and costs for the project; continued meetings with internal stakeholders; and completion of the Project Initiation Document.

**Students:** The paper 'Approach to reaching students' has been agreed by the Executive and noted by the Education and Training Committee. Initial work includes planning for a student webcast and the development of a learning resource for the Guidance on conduct and ethics for students.

## 2 Communications expertise to departments

**Policy:** promotion through a range of communications channels has been undertaken for the consultations on revised guidance on returning to practice and the revised standards of education and training and preparatory work on disseminating the changes to the additional entitlements for chiropodists and podiatrists has begun.

**Secretariat:** communication work undertaken to raise awareness of the two lay member vacancies to Council. This has included a press release, film, stakeholder mailing and on-going social media messaging.

**Registration:** In line with the registration renewal period for social workers in England and ODPs, we have sent out press releases to the relevant media, produced social media messaging and will also be exhibiting and speaking at Community Care Live on 27 – 28 September in London. We have also delivered two face-to-face sessions for social workers in Southwark Council on Wednesday 20 July 2016 and are currently planning for a joint event with the British Association of Social Workers in Manchester in October.

Preparatory work has also been undertaken for the dissemination of the CPD audit report which is due to be published mid-September. This includes the development of a media release, social media messaging, a film and an infographic.

## Communications – management commentary

### 3 Business as usual communications activities

#### Events

**Meet the HCPC events:** On 12 July we held a Meet the HCPC event in Watford and 89 registrants attended. Of those who completed the feedback survey 32% rated the event as excellent and 52% as good. Our next Meet the HCPC events will take place in Ayr on 10 October and Harrogate on 15 November, currently with 41 and 108 bookings respectively.

**Employer events:** We are planning a webcast for Employers to take place on 1 December. This will include what employers need to know about registration, the fitness to practise process and the revised standards of conduct, performance and ethics.

#### Media

**Statements and reactive lines:** We provided a statement to Community Care on a Dispatches programme about social workers and produced an internal line for the Registration Department to use in response to queries following the European referendum vote.

**Articles:** our regular columns in Complete Nutrition, SMAE Journal and Locum Today included the consultation on revised guidance on returning to practice, SCPE and lay member Council recruitment. Community Care also published an article written by Michael Guthrie on the social worker and paramedic research.

**Social media:** We have recently started trialling Facebook advertising. We have so far focused on HCPC promotional materials for registrants, SCPE and lay recruitment to Council. The lay recruitment post is now our most popular Facebook post ever as a result of the boost. 79,478 people have been reached with 2,393 engagements.

#### Publishing

**Service user guide:** Having completed the draft content for the service user guide to the Standards of conduct, performance and ethics we are now planning the dissemination activities. There is a separate Council paper on this piece of work.

## Communications – management commentary

**Publications:** We published a revised version of What happens if a concern is raised about me on Monday 5 September 2016 and the Continuing Professional Development audit report 2013–15 on Monday 19 September 2016. We have also worked with the Partners Department to develop their Partners newsletter, which was published on Thursday 15 September 2016.

### Stakeholder

**Parliament:** In Northern Ireland, we attended a joint reception of the health and social care regulators at Stormont on Tuesday 13 September. Our sponsor for the event was Paula Bradley MLA, the current Chair of the Health Committee, and the Minister for Health, Michelle O'Neill, was also invited to speak. Whilst in Belfast, we also held separate meetings with Northern Ireland representatives of the College of Occupational Therapists, the Society of Chiropodists and the Royal College of Speech and Language Therapists.

**Stakeholder engagement activities:** At the end of August the Stakeholder team travelled to Edinburgh to meet with representatives of professional bodies and service user organisations. We met with representatives in Scotland for: the British Psychological Society; the Chartered Society of Physiotherapy; the College of Occupational Therapists; the Royal College of Speech and Language Therapists; and the College and Society of Radiographers. We also met with Alzheimer's Scotland, Inclusion Scotland, and the Scottish Ambulance Service. The meetings were an opportunity to update on the work of HCPC and hear about developments in Scotland.

**Conferences attended:** Health and Care Innovation Expo in Manchester (Wednesday 7 and Thursday 8 September 2016) and the Therapies and Health Science Conference of the Aneurin Bevan University Health Board in Newport on Friday 16 September 2016.

**Other activities:** We ran a joint webinar with the Association of Speech and Language Therapists in Independent Practice on Thursday 21 July 2016 looking at our CPD standards. Following online information supplied to the Patient Client Council, the Alliance and Carers Scotland we are also providing a blog article to Alzheimer's Scotland.

### Web and digital

**Web deployment:** Recent updates include calendar functionality changes to allow separation of fitness to practise hearings from main calendar of events, design improvements to mobile-friendly web pages and administrative changes. We are also updating the myHCPC app and this next deployment will add personalisation and improvements to navigation and look and feel.

**Web and digital requests:** We had a total of 144 digital requests. These included graphics for a new employee training portal and updates to website content included new FTP case studies and changes to the information and publication on raising a concern.

# **Communications Department Management Information Pack**

Jacqueline Ladds, Director of Communications  
September 2016

**Events**

Overview of events	8
Attendees at Meet the HCPC events – delegates by profession	9

**Media**

Media coverage – by subject	10
Media coverage – by type	11
Media coverage – to date	12

**Publishing**

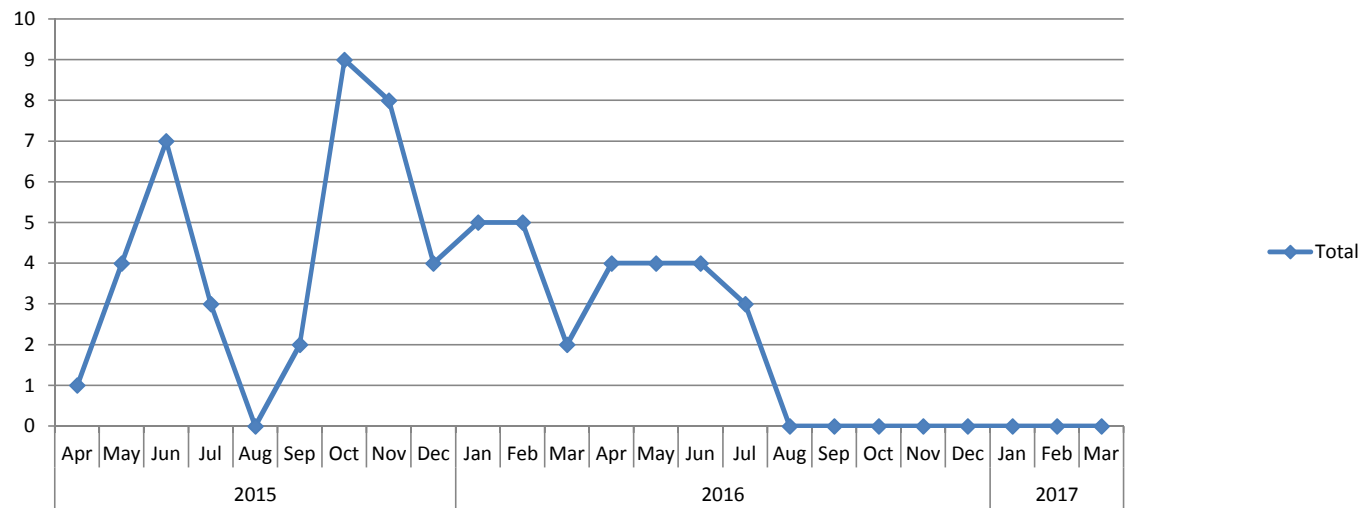
Public awareness packs requested	13
HCPC in Focus distribution	14
HCPC registration logo – number of downloads	15
Standards of proficiency – hard copies requested, by profession	16
Top five requested publications	17

**Web**

HCPC website visits	18
Register search activity - search result page views	19

**Digital and social media**

HCPC mobile apps – active users	20
HCPC mobile app (Check the Register) – Register searches	21
HCPC YouTube channel activity	22
Followers across social media platforms	23
Twitter - followers vs tweets	24
HCPC Blog	25



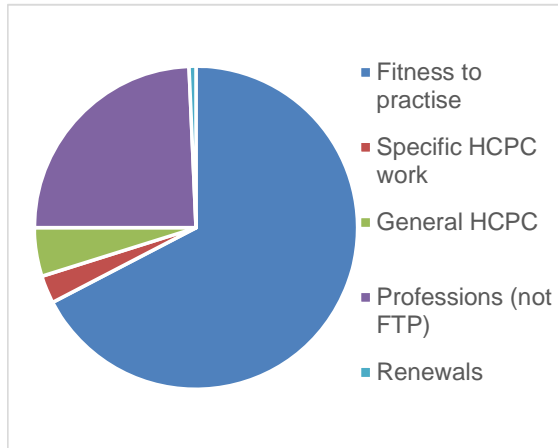
	2015			2016									2017									2012/13 FYE	2013/14 FYE	2014/15 FYE	2015/16 FYE	2016/17 YTD					
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec						Jan	Feb	Mar		
<b>Exhibition stands</b>	1	0	0	0	0	2	1	3	0	0	1	1	1	1	1	0	0										16	10	4	9	3
<b>Presentations, talks and seminars (1)</b>	0	1	1	2	0	0	5	4	4	3	1	0	1	2	2	2	0									47	44	37	21	7	
<b>Meet the HCPC (2)</b>	0	0	1	0	0	0	2	0	0	0	1	0	1	1	1	1	0									10	7	4	4	4	
<b>Employer events</b>	0	1	0	1	0	0	0	1	0	1	0	0	1	0	0	0	0									6	5	5	4	1	
<b>Education seminars</b>	0	0	0	0	0	0	0	0	0	0	1	1	0	0	0	0	0									12	6	8	2	0	
<b>Stakeholder events</b>	0	2	5	0	0	0	1	0	0	1	1	0	0	0	0	0	0									3	9	6	10	0	
<b>Total</b>	1	4	7	3	0	2	9	8	4	5	5	2	4	4	4	3	0	0	0	0	0	0	0	0	0	94	81	64	50	15	

(1) Presentations, talks and seminars given to any stakeholder group (including webinars)  
 (2) 2 events on 1 day

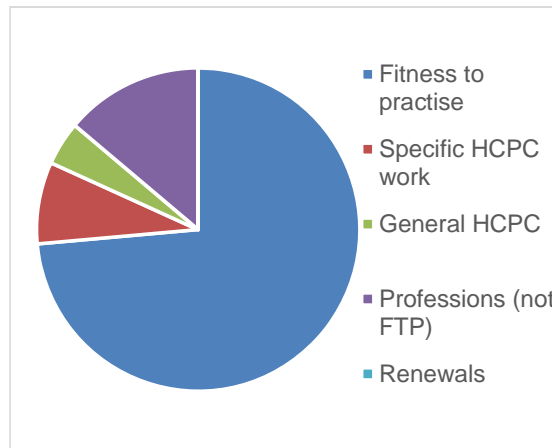




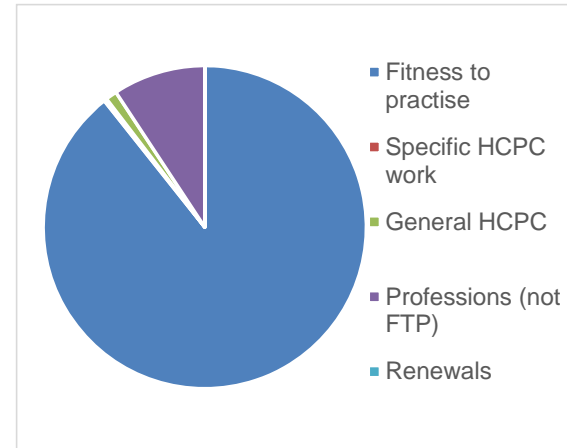
**Media coverage by subject - June 2016**



**Media coverage by subject - July 2016**



**Media coverage by subject - August 2016**

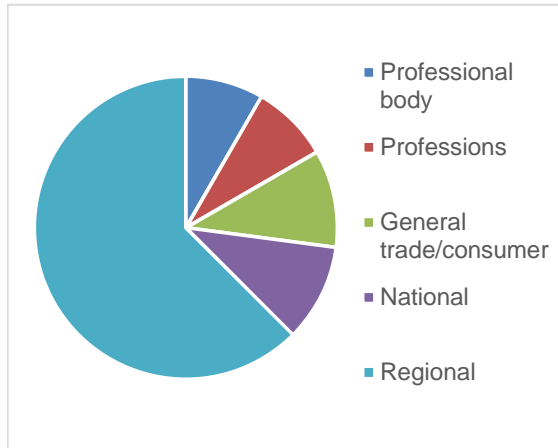


<b>Month: June</b>	
Category	Volume
Fitness to practise	97
Specific HCPC work	4
General HCPC	7
Professions (not FTP)	35
Renewals	1
<b>TOTAL</b>	<b>144</b>

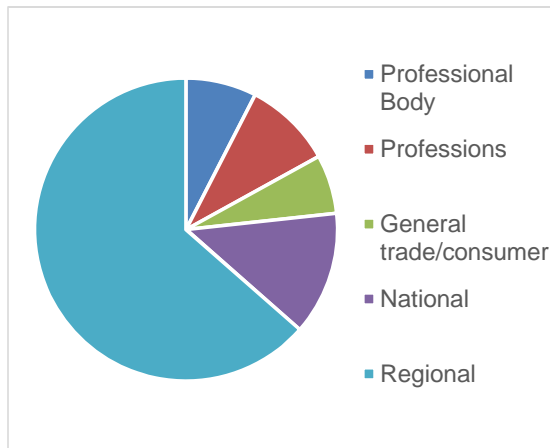
<b>Month: July</b>	
Category	Volume
Fitness to practise	117
Specific HCPC work	13
General HCPC	7
Professions (not FTP)	22
Renewals	0
<b>TOTAL</b>	<b>159</b>

<b>Month: August</b>	
Category	Volume
Fitness to practise	318
Specific HCPC work	1
General HCPC	4
Professions (not FTP)	33
Renewals	0
<b>TOTAL</b>	<b>356</b>

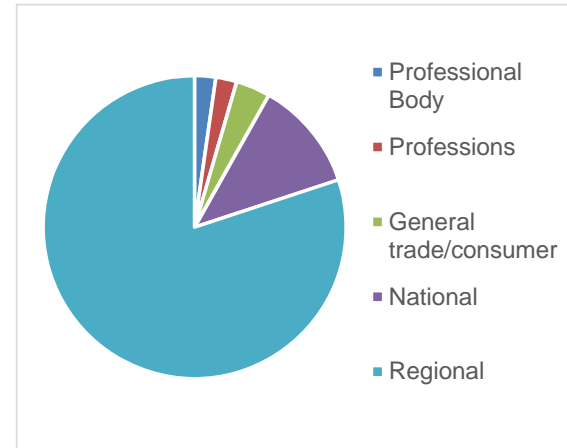
**Media coverage by type - June 2016**



**Media coverage by type - July 2016**



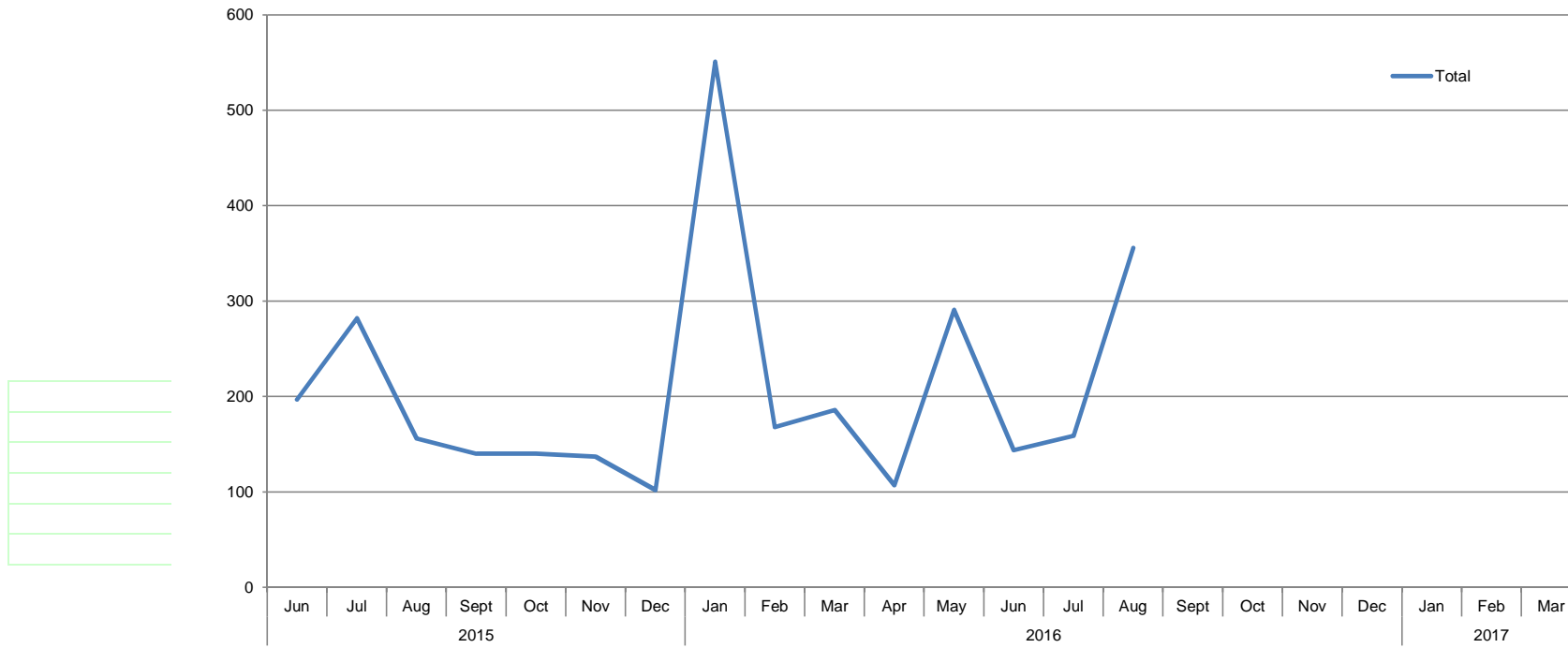
**Media coverage by type - August 2016**



<b>Month: June</b>	
Category	Volume
Professional body	12
Professions	12
General trade/consumer	15
National	15
Regional	90
<b>TOTAL</b>	<b>144</b>

<b>Month: July</b>	
Category	Volume
Professional Body	12
Professions	15
General trade/consumer	10
National	21
Regional	101
<b>TOTAL</b>	<b>159</b>

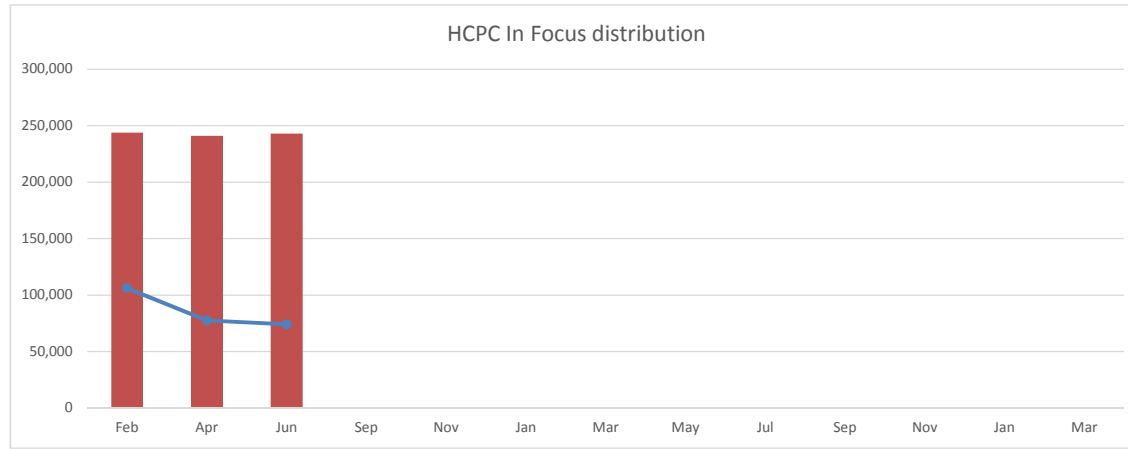
<b>Month: August</b>	
Category	Volume
Professional Body	8
Professions	8
General trade/consumer	13
National	42
Regional	285
<b>TOTAL</b>	<b>356</b>



Coverage type	2015						2016						2017									
	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar
Fitness to practise	84	235	109	94	85	80	70	446	126	132	68	234	97	117	318							
Specific HCPC work	62	25	7	2	12	9	3	4	2	5	4	15	4	13	1							
General HCPC	29	15	23	23	37	7	15	71	6	12	11	5	7	7	4							
Professions (not FTP)	9	0	12	20	4	34	11	29	34	37	23	37	35	22	33							
Renewals	13	7	5	1	2	6	3	1	0	0	1	0	1	0	0							
<b>Total</b>	<b>197</b>	<b>282</b>	<b>156</b>	<b>140</b>	<b>140</b>	<b>137</b>	<b>102</b>	<b>551</b>	<b>168</b>	<b>186</b>	<b>107</b>	<b>291</b>	<b>144</b>	<b>159</b>	<b>356</b>							

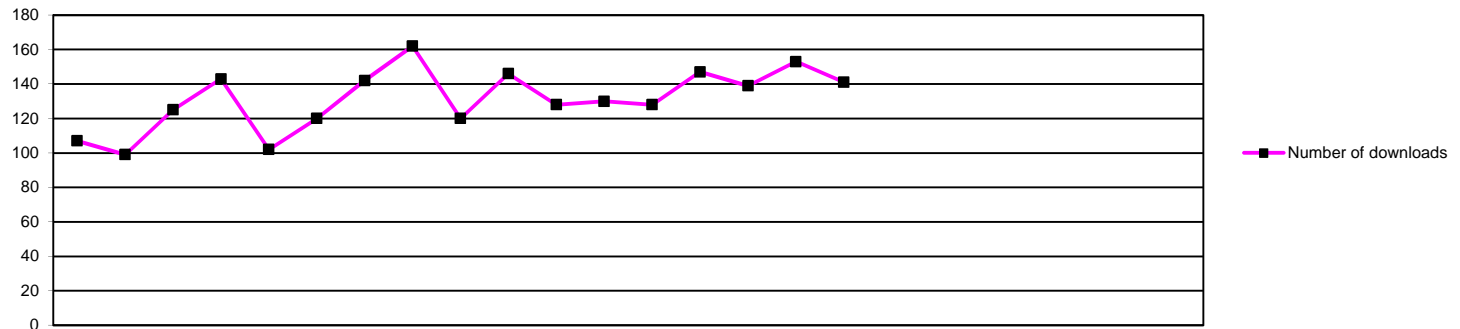
2012/13	2013/14	2014/15	2015/16	2016/17
FYE	FYE	FYE	FYE	YTD
	2588	885	1461	834
	265	203	131	37
	251	606	238	34
	386	125	190	150
	26	13	38	2
	51	9	0	0
	<b>3569</b>	<b>1841</b>	<b>2059</b>	<b>1057</b>





	2016							2017					
	Feb	April	Jun	Sep	Nov	Jan	Mar	May	Jul	Sep	Nov	Jan	Mar
Number of unique opens	106,155	77,526	74,115										

	2016							2017					
	Feb	Apr	Jun	Sep	Nov	Jan	Mar	May	Jul	Sep	Nov	Jan	Mar
Number of emails delivered	243,926	241,076	243,075										

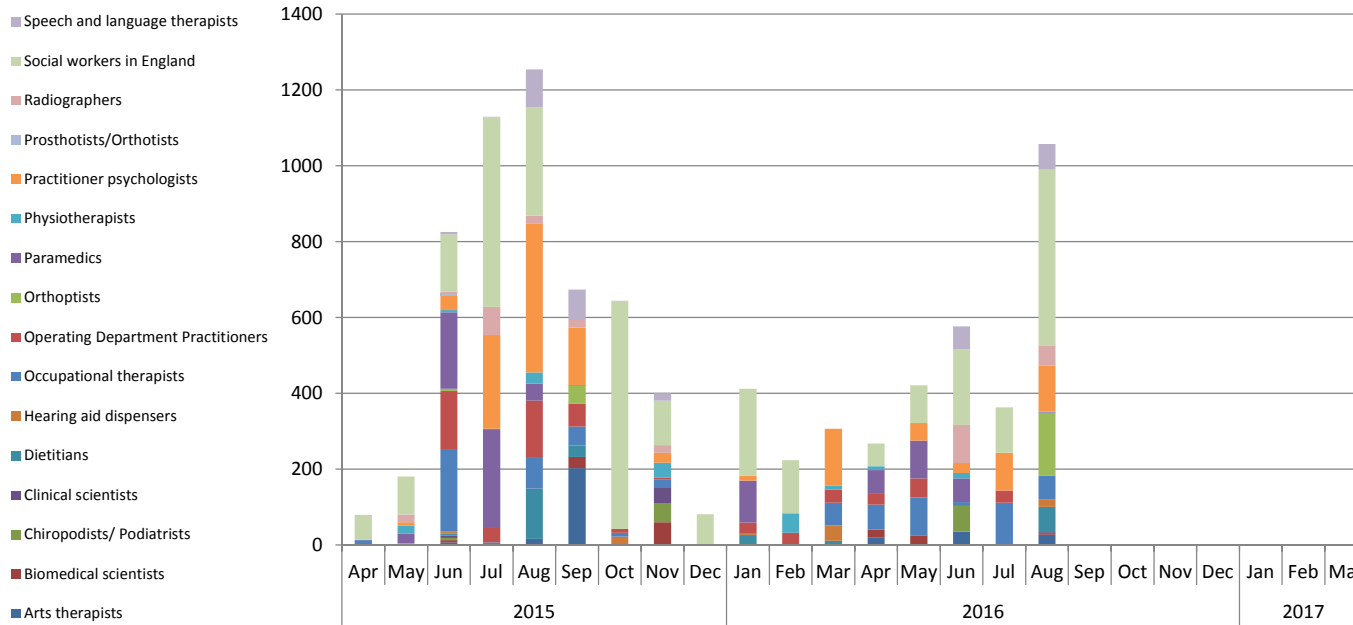


	2015			2016									2017											
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
Number of downloads	107	99	125	143	102	120	142	162	120	146	128	130	128	147	139	153	141							
Number of unregistered downloads	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0							

2012/13	2013/14	2014/15	2015/16	2016/17
FYE	FYE	FYE	FYE	YTD
	3207	1704	1524	708
	6	1	1	0

Downloads by profession

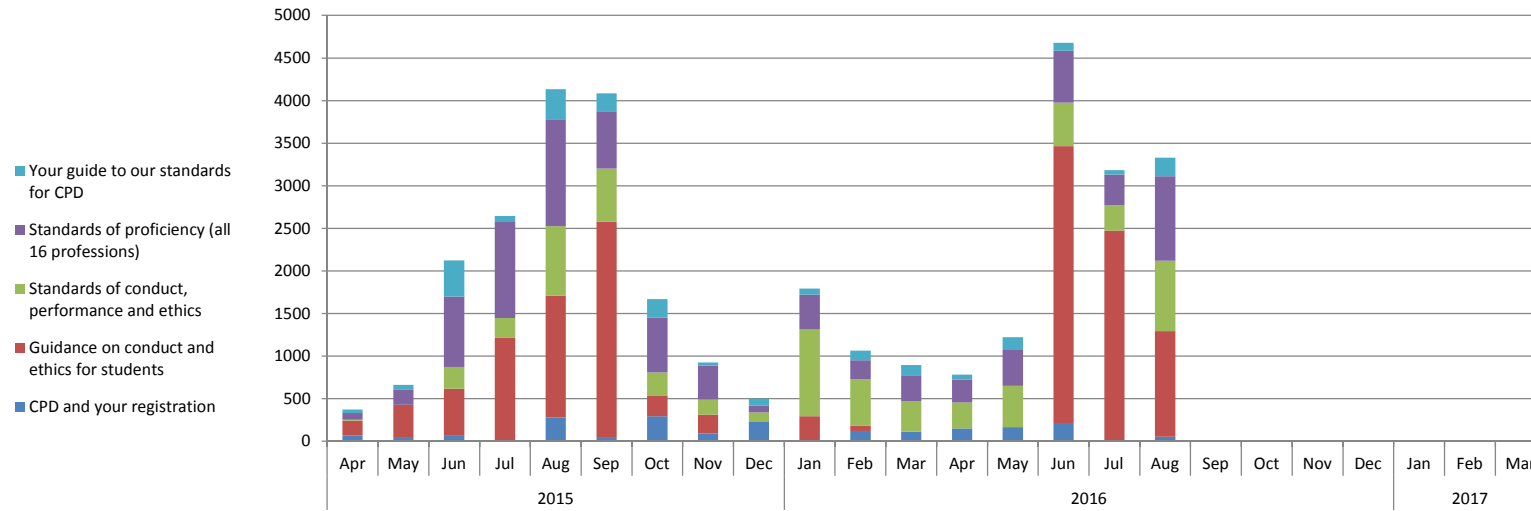
	2015			2016									2017						Total						
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep		Oct	Nov	Dec	Jan	Feb	Mar
Arts Therapists	2	7	3	6	6	8	10	15	9	16	9	5	5	18	11	9	13								56
Biomedical scientists	2	0	5	0	2	4	5	2	2	0	3	2	1	2	2	0	0								5
Chiropodists	17	10	14	16	12	18	14	24	16	28	19	22	13	21	14	46	26								120
Clinical scientists	1	0	3	2	1	0	4	4	2	2	2	1	2	0	3	2	0								7
Dietitians	5	4	7	6	7	7	3	5	3	4	9	7	8	13	14	18	12								65
Hearing aid dispensers	4	2	5	3	2	1	0	6	2	1	1	2	2	1	1	8	2								14
Occupational therapists	4	6	8	11	3	9	8	17	10	13	17	10	7	11	13	9	13								53
Operating department practitioners	0	4	2	4	1	0	2	2	0	0	0	1	1	1	0	0	1								3
Orthoptists	0	0	0	0	1	1	0	0	0	0	0	1	0	0	1	0	0								1
Paramedics	8	5	22	17	5	7	12	6	13	9	6	6	11	0	8	5	7								31
Physiotherapists	19	13	16	20	21	19	26	25	18	28	17	22	31	34	23	16	22								126
Practitioner psychologists	24	31	21	35	21	30	35	29	30	23	33	34	25	28	31	22	30								136
Prosthetists / orthotists	1	2	0	2	0	1	2	0	0	1	0	0	0	0	0	1	1								2
Radiographers	0	2	3	2	1	1	1	1	1	3	3	0	3	1	2	2	2								10
Social workers in England	4	5	11	9	14	5	9	13	5	8	4	13	10	11	7	7	11								46
Speech and language therapists	17	8	5	10	2	9	11	13	9	10	5	4	9	6	9	8	1								33



	2015												2016												2017												
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	
Arts therapists	0	0	6	0	16	202	0	0	0	0	0	0	20	0	35	0	27								20	0	35	0	27								
Biomedical scientists	0	0	6	0	0	30	2	60	0	1	0	0	20	25	0	0	4								20	25	0	0	4								
Chiropodists/ Podiatrists	0	0	6	0	0	0	0	50	0	0	0	0	0	0	68	0	0								0	0	68	0	0								
Clinical scientists	0	0	6	0	0	0	0	40	0	0	0	0	0	0	0	0	2								0	0	0	0	2								
Dietitians	0	0	6	1	132	30	0	0	0	25	0	11	0	0	0	0	67								0	0	0	0	67								
Hearing aid dispensers	0	0	6	0	0	0	20	0	0	2	0	40	0	0	0	0	20								0	0	0	0	20								
Occupational therapists	12	0	214	5	81	50	10	22	1	1	1	60	66	100	10	111	62								66	100	10	111	62								
Operating Department Practitioners	0	0	156	41	151	60	10	5	0	30	31	35	30	50	0	32	0								30	50	0	32	0								
Orthoptists	0	5	6	0	0	48	0	0	0	0	0	0	0	0	0	0	166								0	0	0	0	166								
Paramedics	1	25	201	258	45	2	0	0	0	110	0	0	61	100	62	0	2								61	100	62	0	2								
Physiotherapists	0	20	6	1	30	0	0	40	0	0	51	10	10	0	15	0	2								10	0	15	0	2								
Practitioner psychologists	1	10	37	247	393	151	0	26	0	13	0	150	0	46	26	100	120								0	46	26	100	120								
Prosthetists/Orthotists	0	0	6	0	0	0	0	0	0	0	0	0	0	0	0	0	0								0	0	0	0	0								
Radiographers	0	20	6	75	20	20	0	20	0	0	0	0	0	0	100	0	53								0	0	100	0	53								
Social workers in England	65	100	151	500	286	0	601	117	80	230	140	0	60	100	200	120	465								60	100	200	120	465								
Speech and language therapists	0	0	6	1	100	80	1	20	0	0	0	0	0	0	60	0	67								0	0	60	0	67								

	2012/13 FYE	2013/14 FYE	2014/15 FYE	2015/16 FYE	2016/17 YTD
Arts therapists		82	28	224	82
Biomedical scientists		83	55	99	49
Chiropodists/ Podiatrists		254	61	56	68
Clinical scientists		3	0	46	2
Dietitians		407	160	205	67
Hearing aid dispensers		22	61	68	20
Occupational therapists		669	543	457	349
Operating Department Practitioners		262	395	519	112
Orthoptists		11	35	59	166
Paramedics		842	775	642	225
Physiotherapists		262	172	158	27
Practitioner psychologists		252	231	1028	292
Prosthetists/Orthotists		87	13	6	0
Radiographers		182	170	161	153
Social workers in England		3370	2627	2270	945
Speech and language therapists		208	343	208	127

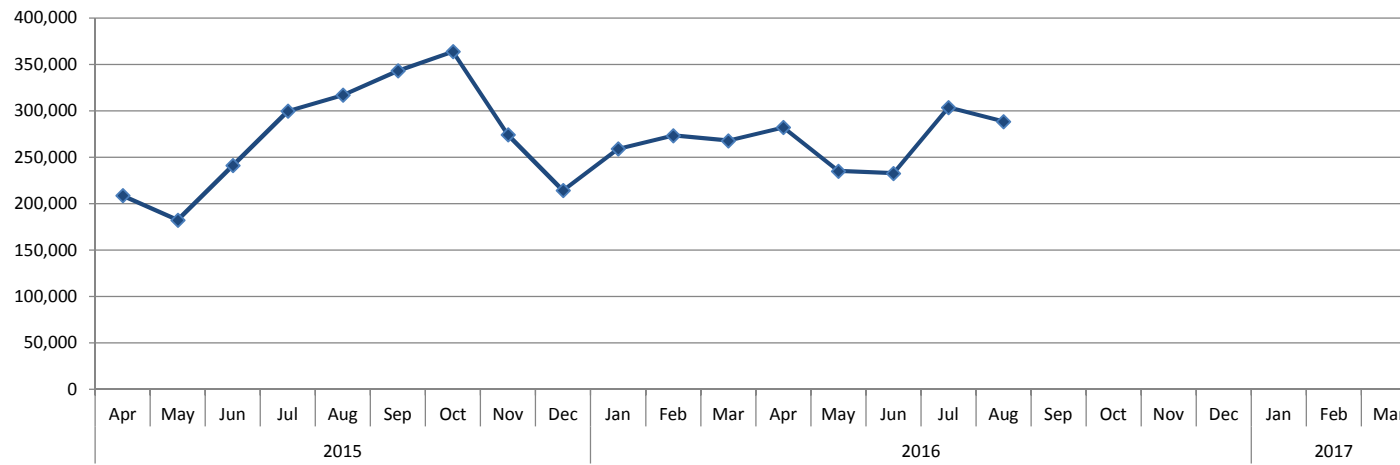




	2015					2016							2017											
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
CPD and your registration	69	50	71	6	278	50	293	89	225	0	121	113	152	167	201	3	52							
Guidance on conduct and ethics for students	172	377	546	1209	1433	2526	246	222	1	292	60	0	0	0	3263	2471	1242							
Standards of conduct, performance and ethics	11	3	255	230	814	627	268	176	111	1018	547	356	301	482	513	295	827							
Standards of proficiency (all 16 professions)	79	180	825	1129	1254	673	644	400	81	412	223	306	267	421	606	363	990							
Your guide to our standards for CPD	41	50	426	72	356	209	216	38	81	70	112	118	60	151	96	51	220							

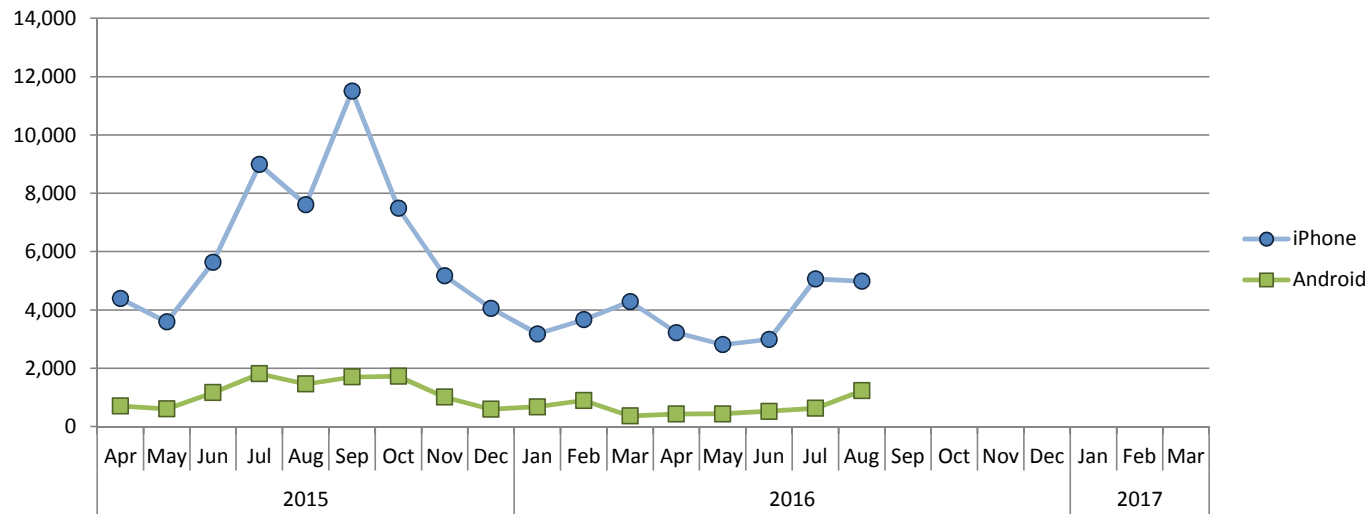
2012/13	2013/14	2014/15	2015/16	2016/17
FYE	FYE	FYE	FYE	YTD
	3587	2724	1365	575
	7071	7874	7084	6976
	3368	2508	4416	2418
	6946	5769	6206	2647
	875	2321	1789	578





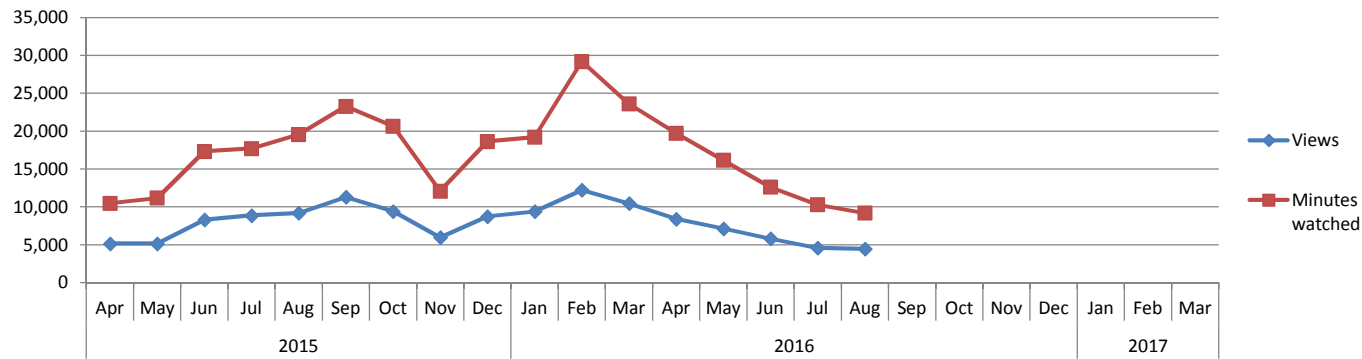
	2015			2016									2017									2012/13	2013/14	2014/15	2015/16	2016/17							
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	FYE	FYE	FYE	FYE	YTD				
Page views	208,752	182,338	241,118	299,705	317,040	343,153	363,802	274,271	214,301	259,030	273,362	267,840	282,191	235,076	232,692	303,732	288,511												3,882,409	3,287,489	3,069,805	3,244,712	1,342,202





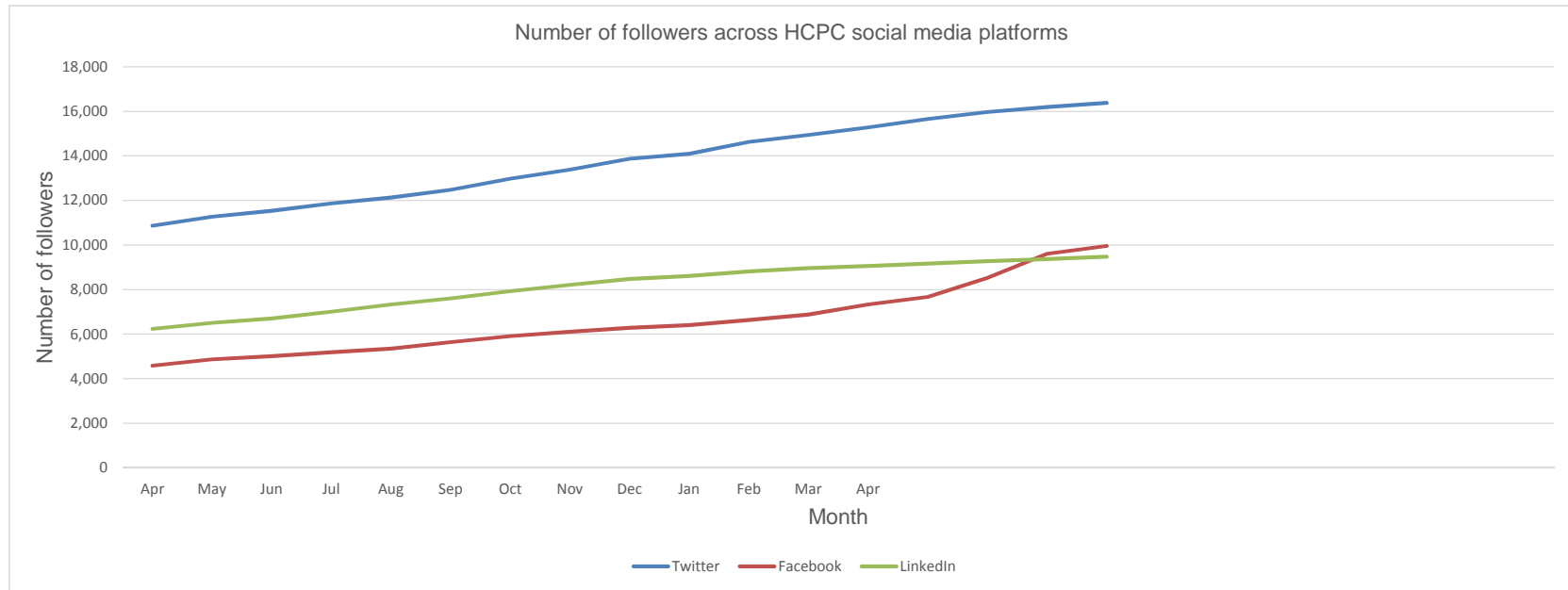
	2015			2016									2017												
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	
<b>iPhone</b>	4,396	3,595	5,638	8,993	7,613	#####	7,488	5,170	4,059	3,181	3,672	4,289	3,224	2,815	2,997	5,061	4,984								
<b>Android</b>	707	606	1,169	1,815	1,466	1,707	1,727	1,016	599	677	897	369	430	436	523	632	1,232								

2012/13	2013/14	2014/15	2015/16	2016/17
FYE	FYE	FYE	FYE	YTD
46,844	69,602	52,079	69,602	19,081
	7,417	12,690	12,755	3,253



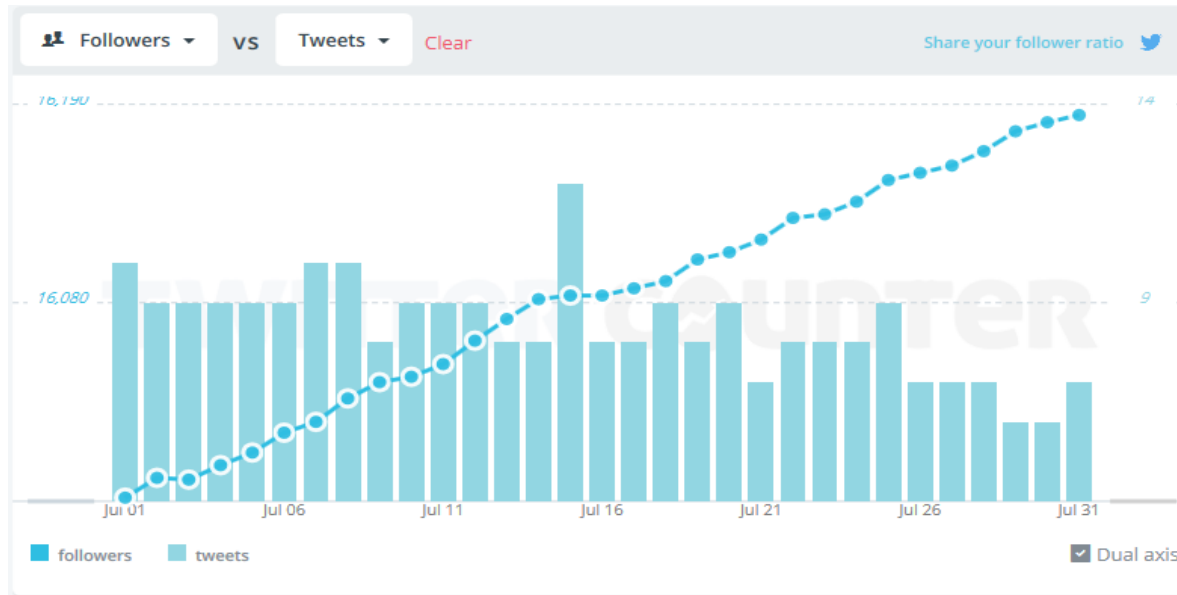
	2015			2016									2017												
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	
<b>Views</b>	5,150	5,143	8,298	8,874	9,193	11,297	9,412	5,978	8,748	9,406	12,216	10,451	8,412	7,143	5,796	4,578	4,455								
<b>Minutes watched</b>	10,478	11,174	17,326	17,688	19,548	23,286	20,661	12,080	18,620	19,200	29,181	23,598	19,699	16,152	12,613	10,287	9,183								

2012/13 FYE	2013/14 FYE	2014/15 FYE	2015/16 FYE	2016/17 YTD
	30,599	81,138	104,166	30,384
	41,659	164,331	222,840	67,934

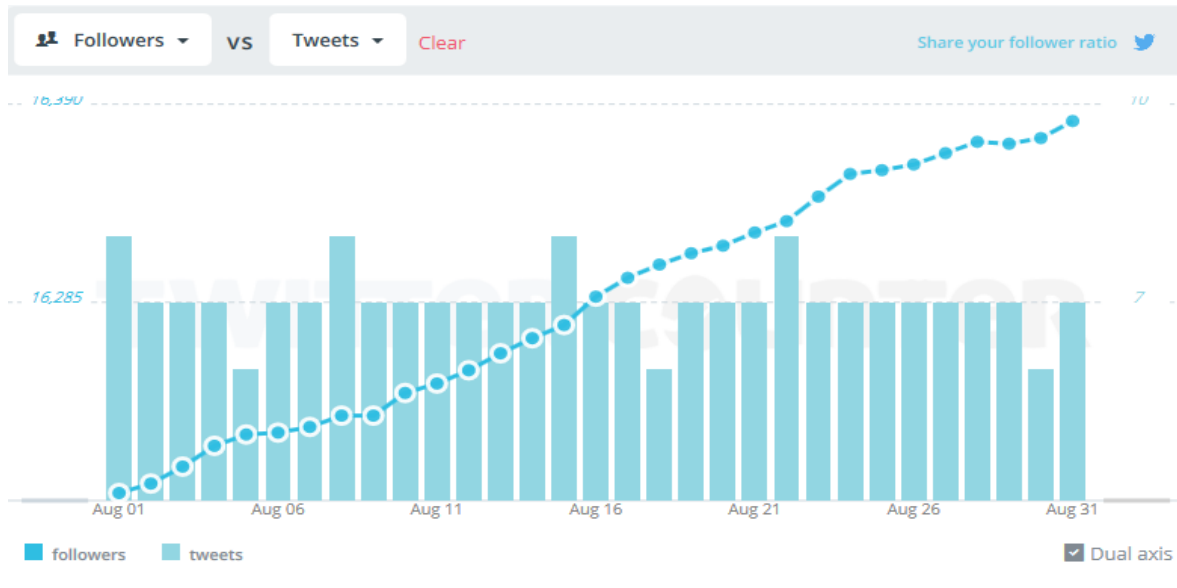


	2015			2016												2017									
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	
<b>Twitter</b>	10,860	11,270	11,532	11,867	12,126	12,472	12,974	13,385	13,870	14,091	14,625	14,940	15,280	15,654	15,972	16,184	16,372								
<b>Facebook</b>	4,579	4,863	5,006	5,182	5,339	5,639	5,917	6,107	6,276	6,398	6,628	6,873	7,331	7,666	8,523	9,610	9,964								
<b>LinkedIn</b>	6,230	6,507	6,697	7,009	7,337	7,604	7,925	8,206	8,465	8,609	8,811	8,953	9,048	9,157	9,266	9,363	9,468								

July



August





Blog piece vs. number of page views

Blog

HCPC · Posts stats

7 Aug 2016 – 5 Sep 2016

Posts

Entry	Pageviews
<a href="#">Health, disability and becoming a h...</a> 2 Oct 2015	359
<a href="#">12 months on since I joined HCPC...</a> 15 Aug 2016	232
<a href="#">Pass lists: why are they important?</a> 9 May 2016	218
<a href="#">Why are our Standards of conduct...</a> 27 Jan 2016	205
<a href="#">Students: what you need to know a...</a> 2 Sep 2015	174
<a href="#">SCPE and me</a> 26 Jan 2016	132
<a href="#">The 5 W's of mediation</a> 5 May 2016	122
<a href="#">Fitness to practise: advice for empl...</a> 14 Jul 2015, 2 comments	113
<a href="#">6 things you should know about the...</a> 21 Aug 2015, 1 comment	111
<a href="#">What happens at a fitness to practis...</a> 16 Nov 2015, 2 comments	102

## **Report on recent conference attendance by the stakeholder team**

### **NHS Scotland Event, 14 – 15 June 2016**

This year's event was called Leading Transformational Change for Health and Social Care. We had a stand in the exhibition which the stakeholder team staffed. We answered questions and had discussions about devolution and the impact of Brexit, changes to our standards, the regulation of new professions, changes to health and social care regulation and the protection of title.

We also attended several of the plenary session including contributions from Paul Gray (Director-General, Health and Social Care and Chief Executive, NHS Scotland) Prof. Chris Ham (Chief Executive, The King's Fund), Dr Catherine Calderwood (Chief Medical Officer) and Prof. Fiona McQueen (Chief Nursing Officer). Cabinet Secretary for Health and Sport, Shona Robison, also attended the first day.

In terms of stakeholder contact, discussions were had with representatives from: the General Medical Council; the General Pharmaceutical Council; the Chartered Society of Physiotherapy; the British Psychological Society; the College of Occupational Therapists; the Scottish Ambulance Service; Chief Nursing Officer Directorate and colleagues from Scottish Government; Healthcare Improvement Scotland; Patient Opinion; and the Health and Social Care Alliance Scotland.

Council Member Sonya Lam also attended the conference as a delegate.

### **Chief Allied Health Professions Officer (CAHPO) Annual Conference 2016, Thursday 23 June 2016**

The event built on the 2015 theme of 'AHPs as Innovators and Entrepreneurs' to move to 'AHP innovation delivering #FutureNHS'. This is Suzanne Rastrick's (Chief Allied Health Professions Officer) plan for AHPs to deliver the solutions to the challenges faced in New Care Models and outlined in the Five Year Forward View.

Danny Mortimer, Chief Executive of NHS Employers, spoke about reshaping the workforce and Simon Stevens, Chief Executive of NHS England, delivered the keynote address, reminding delegates that as the NHS is the largest employer in Europe, it has to work harder to improve the health of NHS staff using the £450 million incentive fund.

In terms of stakeholder contact, the Stakeholder Communications Officer spoke with Danny Mortimer, Chief Executive of NHS Employers, about the possibility of closer working in the future as part of an ongoing review of our communications work with employers of HCPC registrants. Discussion was also had with Linda Hindle, Lead AHP at Public Health England and Naomi McVey from the popular twitter account @WeAHPs

## **Northern Ireland NHS Confederation Annual Conference, 28 – 29 June 2016**

The conference centred on a recent policy statement from the Confederation made in conjunction with the main parties entitled, [One Voice – Time for Change](#). It opened with a ministerial address from new Health Minister Michelle O'Neill MLA.

We attended a parallel session on regulation change which featured presentations from the Northern Ireland Social Care Council (NISCC) and the General Medical Council (GMC). Also present on the panel was Jim Livingstone, President of the Pharmaceutical Council Northern Ireland (PSNI) and David Stewart, Outgoing Medical Director at the Regulation and Quality Improvement Authority (RQIA).

In terms of professional body contact, discussions were had with Northern Ireland representatives of; the College of Occupational Therapists, the Chartered Society of Physiotherapists; the Royal College of Speech and Language Therapists; the British Dietetic Association; the Society of Radiographers; and the Society of Chiropractors and Podiatrists.

## **Patient Safety Congress, 5 – 6 July 2016**

The conference was opened by Jim Mackey (Chief Executive, NHS Improvement) and Dr Mike Durkin (NHS National Director of Patient Safety, NHS Improvement) who introduced the theme of 'workforce' as central to the conference. They spoke of the challenges of moving "from national to local" and subsequently "from board to ward".

Highlights of the first day were in the streams relating to "Human factors" and "Culture for change". Topics included learning from mistakes, event reports and feedback from patients. On day two the patient experience strand (new for this year) was the most interesting. Yvonne Newbold shared a powerful story of failings in the care of her son with special needs. Jason Wolf (Beryl Institute) and Ruth Evans (Patient Experience Network) gave practical tips on capitalising on patient experience to improve services. They also championed looking after NHS employees' wellbeing as a key to success. This was built on by Jocelyn Cornwall from the Point of Care Foundation. Karen Bonner from Guy's and St Thomas' NHS Foundation Trust brought the theory to life with a case study explaining how improved employee engagement and satisfaction had led to better patient outcomes at the Trust.

The Stakeholder Communications Manager met with a representative of the Coalition for Collaborative Care. We will add this organisation – that we were not previously in touch with – to our programme of visits to patient, service-user and carer representative organisations. Discussions were also had with NICE, MHRA and Patient Safety Collaboratives.