



Communications Committee

Minutes of the meeting held on 27th May 2002

From Secretary to Committee

MINUTES of the meeting of the Health Professions Council's Communications Committee held on Monday 24th April 2002 at Park House, 184 Kennington Park Road, London SW11 4BU.

Present:

Ms. A Foster (Chairman)
Mrs. S. Chaudry
Mrs. C. McGartland
Ms. J Stark
Miss. M. MacKellar (part)

In attendance:

Mr. C. Middleton (Director of Communications/Secretary to the Committee)
Miss. E. Price (Events Manager)
Ms. D. Broadhurst (Harvard Health)
Ms. L. Blakeborough (Harvard Health)
Ms. A. Dawson (Good Relations)
Ms. D. Thompson (HR Manager) – Part

ITEM 1 **APOLOGIES**

Apologies were received from Mr. Marc Seale

ITEM 2 **MINUTES**

The notes of the meeting held on April 22nd 2002 were confirmed as a correct, record.

ITEM 3 **MATTERS ARISING**

Page 3 of the minutes was discussed in reference to the use of different languages within the Consultation document. Mrs. Chaudry said she believed we should be printing the particular line saying 'This document is available in different languages' in the different languages and not just in English. Mr. Middleton said there could be difficulty in getting a 10 word translation done by an agency as they tend to charge per 100 words. He said he would look into it.

It was agreed that a revised Q&A incorporating the Consultation would be issued to all Council members on 24th June. Mr. Middleton would supervise the production.

The re-print of the public information leaflet was discussed and it was agreed that no re-print would be required until the re-launch of HPC in April 2003.

The Communications Committee are to receive copies of press releases sent out from the organisation in future for information purposes.

The format of the business cards was discussed briefly. It seems some Council members have different HPC telephone numbers on their cards. This would be looked into.

The August meeting of the Communications committee would be held in Belfast to coincide with the Consultation event in the city. All Council members will be expected to attend the Consultation meeting after the Communications meeting.

ITEM 4 & 5 **COMMUNICATIONS DIRECTOR - REPORT**

A report was given on the Consultation process. The Plain English Society has been joined at a cost of £4000 + VAT and they would be looking at the Consultation document and our professional definitions. It was pointed out that the Consultation Steering Group is now in charge of the content, format and style of documents. With this in mind however the Communications Committee had been asked to approve illustrations for use within the document. Item 5 was then incorporated at this stage and 11 images were chosen from a general pool by the Committee.

An advert for use in newspapers aimed at promoting the Consultation events received comments and sign-off from the committee and an advertising strategy approved. The first paragraph was to be changed in the advert and the advertising strategy would see two adverts placed in the main evening papers of the main consultation towns with others placed in surrounding areas where required.

It was also pointed out that the arrows used in the advert design were similar to the new Cancer Research logo and as such this would be changed to avoid confusion.

It was stated that the advert should be sent to Community Health Councils where they be asked to blow it up into poster size and distribute it to their local areas. This would be looked into.

The use of an interpreter at events was discussed. Mr. Middleton said the advert would call for people who needed a signer or interpreter to give HPC 48 hours notice and he would make arrangements. Ms. Stark said she would prefer interpreters to be at every event. Mr. Middleton said this a severe financial constraint and recommended we stick with the current policy. It was agreed to go

with his suggestion. Ms. Stark wanted it noted she disagreed and this was duly done.

Illustrations and designs for display boards also received comments from the committee and these would now be taken on board and incorporated into the final designs.

ITEM 7 **INTERNAL COMMUNICATIONS – DENISE THOMPSON**

This item was brought forward due to time constraints on Ms. Thompson.

Ms. Thompson introduced herself as the new HPC HR Manager and said her main intent was to work to the strategic intent document as passed by Council, when it came to recruitment and staff development.

In that respect she pointed out that Internal Communications was the bedrock on which that would be built. Ms. Thompson is currently working on a staff handbook in conjunction with Mr. Middleton. Future copies would be made available to the committee.

Ms. Thompson said that internal communications was now on the agenda and asked for the committees help and support in future activities and this was duly given.

A number of brief points were discussed in relation to internal communications such as are notice boards used? Should there be a suggestion box? And could better use be made of the intranet? Ms. Thompson said these were all being looked at.

It was further suggested that a meeting between Council and all staff members be arranged. This was taken on board.

ITEM 6 **CONSULTATION PROCESS UPDATE**

Eleanor Price presented the yet to be finalised list of venues. There were only one or two outstanding venues in certain areas but she was confident these would be completed by the end of the week. The format of the event will be a 20-25 minute presentation given by a Council member followed by a Q7A designed to last no more than 45 minutes. Noreen Bray of Good Relations has been engaged by HPC to host 6 of the events and the hosting at other events will be done by a Council member.

Once the final list is completed this will be passed onto Harvard Health as journalists are beginning to ask for dates.

ITEM 8 HARVARD HEALTH – LAUNCH MEDIA REPORT

Harvard presented a report on the media coverage HPC received from the launch event in April. They presented the following figures;

National and regional radio – 11,061,968
National press – 1,083,477
Professional publications – 262,275
Regional press – 432,993
Total circulation/listening figure – 12,840,713

It was agreed that copies of the coverage received would be made available for Council members. Harvard would discuss with Mr. Middleton the format these are to be presented in.

Ann Dawson requested details of the events locations to identify the relevant MP and Labour backbench Chairmen. Ms. Dawson would then draft letters to be sent out by HPC to these people encouraging them to attend Consultation events.

It was indicated that a meeting had taken place with Mr. Middleton to discuss future strategy and that those talks were still on-going.

ITEM 8 AOCB

There was none.

Date of the next meeting was confirmed as:

Monday 24th June at Park House