

Recruitment

Phillipa Richardson joined HPC on September 5th as Events Manager with Catherine Dawson moving into the role of Communications Officer vacated by Rachel Tripp. Sarah Dawson has joined as Stakeholder Manager from the International/Grandparenting department.

Listening Events

Listening events were held in York and Hull on the 14th and 15th of September respectively, and future listening events will be held in Inverness and Stirling in November. The Inverness event will be broadcast across the Highlands and Islands using ISDN lines. This is the first time a UK health regulator has used this mechanism. Members of the public will also be invited to these events.

Publicity

The Classic FM adverts generated 40 calls to the 0845 number and 60+ calls came in via reception from members of the public. Adverts adorned buses across the UK in September and October with car/window stickers also having been produced after a letter praising the campaign and suggesting car stickers was received from a Dietitian. Over 11,000 Practice Managers have also been sent two HPC posters and a covering letter with the intention that they will display them in GP surgeries across the UK.

Advertising currently taken out on Yell.com will be augmented by similar advertising in Thomsons on-line directory.

Stakeholders Communications

Meetings have been held with the following organisations and the communications department at HPC in the past few months. MIND, Sane, AVMA (Action against Medical Accidents), Citizens Advice Bureau, Patients Association, Patients Forum, BUPA, NHS Employers, NICE (National Institute for Clinical Excellence), POPAN (Prevention of Professional Abuse Network), BAMM (British Association of Medical Managers), RCGP (Royal College of GP's Patient Partnership Group) and the National Consumer Council. Several meetings have also been held with professional bodies of the professions on our Register.

Student Talks

A series of student talks have been planned for this academic year across the UK. These are designed to introduce students on approved courses to the role of the regulator.

Media relations

Media coverage has been secured in publications such as the Guardian, The Daily Mail, The Sun and The Daily Express over the end of our transitional period and also the Thomas Wildman case. The Paramedic who was struck off having sold life saving equipment on E-Bay.

Website

An HPC microsite under the URL www.HPCheck.org is currently in development. This will be used in future publicity material to try to push members of the public toward our on-line register.

Other

HPC's first newsletter will be published in December 2005.

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