

## HPC major communications project timetable

October 05 – March 06

[www.hpcheck.org](http://www.hpcheck.org)

Audience: Public  
Message: Check your professional is registered  
Channel: Media interest generated by MORI poll survey results, microsite [www.hpcheck.org](http://www.hpcheck.org)  
Cost: Survey £45,000  
Lead officer: Victoria Nash  
Issues: Lack of case studies of people who have been mistreated by a health professional is always a hindrance to proactive media relations.  
MORI poll may or may not show up an interesting story for us. Being an independent survey we have to wait and see.  
The biggest challenge is that we are trying to change people's habits in 'checking' that their health professional is registered. That is a long term goal.  
Measurement: Media coverage and hits to the website  
Timescale: November 7<sup>th</sup> 2005

### Stakeholder engagement (PPI)

Audience: Public/Patient Groups  
Message: Who we are, what we do, how you contact us. Seeking to establish working relationships with a range of key stakeholders within the public/patient arena  
Channel: Face to face meetings  
Cost: Travel (minimal)  
Lead officer: Sarah Dawson  
Issues: Existing pressures on organisations such as Patients Association mean not everyone will be able to participate in the plans the Committee make  
Measurement: Audit to be produced in April 06 along with definitive roadmap forward  
Timescale: On-going (initial audit to end March 06)

## Stakeholder newsletter

Audience: Public and key stakeholders  
Message: Who we are, what we do, how you contact us. Demonstrating key developments and policy decisions emanating from HPC  
Channel: Electronic newsletter distributed to communications list and available via the website  
Cost: £1,000 initial set up costs, £0 thereafter  
Lead officer: Catherine Dawson  
Issues: Key issue is making each edition up-to-date and relevant. Keeping the design and the development in-house and using the electronic version (which can be downloaded) ensures 'speed off the presses'. Need to balance this against the benefits of paper copy for the future.  
Measurement: Direct feedback to editor  
Timescale: December 05 first edition, then quarterly after that.

## Fitness for Practise versus Fitness for purpose

Audience: HR Managers  
Message: Where the role of the regulator stops and the role of the employer begins  
Channel: One day event hosted by HPC  
Cost: £2,000-5,000  
Lead officer: Sarah Dawson  
Issues: Both NHS and private employer associations are keen to work with HPC on this. Ensuring the support of other groups and regulators along with building in media relations around a relatively 'dry' topic (but nonetheless essential for HPC).  
Measurement: Feedback forms and media coverage (potentially). Less fitness to practise complaints surrounding individual's competency?  
Timescale: Event to be held Spring 06

## Listening events

Audience: Registrants, local politicians, patient representatives  
Message: Who we are, what we do and how you contact us  
Channel: 2 x 90 minute events per venue  
Inverness 8/11/05 (broadcast to Shetland, Orkney and Outer Hebrides)  
Stirling 10/11/05  
Cost: £2,000 - £3,000 per event  
Lead officer: Philippa Richardson  
Issues: None  
Measurement: Feedback forms  
Timescale: As above

## **Corporate Social Responsibility policy**

Audience: Stakeholders  
Message: HPC has a well defined corporate social responsibility policy  
Channel: Brochure, webpage  
Cost: N/A  
Lead officer: Catherine Dawson  
Issues: Organisational buy-in, realistic timescale, financial implications. This is a medium to long term project that requires buy-in from Council and HPC departments to make it meaningful. We have discussed how to approach it and scoped out some of our initial challenges (access to financial information has been difficult for obvious reasons).  
Measurement: TBC  
Timescale: Initial draft policy in place by April 06

## **Market Research**

Audience: Council, Executive  
Message: Major survey on attitudes towards HPC (registrants/public)  
Channel: Qualitative research with registrants, quantitative research with members of the public (2,000)  
Cost: £45,000  
Lead officer: Victoria Nash  
Issues: Looking to establish a major biennial survey that will inform HPC's future strategy and operational priorities along with providing an opportunity for some media coverage.  
Measurement: N/A  
Timescale: Feedback of report to Council in December 05, feed into communications strategy 06/07 in April 06. Media coverage November 05?

## **Education events (approvals process)**

Audience: Education institutions (course leaders), Education and Training Committee, professional bodies  
Message: How can we improve on the 'Approvals process'?  
Channel: Public meeting  
Cost: £2,000 per event  
Lead officer: Chris Middleton  
Issues: Ensure this key stakeholder group are listened to  
Measurement: Measured improvement on Approvals process (fewer complaints)  
Timescale: First event in Scotland in February 06

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2005-10-17

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