

Communications – Chris Middleton

Media Activity

HPC received positive media coverage surrounding the first push to 'Check your health professional is registered' and secured TV coverage on Channel Five news along with national radio coverage on Radio Five Live. This was supplemented by several regional radio interviews and the story being picked up in several daily newspapers at both local and national level. The story also appeared on Which? On-line an important consumer website.

A little negative coverage was received surrounding the jailing of Paul Baker, particularly in Therapy Weekly, but in all very little appeared and what did was balanced and fair (a couple of professional body magazines covered the story) and there was no national or local media enquiries.

Only one health professional has written in to Communications surrounding Mr. Baker and they received the 'letter to registrants'. Several supportive letters were received from professional bodies.

A second push on 'Check that your health professional is registered' has been undertaken within the last week and coverage will soon be available.

Events

Listening events were held in Kettering and Chelmsford in January with good attendance at both afternoon sessions and smaller crowds in the evening. Issues surrounding the registration process, CPD and future communications. The feedback from the events will be written up and presented shortly.

Preparations for the Partners Conference have begun but the lead officer on the project this time around will be the Partner Manager.

Listening events will be held in Scotland and Northern Ireland within the next few months as well as the north of England.

Website

Work continues to develop the capabilities of the website including expanding the content management system to include the areas of Education and of Policy. It is hoped that the Council member extranet will be available for demonstration at the February 27th meeting. There have been issues surrounding the installation of a software upgrade that would allow us to monitor usage of the website and the micro-site www.Hpcheck.org, but we hope to have them resolved soon. All historical figures have been saved and will be reported when the technical difficulties have been over come.

Stakeholder communications

A series of student talks have taken place in Scotland including one at Glasgow Caledonian University in front of 400 people. Other student talks have taken place in London, Liverpool, Bournemouth, Keele and Plymouth.

Publications

The third edition of the newsletter was published in early February and now has over 1,000 people receiving it.

Employees

Resignations were received from Catherine Dawson, Sarah Dawson and Chris Middleton this month.

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