

Communications Committee 17 February 2011

Communications department progress report for quarter 3 - activity undertaken from October to December 2010

Executive summary and recommendations

Introduction

The attached document sets out the progress the department has made against the activities and objectives set out in the departmental workplan for 2010-11.

Decision

The Committee is invited to discuss the attached document.

Background information

See introduction

Resource implications

Resources have been set out in the departmental workplan and are linked to the department's budget which has been approved by the Finance and Resources Committee.

Financial implications

As above.

Appendices

Communications department progress report for quarter 3.

Objective 1: to raise awareness and understanding of the HPC's role in regulation across all our audiences, we will:

	Main activity	Description	Employees	Timescale	Progress Q3
1.1	Manage the publications process and support departments in the production of a range of publications	<p>Manage the publications process for all publications, liaising with departments and advising on the content of publications.</p> <p>Possible publications this year include: Paramedic report (Q1) Annual monitoring supplementary information (Q1) FtP annual report (Q2) Education annual report (Q3) Education process (Q4) Review of complaints literature (tbc) Review of standards of proficiency (Q4) Reprint of health/character guidance (Q4)</p>	Publishing Manager / Communications Officer (Publishing)	<p>Throughout the year and dependant on requirements of other departments</p> <p>See publications schedule for more detail</p>	<p>We have recently published (online only):</p> <ul style="list-style-type: none"> – UK ambulance service pre-registration programme: review of approval and monitoring 2007–10 <p>We are currently working on producing:</p> <ul style="list-style-type: none"> – Alternative mechanisms for resolving disputes: a literature review (to be published February 2011) – Periods of adaptation (to be published February 2011) – Regulating ethics and conduct at the Council for Professions Supplementary to Medicine, 1960 to 2002: an historical perspective (to be published March 2011) – Education processes (to be published May 2011) – CPD annual report 2009 –10 (to be published June 2011)
1.2	Continue to distribute publications and brochures on request and ensure availability of publications in large print, Braille, Welsh etc	<p>Respond to requests within reasonable timescale, log requests and maintain stock levels</p> <p>Organise reprints of existing publications ensuring sufficient stock at all times</p>	Publishing Manager / Communications Officer (Publishing)	Throughout the year and dependant on requests received and monthly stock take	<p>All publication requests are dealt with within 1-3 working days.</p> <p>The most frequently requested publications in this quarter continue to be:</p> <ul style="list-style-type: none"> – Standards of conduct, performance and ethics (940 copies); – Guidance on conduct and ethics for students (781 copies);

	Main activity	Description	Employees	Timescale	Progress Q3
					<p>– Continuing professional development and your registration (210 copies)</p> <p>These figures are additional to publications distributed at HPC events and external events.</p> <p>We also distributed 180 public awareness packs in this period, via the web request form.</p>
1.3	Develop the website and its content by working with departments to support their requirements and identify opportunities for development	<p>Work with departments to develop content and pages of website. Specific activities this year will be determined by departmental and organisational requirements</p> <p>Refresh design and content of hpcheck to bring it in line with the HPC's visual identity</p>	Web Manager / Communications Officer (Publishing)	<p>Throughout the year dependant on departmental requirements</p> <p>Q3 and Q4</p>	<p>The fitness to practise section ('complaints') has now been re-launched with new content and structure. The revised content reflects our new publications in this area, while the new structure focuses on providing relevant information for the different audiences (registrants, representatives, employers, witnesses, and the public).</p> <p>The latest website deployment is currently in user acceptance testing. This deployment includes improvements for the events information and the addition of RSS feeds for our news stories and press releases.</p> <p>The project to develop the hpcheck.org microsite is now in the 'Technical Assurance' phase. This work includes assessing the security risk of the new architecture and identifying mitigations to reduce or remove the risk.</p>
	Main activity	Description	Employees	Timescale	Progress Q3

1.4	Provide the outward face of the HPC to consumer media as well as online media channels	<p>Continued implementation of the department's media strategy through</p> <p>working with departments, identifying news stories, writing articles and issuing releases</p> <p>contact programme with journalists as required, ensuring relevant HPC staff fully media trained and continued development of media infrastructure (eg media lists, coverage reports)</p> <p>sharing best practise with other regulators through media and pr networks</p>	Media and PR Manager / Communications Officer (Media and PR)	<p>Throughout the year</p> <p>Throughout the year</p> <p>Throughout the year</p>	<p>Collaborative work with other departments continues, particularly with Policy and FTP. We have issued releases on the consultation on post registration qualification, the new registration logo and are working on a release for the new FtP content including the hearings video.</p> <p>For the last quarter we received 236 mentions across the UK in both national and local news, including radio, television and in print. Of this 166 were for FTP and 68 were general.</p>
1.5	Communicate relevant information about extending regulation to new professions including psychotherapists and counsellors, healthcare scientists, assistants and other groups where relevant	Work closely with Policy to support the work undertaken. Write comms plan as required. Activities will vary depending on profession but may include attendance at relevant meetings, media monitoring, consumer and professional media coverage, use of HPC blog, talks and presentations, research, information or attendance at relevant conferences, event support, information on our website, articles in professional journals.	Director / all	Throughout the year	<p>Daily media monitoring for all new professions continues, with responses agreed where appropriate.</p> <p>We submitted comment to The Guardian from Anna van der Gaag regarding the regulation of psychotherapists and counsellors and this was published on line and in print on 5 January.</p> <p>We submitted a feature authored by Anna van der Gaag for the new psychotherapy publication titled 'New Associations'. The piece was on HPC's fitness to practise processes and how the process we follow balances public protection with the rights and freedom of practitioners.</p> <p>We also provided Community Care magazine with a response to their appeals article and have maintained a close working relationship with both the workforce</p>

					Editor and Journalist.
	Main activity	Description	Employees	Timescale	Progress Q3
1.6	Ensure Fitness to Practise hearings and their outcomes are made public in accordance with the HPC's statutory responsibilities	Issue weekly media alerts, write and issue releases for suspension and strike off, respond to journalist queries and liaise with journalists at hearings, focus coverage in local and regional media	Media and PR Manager/ Communications Officer (Media and PR)	Throughout the year	Media alerts issued weekly. We continue to issue media releases on FtP strike offs and suspensions. 20 FTP releases were issued this quarter. We received 236 mentions in both national and local press for this quarter. 168 mentions were of FTP hearings and 68 were of general content.

Objective 2: to extend our reach to the public enabling them to easily access information about the HPC, we will:

	Main activity	Description	Employees	Timescale	Progress Q3
2.1	Ensure the continued dissemination of public information literature	<p>x 2 GP and pharmacy waiting room distribution</p> <p>x 1 PALs and Wales Community Health Council (CHC's) distribution and Citizen Advice Bureau</p> <p>Research and determine viability of distribution to other networks including local authorities, charities</p> <p>Continued promotion to registrants through A5 flyer in renewals, professional press, events</p>	Media and PR Manager / Communications Officer (Media and PR)	<p>Q1 – April</p> <p>Q3 - Oct</p> <p>Q1</p> <p>Throughout the year</p>	<p>We are currently in the early stages of planning a direct mail campaign to Patient Advisory Liaison Managers, Community Health Councils and other patient groups.</p> <p>See 1.2.</p>
2.2	Promotion of “registered with the HPC” concept to registrants and the public and ensure continued access and usage	<p>Development and registration of logo with UK Intellectual Property Office</p> <p>Production of new web pages</p> <p>Production of brochure</p> <p>Promotion to registrants through existing channels, eg HPC In Focus, registration renewal certificates, events</p> <p>Professional and consumer media campaign</p>	Director / all	Q1 onwards	Downloads of the registration logo from our website has continued to be high, with 440 downloads this quarter. The ‘registration logo’ page has had 1,160 visits in this time, which shows a large percentage of those viewing the page are then downloading the logo.
2.3	Maintain an online presence through existing channels, eg Google and develop new channels (eg Facebook)	<p>Maintain Google adwords</p> <p>Research websites where we should have a presence, make contact with relevant organisations and ensure information about the HPC is available on these sites</p>	Media and PR Manager / Communications Officer (Media and PR)	<p>Quarterly</p> <p>Q1 research</p> <p>Q2 reporting/ implementation</p>	<p>The Google adwords campaign continues.</p> <p>Work will continue on signposting as it is an organic piece of work. A comprehensive list of organisations that has web links and information relating to the HPC has been put together and updated. These include health regulators, other regulators, patient / consumer organisations, professional bodies, professional organisations and government bodies.</p> <p>We have contacted all those who display information about the HPC</p>

	Main activity	Description	Employees	Timescale	Progress Q3
					<p>on their website and updated it. We have sought new signposting opportunities with the Care Council for Wales, Scottish Social Service Council (SSSC), Northern Ireland Social Care Council (NISCC).</p> <p>We have cross-referenced the signposting list (which is top level) with the click through list to see where traffic has been driven from and added in the main drivers of traffic to the HPC website. We have also made contact to encourage them to display information about the HPC.</p> <p>The social media policy has been finalised and employees will be consulted in due course. We are progressing the RSS feed on the website and drawing up an implementation plan for other social media channels which will provide guidance on content and process.</p> <p>We have also extended our media monitoring to social media and are now effectively monitoring the twittersphere and over a million blogs for mentions of HPC and our work.</p> <p>We continue to maintain and update the HPC blog and monitor social media sites and online activity.</p>
2.4	Ensure GPs and referrers are informed about the HPC	Develop appropriate programme of communications based on 2009 research e.g. online campaign, conferences and events	Media and PR Manager / Communications Officer (Media and PR)	From Q2	To date 3,276 doctors have visited the HPC's microsite on Doctors.net.uk 5,500 times. This is an average 1.7 visits per doctor

	Main activity	Description	Employees	Timescale	Progress Q3
					<p>The campaign was featured in the clinical bulletin email. Podiatry Now and The Biomedical Scientist publications published information on the campaign and we also received press in the PR media.</p> <p>The case studies on the microsite will be refreshed and the campaign has been extended by two months.</p>
2.5	Ensure information for complainants is relevant and accessible	Work with the FtP department to undertake activities including, review of brochures, development of website and hearings dvd	Director / all	Throughout year	The hearings video is nearing completion and will be uploaded to the website in due course.
2.6	Participate in patient and public involvement activities through participation in the joint UK health regulators PPI group	Undertake joint activities as set out in the agreed PPI group workplan, including joint leaflet, development of website	Media and PR Manager	Quarterly meetings	In November the Media and PR Manager led the organisation of the joint regulators PPI forum's mental health seminar which took place on 25 November 2010. The Media and PR Manager worked with colleagues from the NMC and the GSCC to organise the event. The purpose of the seminar was for regulators to learn about, and become aware of, the key priorities for people with mental health problems. It was also an opportunity for regulators to understand how we can improve the way we communicate with, and involve, people with mental health problems in our work. Speakers included
	Main activity	Description	Employees	Timescale	Progress Q3
					representatives from Mind; Young Minds; Afiya Trust; Redbridge Concern for Mental Health and a number of service users. Anna van der Gaag chaired the seminar and Sheila Drayton assisted with facilitation as did the Chair of the

					PPI group, Martin Caple.
2.7	Ensure patient representative groups, advocacy groups and service users are informed and engaged with the HPC	Research contacts (eg LINKs) and ideas (eg local authorities), implement contact programme as required, attendance at relevant events and conferences, promotion of public information materials	Stakeholder Communications Manager	Q2	Work continues with Citizen Advice Scotland (CAS) to provide information for their e-learning modules. The modules will be aimed at advisors and provide an overview of the HPC and our mechanisms for raising concerns. As the England branches do not use e-learning modules for their advisors we are exploring other options for providing them with our public information.
2.8	Manage public information campaigns	<p>Continue elements of older people campaign including attendance at relevant conferences, inserts in delegate packs</p> <p>Development and implementation of joint media campaign with professional body to raise awareness of protected title</p> <p>Undertake scoping of research brief and determine way forward on research into seldom heard audiences</p>	Media and PR Manager / Communications Officer (Media and PR)	<p>Throughout the year</p> <p>Q2 research</p> <p>Q3 roll out</p> <p>Q4</p>	In December we met with the Football Association to explore the feasibility of a protection of title campaign. The meeting went well and the Media and PR Manager is following this up.

Objective 3: to inform key stakeholders of our public protection role through ongoing dialogue and engagement, we will:

	Main activity	Description	Employees	Timescale	Progress Q3
3.1	Develop HPC's profile in the four nations and Europe devising channels of communication which ensure stakeholders are informed and fully aware of our work and role in healthcare regulation	<p>Jointly work with Policy and ensure development across all stakeholder audiences, including Parliamentarians, employers, professional bodies and various health departments</p> <p>Continue to research contacts and ideas and develop and maintain database of contacts</p> <p>Undertake at least 2 visits to each country for meetings with stakeholders and conference attendance</p> <p>Monitor European Parliament and stakeholder activities and disseminate information as relevant, organise at least one trip for stakeholder meetings and/or conferences as required.</p>	Stakeholder Communications Manager / Communications Officer (Stakeholder)	<p>Q2</p> <p>Throughout the year</p> <p>Throughout the year</p>	<p>Meetings held in this quarter include:</p> <p><u>Scotland</u></p> <ul style="list-style-type: none"> - Clerks to the Health and Sport Committee in Edinburgh - NHS Education for Scotland <p><u>Northern Ireland</u></p> <ul style="list-style-type: none"> - Northern Ireland Health Committee <p><u>Europe</u></p> <ul style="list-style-type: none"> - Alliance of UK Regulators in Europe (AURE) - Europe Directorate - Department for Business, Innovation and Skills
3.2	Ensure Parliamentarians informed and aware of our work and role in healthcare regulation	<p>Organise fringe speaking membership of the Health Hotel and ensure participation Health Hotel activities at all three main political party conferences</p> <p>Undertake annual information mailing, face-to-face briefings and written briefings as required</p> <p>Delegate attendance at political party conferences (eg DUP, SNP and Welsh Labour) and at relevant health committees in the four nations</p> <p>Maintain comprehensive monitoring across Parliament, government, the devolved bodies and other relevant organisations, dissemination of information as required</p> <p>Continue e-politix and editorial/advertorial</p>	Director / all	<p>Q1 and Q3</p> <p>As required</p> <p>Throughout the year</p> <p>Throughout year</p> <p>As required</p>	<p>We have evaluated our participation in the 2010 party political conferences as part of The Health Hotel and are now in the process of forward planning for 2011. As part of our work with The Health Hotel we have begun meeting with potential partner organisations to work with and discussing topics to address.</p> <p>Following our participation in several devolved party conferences in 2010 we are now planning our involvement for the next year. This will take into account the outcome of the elections in May in Northern Ireland, Scotland and Wales. We are beginning to plan a joint</p>

	Main activity	Description	Employees	Timescale	Progress Q3
		opportunities as required			<p>parliamentary researchers' event in the Scottish Parliament with the GMC.</p> <p>We have completed meetings with the Clerks to the Health Committees in the devolved administrations in December and are now in regular contact with them. Following this work, the HPC was asked to submit written evidence to the Scotland Bill Committee and the Chief Executive provided oral evidence on 25 January.</p> <p>Monitoring parliamentary traffic has increased due to the addition of social workers to our monitoring lists and we continue to monitor the devolved administrations and follow up as required.</p>
3.3	Inform and engage employers with the HPC across all activities and on specific issues	<p>Undertake five Employer Events across the UK</p> <p>Communication in the form of letters and emails on key areas of importance such as renewal of registration, speaking engagements</p> <p>Attendance at relevant exhibitions and conferences eg NHS Employers</p> <p>Rolling programme of news items in bulletins and on the website</p>	Stakeholder Communications Manager / Events Manager / Communications Officer (Stakeholder)	<p>Q4 – Feb / March</p> <p>As required</p> <p>Throughout the year</p> <p>As required</p>	Employer events have now been confirmed during February and March in Swansea, Plymouth, Newcastle, Aberdeen and Belfast. This series of events will focus on employer's interaction with the HPC including registration renewal, CPD, international registrants and fitness to practise.
3.4	Ensure employers aware of importance of protected titles and employing practitioner psychologists on HPC register	Identify/research issues and devise programme of communications work which highlights role of HPC, use of protected title and importance of employing HPC-registered practitioner psychologists	Stakeholder Communications Manager / Media and PR Manager / Communications Officers	Q1 and Q2 for research Q 3 and Q4 for roll out	Initial scoping of ideas has taken place and this activity will be combined with the communications work for grandparenting (see 3.5).

	Main activity	Description	Employees	Timescale	Progress Q3
3.5	Research relevant activities to promote grandparenting for practitioner psychologists	Begin to research potential communications campaign for roll out Q1 2011/12	Media and PR Manager / Stakeholder Communications Manager / Communications Officers	Q3 and Q4	Some initial scoping has taken place. A communications plan will be agreed with Registrations by November 2011 with an anticipated roll out from January 2012 (practitioner psychologist grandparenting closes July 2012)
3.6	Provide communications for HPC's exploratory work on revalidation	Liaise with Policy, agree communications activities in Phases 1+2. External facing activities may include drafting copy for web and articles in In Focus, stakeholder liaison and events support. Internal communications to include information at all employee meetings, copy for Update and intranet articles	Director / all	Q1 and then throughout the year dependant on Policy projects	No activity required in this quarter

Objective 4: to engage with our registrants to ensure they understand the benefits of regulation, the work of the Council and what is required of them, we will:

	Main activity	Description	Employees	Timescale	Progress Q3
4.1	Participate in external exhibitions by taking stands and researching new opportunities	Book stands at approximately 25 professional facing conferences and exhibitions ensuring relevant representation from HPC Research new conferences to attend and maintain calendar of events	Events Manager / Communications Officer (Events)	Throughout the year Reference events schedule for more detail	Conferences attended in this quarter include: – NCF – NHS Employers – The Future of Health Regulation Our presence at external conferences and exhibitions will begin again in March 2011. We will be taking a stand at: – BAPO – Health and Wellbeing at Work – The Care Show
4.2	Organise Listening Events across the country for registrants	Ensure UK-wide presence – 16 meetings in 8 locations. Work includes sourcing locations, booking venues, panel liaison, issuing invitations, updating presentation and producing evaluation reports	Events Manager / Communications Officer (Events)	Q1 – May Q2 – July Q3 – October Q4 - February	Listening events were held in Oxford and King’s Lynn on the 9 and 11 November 2010. To better reflect the content and format of the Listening Events, the name of these events has been changed to 'Meet the HPC'. The first of set of these renamed events will take place in Anglesey on 22 March and Derry on 24 March.
4.3	Communicate HPC’s work and activities in the professional press	With departments identify articles and news for professional press including professional body journals, newsletters and website. Issues to include cpd audits, ftp, council, renewals and key activities	Media and PR Manager / Communications Officer (Media and PR)	Throughout the year	Media coverage for this quarter has included articles on cpd, ftp and registration renewals in a range of journals including Dietetics Today, and Technic magazine. We had a total number of 72 mentions in professional body press, including 16 mentions about Social Workers.
4.4	Communicate with registrants through HPC In Focus, developing its content	Continue to work with departments on content and identify opportunities to increase	Publishing Manager /	Q1 – April/June Q2 – August	HPC In Focus Issue 31 was published on Friday 1 October, and

	Main activity	Description	Employees	Timescale	Progress Q3
	and circulation	distribution through for example adverts in professional journals, A5 flyer with certificates, sign up sheets at talks. Manage email distribution lists ensuring they are up to date and accurate	Communications Officer (Publishing)	Q3 – October / December Q4 – February	issue 32 was published on Friday 3 December. Distribution list currently totals 11,000 approximately.
4.5	Provide appropriate and relevant communications to support the HPC's registration renewals and cpd audit processes	Work with registrations. Write and implement the communications plan focusing on registrants and professional bodies as well as employers. Activities will include promotion of cpd dvd, attendance at HPC events, talks and presentations as required, rolling programme of professional media articles and up to date information on the website	Stakeholder Communications Manager / Media and PR Manager / Communications Officers	Throughout the year as professions renew	Renewal communications plans completed and agreed. Meetings now arranged with British Psychological Society (BPS) for renewals to begin in March.
4.6	Ensure appropriate and relevant communications activities are available to support the HPC's work on the Safeguarding Vulnerable Adults project	Participate in the project group. Write and implement communications plan focusing on registrants, employers and employees. Activities will include drafting copy for website and In Focus, employee briefings and briefings/information for events	Director / all	Throughout the year	No communications activity required in this quarter.
4.7	Prepare communications plan for fees increase 2011	Participate in project group. Write and agree communications plan. Activities will include drafting press releases, communications support for the consultation, preparation of briefings for Listening Events and conferences			No communications required in this quarter.

Objective 5: to further strengthen and ensure effective internal communications within the organisation, we will:

	Main activity	Description	Employees	Timescale	Progress Q3
5.1	Organise all employee meetings	Set dates in advance, book council chamber and catering, organise programme of speakers, ensure correct set up on the day	Communications Officer (Events)	April June September November January March	Meeting held on Wednesday 10 November 2010. Next meeting planned for Wednesday 23 February.
5.2	Maintain the intranet ensuring it is up to date, business led and accessible	Liaise with departments to ensure content is up to date, proactively add news stories and items. Undertake key work to ensure the intranet remains relevant and accessible, for example development of work database	Web Manager / Communications Officer (Publishing)	Throughout the year	News items for the intranet are regularly updated. These are actively sourced from around the entire organisation. News items throughout quarter 3 have included: <ul style="list-style-type: none"> - Changes to the Co-operative booking system - Consultation on post-registration qualifications - What is issues brief? - Christmas gift collection for charity - FTP starters and movers - Organisation structure charts
5.3	Organise all employee events	Set dates, book venues Agree format, issues invitations Evaluate	Communications Officer (Events)	July December	All employee Christmas lunch took place on Friday 17 December at the Oval cricket ground.
5.4	Organise the annual all employee awayday	Set dates, book venue Agree format, speakers, issues invitations Evaluate	Events Manager	May	All employee away day date has been set for 20 May 2011. Meetings are taking place to discuss the focus of the training and the venue has been booked.
5.5	Produce the all employee newsletter	Work with departments to collect copy, write and edit content, ensure printed for each all employee meeting	Publishing Manager / Communications Officer (Publishing)	April June September November January March	One edition of HPC Update has been produced this quarter, accompanying the all employee meeting on Wednesday 10 November.
5.6	Produce electronic issues brief	Develop based on findings of evaluation, gather information from departments and monitoring for inclusion in the brief	Stakeholder Communications Manager /	Weekly	Issues brief continues to be published internally weekly.

	Main activity	Description	Employees	Timescale	Progress Q3
			Comms Officer (Stakeholder)		
5.7	Ensure employees are informed of key organisational and departmental activities	Use all comms tools to communicate key activities including information security, work on extending regulation, Council, ISA, registration renewals, CSR	Director / all	Throughout the year	See 5.1, 5.2, 5.5 and 5.6