

Communications Committee 22 June 2011

Communications Department Progress Report: Activity undertaken
from February to June 2011

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 2011-12.

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

	What will we do	How will we do it	Lead	By when	Progress
0	Engage with registrants to increase understanding of the benefits of regulation, the work of Council and what is required of them				
	a) support registration renewals and cpd audit process, including the promotion of online renewal and direct debit sign up				
		Liaise with registration department and agree plans of action per registration group	MP/LD	According to renewal cycle	Meetings are taking place (with input from the Registrations department) with professional body membership managers in advance of renewal notices being sent. Regular updates are being provided throughout the renewal cycle to employees via news items on the intranet. The renewal of practitioner psychologists has been completed with a lapsing rate of 1,117 (6.5%) compared to 7.2% in 2009. Meetings have been held with professional bodies for the renewal of orthopists.
		Implement agreed communications plan	MP/LD	To commence in advance of renewal cycle	
b) provide access to HPC standards					

What will we do	How will we do it	Lead	By when	Progress
<p>and guidance</p>	<p>All HPC standards and guidance to be available on the website</p>	<p>JJ</p>	<p>Permanently available</p>	<p>We recently published a revised version of Periods of adaption, which gives advice to those applying for registration from the EEA. The Returning to practice document has also been updated to reflect the removal of the health reference as a requirement when joining the Register and the publication How to fill in your registration renewal form also now includes details of how to renew online. A new research report Alternative mechanisms for resolving disputes: a literature review has been published which focuses on alternative dispute resolution (ADR) in the resolution of complaints.</p> <p>Copies of our standards made available at all exhibitions during April, May and June. (See 1c for exhibitions listings).</p>
	<p>Copies available at Meet the HPC events and professional conferences</p>	<p>SC</p>	<p>According to events schedule</p>	<p>HPC standards and guidance will be made available at Meet the HPC events which take place in June and July. (See 1c for details).</p>

	What will we do	How will we do it	Lead	By when	Progress
					HPC representatives will also be available to answer questions at Meet the HPC and external events.
		Staff available to answer questions at HPC events and external conferences	SC	According to events schedule	Articles on HPC standards were included in the April and June editions of HPC In Focus, looking at how the standards of conduct performance and ethics can be applied to the use of online social networking sites, and the standards of proficiency, respectively.
		Publish regular policy articles in In Focus	JJ	At regular intervals	
		Ensure hard copies of all standards available and distributed to practitioners on request	DK	Response within three working days	All publication requests are dealt with within 1–3 working days. The most frequently requested publications continue to be: <ul style="list-style-type: none"> –Standards of conduct, performance and ethics (497 requested); –Guidance on conduct and ethics for students (891 requested); and – Continuing professional development and your registration (392 requested).

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	c) provide face to face contact with registrants				
		Organise at least 18 'Meet the HPC' events across 9 locations the UK	SC	According to schedule	Dates and locations for Meet the HPC events are confirmed until the end of the financial year. The next Meet the HPC events will take place in Bradford and Sheffield in June and in Canterbury at the beginning of July.
		Book stands at approximately 16 conferences and events	SC/SH	According to schedule	Conferences attended to date include: <ul style="list-style-type: none"> • Unison • Naidex National • BPS • BDA (Speaking slot only) • Primary Care • UKRC We will also attend: <ul style="list-style-type: none"> • COT • CLEAR
	d) promote 'HPC-registered' status				
		Work with professional bodies to promote to private sector/independent practitioners	MP	Ongoing	Promoting your registration leaflet highlighted at all annual meetings with professional body Chairs / CEO's. Leaflet also referenced in

	What will we do	How will we do it	Lead	By when	Progress
					all renewal meetings with professional bodies.
		Distribute 'HPC-registered' guidance leaflet through registration certificate mailings, public information packs and on request	DK	Ongoing	The Promoting your HPC registration leaflet is included in all public awareness packs (258 requests) that are sent out and has been included with all renewal certificates sent out for practitioner psychologists.
		HPC-registered guidance leaflet at all HPC events and external exhibitions	SC	According to event schedule	The Promoting your registration leaflet has been made available at all HPC events. The leaflet was also included in the delegate packs at the BSHAA Annual Conference in May.
		Undertake weekly checks	DK	Weekly	Downloads of the HPC registration logo are checked on a weekly basis (613 downloads), with FTP contacting any unregistered professionals who have downloaded the logo (3 unregistered).
	e) promote HPC consultations				
		Write media releases and news stories for all consultations	EG		Media releases and news items continue to be issued on HPC consultations, including the

	What will we do	How will we do it	Lead	By when	Progress
					proposed changes to the generic standards of proficiency and updating the guidance on health and character.
		Provide briefings for HPC events and external conferences	SC		Details of HPC consultations are included in the briefing notes sent to panel members at HPC events.
		Publish articles in In Focus	JJ		Articles in HPC In Focus this period have covered the results of consultations proposing the removal the health reference, changes to the generic standards of proficiency and the social work professional liaison group (PLG).
		Use social media channels to highlight consultations	EG/AM	During consultation process	Consultations are promoted via the HPC social media channels including Twitter, Facebook and RSS feeds (see 6c). The most recent being the consultation on updating the guidance on health and character.
	f) Support practitioner psychologist grandparenting process				
		Develop project plan for grandparenting in collaboration with registration department	MP/EG	By November 2011	Some initial scoping has taken place. A communications plan will be agreed with the Registrations department by

	What will we do	How will we do it	Lead	By when	Progress
					November 2011 with an anticipated roll out from January 2012 (practitioner psychologist grandparenting closes July 2012).
		Implement agreed plan	MP/EG	By July 2012	

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2	Extend engagement with service users through improved access to information about the HPC to: 1) increase understanding of the role of the HPC 2) promote the use of a registered professional 3) encourage service users to check the online Register				
	a) provide access to 'is your health professional registered' information materials	Distribute 'is your health professional registered' leaflets through GP practices, independent pharmacies, CHCs and other third party organisations	AM	April October	The April distribution of materials went ahead as scheduled.
		Respond to requests for copies within three working days	DK	Ongoing	195 public awareness packs have been sent out in this quarter.
		Leaflet at all HPC events and external conferences	SC/SH	According to events schedule	Public information materials have been made available at HPC events and external conferences listed (see 1C).
b) raise awareness through targeted advertising in directories	Adverts agreed and placed	EG	By end March	Our Yellow pages advertisement has been signed off and will continue to be targeted at areas with a high population of older people. Thomson local sponsored ads continue.	

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	c) Maintain HPC's online presence on relevant websites	Ensure information correct, continue to identify relevant websites	AM	By end March	Work continues on signposting, which is an on-going project.
	d) Run joint public information campaign with professional body or stakeholder organisation to promote protected titles	Identify relevant partners, agree and implement plan	EG	By end March	Initial discussions have taken place with the Football Association and the CSP. We are currently waiting to hear back from the FA.
	e) Attend relevant interest group/patient conferences	Research relevant conferences and ensure attendance	SC/all	By end March	The HPC was a show partner at Naidex national, the UK's biggest disability and rehabilitation exhibition, where we received approximately 600 visitors to the stand, including service users and members of the public.
	e) Ensure continuation of campaigns, eg older people 'be healthwise' campaign	Attendance at relevant events or having literature available	EG/AM	By end March	Currently researching events for the target audience. Campaign leaflets are also taken to appropriate HPC events.
	f) Research opportunities for service user engagement in HPC's work	Undertake relevant research and make recommendations for 2012-13 workplan	JAL/SO	By November	Initial scoping work commenced.

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3	Undertake work to raise awareness and understanding of the need for the regulation of new professions for groups recommended by government				
	a) Undertake communications work in preparation for the transfer of the social work register (England) from the GSCC	Participate in internal project group	JL		The Director of Communications attends the project board for the transfer of regulatory functions from the GSCC to the HPC on behalf of the Communications team.
		Develop communications plan	JL		A comprehensive external and internal communications strategy has been written which identifies key issues and messages, key audiences, risks and mitigations and sets out detailed plans for communications activities. This has been written in collaboration with the GSCC.
		Implement agreed communications plan	JL/all		The communications team are implementing the activities as set out in the joint communications workplan. Progress is monitored by team meetings (held every other week) and is also reported to Committee.

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	b) Undertake communications work associated with other new profession groups, eg counsellors and psychotherapists and which might arise from the Government's Command Paper	Monitor media and respond where appropriate	EG/AM		We continue to monitor media coverage and respond where appropriate such as issuing statements on the Munro review and the recent Panorama documentary. We have written and updated position statements on voluntary registration, student registration, regulation of herbalists and TCM and healthcare scientists. These are all available on our website.
		Information added to event briefings	SC		Information will be included in the briefing notes sent to panel members at HPC events and to exhibition briefings where appropriate.
		Ensure liaison with relevant stakeholders as required	MP		Stakeholder meetings have been arranged and are due to take place with the following organisations: <ul style="list-style-type: none"> • ADASS; • ADCS; • REC (agency); • ASWEB (agency); • NSPCC; • Barnado's; • Action for Children; • Toynbee Centre;

	What will we do	How will we do it	Lead	By when	Progress
					<ul style="list-style-type: none"> • Mencap; • Family Action; • The Children's Society; • TACT; and • After Adoption. <p>We have also met with Help the Hospices, Parkinsons UK, MND and the Alzheimer's Society in this period.</p>

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4	Influence the regulatory agenda through ongoing dialogue and engagement with stakeholders				
	a) Increase engagement with UK government				
		Monitor UK parliament	MP/LD	Ongoing	Monitoring continues on a daily basis with relevant issues flagged across the organisation, including ministerial statements on the NHS listening events, progress of the Health and Social Care Bill, Health Committee Inquiries, and mentions by MPs and Peers in Parliament.
		Provide support for meetings with parliamentarians where relevant	MP/LD	Ongoing	Briefings have been prepared for several meetings with parliamentarians including MEP's (Marina Yannakoudakis, Malcolm Harbour and Emma McClarkin).
		Provide written briefings for face to face meetings and for organisational issues as required	MP/LD	Ongoing	
		Monitor Health Committees activities and arrange attendance where relevant	MP/LD	Ongoing	Health Committee activity is monitored on an ongoing basis, we have submitted written responses to calls for evidence in both the Lord's and Common's, including the EU Directive on the

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					mobility of healthcare professionals and the Health Committee – Public Health Inquiry.
		Prepare for and participate in Health Hotel activities at the main political party conferences	MP/LD	By end October	We are working closely with Health Hotel and our fringe partners 'Help the Hospices'. Our fringe theme for 2011 will focus on adult social care.
		Maintain presence on e-Politix.com	LD	Updated monthly	Epolitix is updated on a monthly basis with recent contributions including a response from the Chair to an article from Lord Hunt, the HPC's comments on Panorama's Undercover Care and on Professor Munro's report. See: http://www.epolitix.com/
	b) Strengthen relationships and increase understanding with stakeholders in Scotland, Northern Ireland and Wales				
		Support annual meetings with Health Departments in the three nations	MP/LD		Stakeholder visits have recently taken place to both Northern Ireland and Scotland with plans for meetings in Wales during the summer. In Northern Ireland we met with Pauline Mulholland, Lead Allied Health Professions Officer and Andre McKeown,
		Arrange at least two structured visits with stakeholders in the three nations	MP/LD		

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					<p>Communications Officer, NISCC and attended the Dietetic study day. In Scotland we met with NES, GDC, Scottish Social Services Council and Scottish professional bodies.</p>
		Arrange attendance at 3 nation political party conferences	MP/LD	By year end	<p>We are currently planning our attendance at party conferences in the devolved nations following the elections in May. We will update Committee on our plans later in the year.</p>
		Select and ensure representation at relevant conferences	MP/LD		
		Keep under review costs and benefits of physical presence in three nations	MP		On-going
	c) Increase engagement with professional bodies				
		Support annual CEO and Chair meetings	MP	Dates required	<p>Meetings have been held with the following organisations:</p> <ul style="list-style-type: none"> • BADth - 15 February • CoP - 15 February • InstChPd - 16 February • BDA - 17 February • RCSLT - 17 February • BCPA - 9 March
		In collaboration with other departments liaise with professional bodies on current issues	MP	By year end	

	What will we do	How will we do it	Lead	By when	Progress
					<ul style="list-style-type: none"> • BSHAA - 16 March • CSP - 17 March • BAAT - 18 March • BPS - 13 April • BIOS - 28 April • AfPP - 8 May • BAPO - 16 May
	d) Increase engagement with employers				
		Review and redesign employer events	MP/SC	By April 2011	New format agreed for employer events.
		Arrange at least 6 UK wide employer events	MP/SC	By year end	Dates and locations have been confirmed for all six events. The first two events will take place in Liverpool and Birmingham in July.
		Explore possibility and secure, if appropriate, publication of regular news in employer journals	MP/LD	By year end	On-going
		Update employer section of the website	LD	By June 2012	On-going
		Ensure relevant HPC representation at conferences	MP/SC	By year end	Exhibition stand booked at NHS Employers which will take place in November 2011.
	e) Ensure continued participation in international regulatory forums				
		Monitor European parliament and stakeholder activities	MP	On-going	Monitoring now underway of European Parliament through

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					Dods EU monitoring. Relevant issues flagged internally.
		Select and ensure representation at one relevant conference (at least)	MP/SC	On-going	The HPC will be represented at the CLEAR and INPTRA international regulatory forums during June and July, where speaking slots on continuing competence have been secured for HPC representatives.
		Undertake at least one structured stakeholder visit	MP	By year end	A stakeholder visit to Brussels with the CEO took place on 24 and 25 May. Meetings took place with three MEP's (Marina Yannakoudakis, Malcolm Harbour and Emma McClarkin) during this visit.
		Maintain membership and participate in AURE meetings and others where relevant	MP	By year end	The Stakeholder Communications Manager continues to represent HPC at the bi-monthly AURE meetings on an on-going basis.
		Support Chief Executive as a member of CLEAR	MP	By year end	The HPC is participating in the CLEAR forum in London on 8 July, where representatives from the HPC will attend. We have two speaking slots (Chair and Stakeholder Communications Manager) and will have a stand.

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5	Maintain internal communications				
		Organise six all employee briefings	SH	Dates	The last all-employee meeting took place on 8 April. The next meeting takes place on Friday 10 June.
		Organise annual all employee training awayday	SC	May 2012	The annual all-employee training away day took place on 20 May 2011 with a focus on innovation and new business ideas. The Events Manager will begin to look at options for the 2012 away day.
		Produce 6 editions of HPC Update	DK	Dates	Issues 13 and 14 of HPC Update have been published in this period.
		Produce weekly Issues Brief	LD	Weekly	Issues brief continues to be published and emailed to employees on weekly.
		Maintain intranet	TG	At least monthly	The intranet is maintained and updated on a continual basis. A way in which we have improved the rate at which we update information has been through the introduction of our web inbox, which enables employees to inform us of areas that need to be updated. Since its introduction in

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					February 2011 we have received 109 requests for changes.
		Plan and deploy upgrades to intranet to include work database display and functionality	TG	June 2011	Work is now under way to put together requirements for the next intranet deployment.
		Increase number of news stories for intranet	DK	At least weekly	28 news items have gone up on the intranet in this quarter.
		Arrange two 'meeting colleagues' events	SH	July and December	Venues have been booked for these and planning is underway for the July event.

	What will we do	How will we do it	Lead	By when	Progress
6	Increase awareness of HPC's role in regulation amongst all stakeholders				
	a) through consumer and professional media as well as online media channels	Produce media releases for all key organisational decisions	EG	Within 48 hours of decision	We continue to issue media releases on key organisational issues and provide support to EMT on the regulation of social workers, and government announcements.
		Develop contact programme with journalists as required	EG		
	Monitor media daily	EG/AM	Daily	We continue to generate as well as monitor media coverage daily and respond where necessary. During March we generated 24 articles on professional media, 19 in April and 20 in May. We have responded to Professor Munro's review and Panorama's Undercover Care. Statements are available to view on our website and on e-Politix. We have received 140 requests from journalists and have responded to requests from Community Care for lines on assessed and supported year in employment (ASYE), and the role of the regulator in promoting professional practice.	

	What will we do	How will we do it	Lead	By when	Progress
	b) provide information about the HPC to stakeholder audiences through the websites	Ensure all publications available on website	JJ	Within 24 hours of publication	All publications are added to the website on their publication date. These have included the updated versions of How to fill in your registration renewal form, periods of adaptation and Returning to practice and the new publication Alternative mechanisms for resolving disputes: a literature review.
		Ensure content of web pages is relevant and up to date	TG	As required	<p>The introduction of the web inbox has helped to ensure that employees can actively keep the website up to date and relevant. Examples of requests have included news items for the intranet and website, changes to content, broken links and creating an archive of CPSM reports for the intranet.</p> <p>We expect Hpcheck to be deployed in June 2011. This includes updates to the content and improvements to the search functionality and results listings based on feedback from service users and members of the public.</p>
	c) Develop HPC presence on social media channels	Implement policy and guidelines	EG	By April 2011	The social media policy and guidelines have now been approved by the Finance and

	What will we do	How will we do it	Lead	By when	Progress
					Resources and Council and implemented.
		Maintain Facebook page	EG/AM	At least weekly	We have implemented our social media schedule which features key organisational announcements including partner recruitment, our presence at events, registration renewals and our responses. We continue to monitor and update all social media channels daily. The BLOG was recently updated with an opinion piece from Anna on the recent Panorama documentary on the treatment of vulnerable people at a care home near Bristol.
		Maintain news releases on RSS and Twitter	EG/AM	At least weekly	
		Maintain HPC information on LinkedIn	EG/AM	At least weekly	
		Maintain HPC blog	EG	At least monthly	
		Monitor social media channels and respond as required	AM	Daily	
	d) Ensure FtP hearings and their outcomes are made public in accordance with the HPC's statutory responsibilities	Issue weekly media alerts	AM	Weekly	
		Respond to journalist's queries and liaise with journalists at hearings	EG/AM	Ongoing	We continue to issue media releases on FtP strike off and suspensions we have issued 11 since the last report.
		Issue media releases where the outcome is strike off or suspension	AM	Ongoing	

	What will we do	How will we do it	Lead	By when	Progress
		Manage media handling for high profile cases	EG/AM	As required	One high profile case in this period which was the Brennan re-hearing following his high court appeal.
	e) Ensure attendance at a range of stakeholder conferences across the UK	Identify relevant conferences and co-ordinate attendance by HPC representatives	SC/all	Ongoing	The HPC is exhibiting at the Second International Congress on Professional and Occupational Regulation (July)
	f) Communicate Council decisions to stakeholder audiences	Issue summary and notice of key decisions	Secretariat	At each Council meeting	Summaries and notices of key decisions issued by Secretariat.
		Write and issue news story or press release where required	EG	As required	Two releases have been issued in this period: 'no fee increase' and the reappointments to Council.
		Council update included in HPC Update	DK	Six issues	A Council update has been included in issues 13 and 14 of HPC Update.
		Information uploaded to Facebook, HPC blog and Twitter	EG/AM	At each Council meeting	Ongoing.
	h) Implement activities in accordance with the Welsh Language Scheme	Issue bi-lingual releases as required	EG/AM	Ongoing	We are aware of the Welsh Language Scheme and will implement as and when appropriate.
		Issue bi-lingual invitations, provide bi-lingual materials and translation for all HPC events taking place in Wales	SC/SH	Ongoing	
		Provide Welsh translation of HPC publications on request	DK	Ongoing	Translations are dealt with on request and within ten working

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					days.
		Review Welsh information on website	TG	By end March	The Welsh information on the website is under review to keep it up to date. We will aim to do this continually to meet the needs of the Welsh Language Scheme.

Activities in support of HPC operational functions

	What will we do	How will we do it	Lead	By when	Progress
7	Provide communications expertise to other HPC departments				
		Develop communication plans for organisation-wide projects	JAL	Per project	<p>A social work communications plan has been developed in collaboration with the GSCC (see 3a for detail).</p> <p>A project initiation document has been drafted for the name change project from the HPC to the Health and Care Professions Council (HCPC). Initial scoping meeting have taken place with design agencies.</p>
		Manage media requests for interviews, quotes and information	EG		<p>We continue to work with departments across the HPC and provide media support. We have worked with Policy to produce and update key position statements we frequently liaise with the FtP department on hearings and have been using social media to promote the Education newsletter. We have used social media to assist with partner recruitment as well as signing off on articles and info aimed at the media.</p>

	What will we do	How will we do it	Lead	By when	Progress
		Respond to requests for advice on content and format of HPC publications	JJ		<p>We are currently working with the Education Department on a new publication which is an introduction to education processes, and the Department's annual report.</p> <p>We are also working with the Fitness to Practise Department on the Department's annual report, and an Easy English version of How to raise a concern.</p> <p>Ongoing.</p> <p>Ongoing.</p> <p>We have initiated work on stakeholder opinion polling and have met with Ipsos Mori.</p> <p>We provide advice on web page development as and when we receive requests to the web inbox. For example, if a change would require a deployment we explain the process and provide a potential timescale. If a request can be dealt with when requested we will communicate the</p>
		Plan and implement publications process	JJ		
		Respond to requests for event organisation	SC		
		Maintain event toolkit on intranet	SC		
		Undertake stakeholder opinion polling	JAL		
		Provide advice on web page development for departments	TG		

	What will we do	How will we do it	Lead	By when	Progress
					<p>completed work. (See 6b for examples of web changes).</p>
		<p>Develop relationships with other Regulators and CHRE</p>	<p>All</p>		<p>Stakeholder team meets regulatory with other regularly colleagues at forum such as Health Hotel and AURE. Meetings also take place during structured stakeholder visits to the devolved nations.</p> <p>The Media and PR Manager has also met with CHRE regarding the public patient experience (PPE).</p>
		<p>Plan and deploy upgrades to the website</p>	<p>TG</p>	<p>September and March 2011</p>	<p>Completed deployments have included an updated version of our events calendar, the introduction of RSS feeds and the launch of our new hpcheck site.</p> <p>We are currently planning deployments for the 2011/12 financial year and have met with the Projects team.</p>