

Communications Committee 5 November 2009

New publication in development – Introduction to the HPC

Executive summary and recommendations

Introduction

The Publications Manager is working on developing a new publication. It is intended that this will offer some time-sensitive information (data from Annual report and financial statements) in an accessible way and provide an overview of the work of the HPC. It will complement the public information materials but offer more in-depth information. It will enhance transparency by presenting information about who we are, what we do, how we are funded and the importance of our work in an accessible and straightforward way.

Proposed titles

- About the Health Professions Council
- An introduction to the Health Professions Council
- What is the Health Professions Council?
- The Health Professions Council – an overview

Audiences

- Public
- Registrants
- Employers
- Media
- Other regulators (UK and international)

Distribution

- Published online and hard copies available on request
- HPC events (Listening Events and Employer Events)
- Exhibitions and conferences (including main political party conferences)

Proposed content

- Note of how and when set up, purpose of HPC
- List of professions regulated, with approximate numbers
- Explanation of, and list of, protected titles
- About our standards (standards of conduct, performance and ethics, standards of proficiency, standards for CPD)
- Fitness to practise (process and significance) / how to complain
- Note on income and expenditure (pie charts?)

- Some key statistics
- The broader context – who are the other (UK and international) regulators?
- CHRE and corporate governance / how we are run (the Council)
- Note on equality and diversity and corporate social responsibility
- Contact details

Proposed format / extent

- A5, 12 pages (tbc)
- Available in a range of alternative, accessible formats on request
- Considering applying for Crystal Mark from Plain English Campaign

Development

The Publications Manager has undertaken some initial scoping including researching similar publications from other regulators and health organisations. We are also considering running focus groups with registrants / other audiences to inform the development of this publication.

Decision

This paper is for information only. No decision is required.

Background information

This project has come about because the current Annual report and financial statements must meet stringent standards of financial reporting (and is presented to Privy Council) so can not be developed as a stakeholder communication tool.

The leaflet '10 benefits of registration' is now out-of-date and is no longer being used. This leaflet explained more about regulation and there is an argument for having something similar available, especially with new professions joining the Register.

The proposed new publication has come out of these two needs.

Resource implications

The Publications Manager and Communication Officer(s) will be involved in developing, writing and briefing the project to an external designer.

Financial implications

Budget allocated this financial year.