

<p style="text-align: center;">Communications Committee</p>
--

Notes of the Communications Committee strategy workshop held as follows:-

Date: Thursday 4 November 2010

Time: 1:00 pm

Venue: The Council Chamber, Health Professions Council, Park House, 184
Kennington Park Road, London SE11 4BU

Present: Sheila Drayton (Chair)
Julia Drown
Arun Midha (part of meeting)
Diane Waller

In attendance:

Mr C Bendall, Secretary to the Committee
Ms J Ladds, Director of Communications
Dr A van der Gaag, Council Chair (part of meeting)

The Committee was invited to discuss two documents:

- proposed communication priorities and issues to consider for 2011-12
- draft communications department workplan 2011-12

Copies of HPC's strategic intent for 2009-10 to 2014-15 were tabled.

Proposed communication priorities and issues to consider for 2011-12

The Committee noted that the priorities and issues built on those for 2010-11. They also responded to HPC's opinion polling and market research in previous years and feedback from registrants and stakeholders. The document identified a number of key themes and issues to consider, including:

- communication to registrants would include the ongoing need to communicate the standards of Continuing Professional Development and audit requirements, registration renewals and the benefits of regulation. HPC would also inform registrants about HPC's relationship with professional bodies;
- communication with employers of practitioner psychologists to promote the importance of professional titles;
- information about grandparenting for practitioner psychologists;
- continued need to raise public awareness of HPC and its role and the importance of using a registered health professional; and
- a focus for the 2011-12 workplan would be work to communicate with all stakeholder groups about the transfer of social workers onto the HPC register.

The Committee discussed whether HPC should be more proactive in communicating with all of the public to raise awareness of HPC's role and work. It was suggested that HPC could proactively approach the media, using examples of fitness to practise cases or protection of title issues. The Committee noted that HPC issued press releases for some fitness to practise cases, usually when a registrant was suspended or struck off. However, registrants often felt it was unfair for their case to be publicised in this way.

The Committee agreed that it was more appropriate to take a targeted approach to communications, so that people were aware of the HPC and the need to use a registered professional at the point when they needed the services of a professional. The Committee agreed that a targeted approach would make the most effective use of the resources which were available to the Communications Department.

Date	Ver.	Dept/Cmte	Doc Type	Title	Status	Int. Aud.
2010-11-04	a	COM	MIN	Communications Committee strategy meeting notes 4 November 2010	Final DD: None	Public RD: None

The Committee noted that some private practitioners, such as hearing aid dispensers, were more willing to promote their HPC registration to the public . The Executive would aim to work with professional bodies to target professionals working in the private sector.

The Committee agreed that reference should be made to the contribution of other departments and Council members to communications. For example, the Education Department communicated frequently with education providers. In addition, Council members communicated with stakeholders, for example at events with psychotherapists and counsellors.

The Committee endorsed the proposed priorities and issues to consider for 2011-12.

Draft communications department workplan 2011-12

The Committee noted that the format of the workplan had been revised to break down activities into ‘what we will do’, ‘how we will do it’, the lead employees and target date for each activity and outcomes and measures. The Committee agreed that this format was clear and helpful.

The Committee noted that the workplan should be read alongside the Communications strategy. The Committee agreed that the workplan should include a section explaining how it related to the strategy.

The Committee noted that opinion polling and focus groups could be used to assess the impact of some of the activities in the workplan. The impact could also be assessed through feedback at listening events and other events.

The Committee noted that HPC’s experience of communicating with psychotherapists and counsellors would help to inform its approach to communicating with social workers. There were concerns and misconceptions about HPC within both professions, which communication work would help to address.

The Committee felt that, if HPC were to take a more proactive approach to raising awareness of its work, this would need to be discussed and agreed by the Council.

The Committee endorsed the draft communications department workplan for 2011-12. The workplan would be considered at the Communications Committee meeting on 17 February 2011.

Chair

Date

Date	Ver.	Dept/Cmte	Doc Type	Title	Status	Int. Aud.
2010-11-04	a	COM	MIN	Communications Committee strategy meeting notes 4 November 2010	Final DD: None	Public RD: None