

Communications – Jacqueline Ladds

Media and Campaigns

Since our last report we have issued 5 Fitness to Practise press releases on professionals who have been struck off or suspended. Coverage continues to increase and has included 14 pieces of FTP coverage in a range of print and online media including Hartlepool Mail, BBC News Scotland (online) and The Sun (Scottish edition)

We have also issued press releases on the third Council elections, a new Lay Council member and new physiotherapist Council member, the fees consultation and our response to the DoH's consultation on the review of non-medical regulation. As a result we have received coverage in the following journals Podiatry Now, Synergy News, Therapy Weekly, Operating Theatre Journal, Complete Nutrition, Chiroprody Review, Bulletin, Journal of Podiatric Medicine and BAPO magazine.

In addition to this, the department has responded to 28 press enquiries on a range of issues, mainly FTP. Press releases can be viewed on the HPC website and some examples of press coverage are attached.

We are currently preparing for the issue of the Government's White Paper on the future of healthcare regulation which we are anticipating will be towards the end of February. A media alert will be sent in advance to notify key journalists and a press release will be issued on the day which we will follow up. Marc will also be available to comment on the day.

The Birmingham awareness campaign resulted in a 22% increase in traffic to the HPCCheck website. This is a good result and the department is currently planning the next campaigns for 2007 - 2008.

Projects

Fees Rise project: the team has been actively involved in this project, managing the production and mailing of the consultation document, ensuring employees were fully briefed, issuing press releases, particularly to professional journals and updating the website.

Web

'Phase 2' of the website development continues. This work will involve improvements to the usability of the website, including enhanced search and display facilities and a slight restructure to the navigation to make the education information more accessible. The content management system is also being improved which will benefit website administrators. The Web Manager is currently working on the production of regular statistical information which can be used for reporting and planning purposes. An example (from October 2007) is attached for information.

Patient and Public Involvement

The President and Director of Communications represented the HPC at the January meeting of the Joint UK Health and Social Care Regulators PPI Group. The meeting discussed progress against the workplan and updated on the various projects being undertaken – both these items are reported more fully as a separate item on the Committee Agenda. Work to progress the audit of the HPC's PPI activities is underway and it is hoped this piece of work will be actioned in the next couple of months.

Staffing

The new role of Publications Manager was advertised in October 2006 and Philippa Richardson was successful in this appointment. We advertised the Events Manager role in December and Thomas Heiser was appointed to this position. He joined the team on 5th February 2007. The Public Affairs Manager post is currently being advertised and interviews have been set for 1st March 2007.