

Communications Committee, Thursday 16 October 2008

Events Update

Executive summary and recommendations

Introduction

This update is intended to provide a brief overview of the events schedule since the last Communications Committee meeting on 21 May 2008. During this time Thomas Hesier left the HPC and Susan Carini joined as Events Manager. Attached is an updated schedule of events for the financial year 2008 - 2009.

Decision

The Council/Committee is requested to note the document. No decision is required.

Background information

Since the last report, the HPC has exhibited at the following events and held Listening Events in Glasgow and Edinburgh:

- College of Operating Department Practitioners Annual Conference;
- Primary Care 2008;
- UK Radiological Congress;
- College of Occupational Therapists Annual Conference;
- British Dietetic Association Annual Conference.

HPC also had a presence at the following events by either providing publications or submitting a poster presentation:

- British Dietetic Association Northern Ireland Study Day;
- First World Health Professions Conference, Geneva;
- COTEC 2008 Annual Meeting, Hamburg, Germany;
- International Orthoptists Congress, Antwerp, Belgium;
- National Speech and Language Therapy Fair, Coventry.

Over the next few months the HPC will be attending and exhibiting at the following events:

- Complaints Handling, Patient Feedback and Public Involvement: the new NHS management challenge;
- Primary Care Live;
- The Royal College of General Practitioners Annual National Primary Care Conference;

- A Practical Guide to Handling Resolving and learning from Complaints;
- The Scottish National Party Conference;
- The Chartered Society of Physiotherapists Congress 2008;
- Chief Health Profession Officer's conference; and
- The Society of Chiropractors and Podiatrists Annual Conference.

The HPC will be represented at these events by employees from Fitness to Practise, Policy and Standards, Registrations and the Communications team. These events will provide an excellent opportunity to answer queries, and provide HPC literature to those who would like more information.

The next series of Listening Events will take place on 11 November in Stoke-on-Trent and on 13 November in Lincoln.

The format for the Listening Events was revised in January and the May events allowed for a more comprehensive evaluation. The new format is intended to encourage participation and to focus discussion and the general feedback is that this has been successful. The new format and evaluations for the Listening Events are attached to this report.

Resource implications

None

Financial implications

None

Appendices

Events schedule 2008 – 2009

Exhibition evaluation – Primary Care 2008

Exhibition evaluation – The British Dietetic Association Annual Conference

Listening Events evaluation – May 2008

New format for Listening Events

6 October 2008

(White)	Stakeholder Events
	Listening Events
xxxxxxx	HPC / internal event
	Potential conference / exhibition
	Confirmed exhibition

External Exhibition Evaluation Report

Name of Event: Primary Care 2008
Date: 21-22 May 2008
Location: NEC, Birmingham

Details:

- 5,000 delegates registered
- Out of those, 600 were chiropodists/podiatrists
- More than 200 exhibitors
- Majority were chiropodists, podiatrists, physiotherapists, some occupational therapists, some dietitians, and a lot of nurses
- HPC used the small generic banner, literature rack, and a small rectangular table for displaying promotional material
- Mark Potter presented a session on CPD at 9:15am Wednesday morning – generated a lot of interest
- Stand was attended by Amanda Beh (both days), Mark Potter (Wednesday morning), Ebony Gayle (Wednesday), Dominic Williams (Thursday), and John Lucarotti (Thursday)

Publications distributed:

- CPD DVDS 40
- CPD short guide 100
- SOPs
 - Chiropodist/podiatrist 70
 - Physiotherapist 50
 - Dietitians 15
 - Occupational Therapists 15
 - Radiographers 4
- Public awareness posters
 - Chiropodist/podiatrist 40
 - Physiotherapist 10
 - General 60
- Window stickers 40
- Employer cards 4
- HPC In Focus newsletters 15
- How to make a complaint... 2
- 10 benefits of registration 5
- How to register with the HPC 1
- A referrer's guide 4
- Post it notes 25
- Pens 50

- You can get posters, leaflets... 10

Contact made:

- Wednesday – approximately 160 visitors to the stand
- Thursday – approximately 80 visitors to the stand (generally a rather quiet day at the exhibition, not as many people around)

Comments received:

- LOTS of queries about CPD – 90% of enquiries, especially from chiropodists and podiatrists. Physiotherapists also seemed rather worried about CPD. A lot of chiropodists/podiatrists just coming up to ask when they would find out if they were called up for audit.
- People complaining about fees. One man questioned why the renewal fees had been put up but they hadn't been informed. However, he admitted to not visiting the website or being signed up for *HPC in Focus*.

Questions raised:

- Mainly about CPD – see comments above
- A few people asked about new professions coming on to the register – homeopathy and acupuncture especially.
- A couple of enquiries from registrants who want to be CPD auditors
- A couple of enquiries from people wanting Mark Potter to do a CPD presentation at other events

Benefits:

The Primary Care exhibition was a beneficial event. It gave HPC an opportunity to meet face to face with some of our registrants, and answer all of their CPD questions and ease their worries. By attending the exhibition, HPC promoted themselves as a supporter of allied health education initiatives. It was good to have a mix of staff attending over the two days, representing the different departments at HPC. We had a range of literature and promotional material, so that we could give appropriate information to every person that visited the stand.

Drawbacks:

There were no specific drawbacks to this event.

Conclusions:

Primary Care 2008 was a good event, presenting HPC with the opportunity to meet with registrants and the general public. We spoke to quite a number of people, and distributed a lot of relevant literature.

Recommendations for the future:

- Take more CPD information, especially long guides (when re-printed) and DVDs
- Fix the literature stand (found out it was broken when I got there)
- Take less Standards of Practice
- Take less *HPC In Focus* / public awareness pack promotional A5 flyers
- Take more window stickers, pens, post it notes
- Take *Is your health professional HPC registered?* Brochures
- Find out more about the breakdown of delegates before the event, so we know what to take along

Repeat the Exhibition?: Yes / ~~No~~

External Exhibition Evaluation Report

Name of Event: The British Dietetic Association Annual Conference

Date: 17th-18th June 2008

Location: The Britannia Adelphi Hotel, Liverpool

Details:

- 300 Delegates (including clinical, community and academic dietitians) registered for the three day conference.
- 91 visits to the stand.
- HPC had a 2 x 2 m stand. The large public facing banner was used (TNT failed to deliver the professions facing banner in time to use at the event).
- There were 26 exhibition stands in total, the majority were industry stands, the remainder were professional service stands.
- Stand was attended by: Sarah Giles (Tuesday & Wednesday), Susan Carini (Tuesday PM, Wednesday & Thursday) and Mark Potter (Thursday).
- Mark Potter's presentation was at 9:00am on Thursday.

Publications distributed:

- | | |
|-------------------------------|----|
| • CPD (long guide) | 64 |
| • Managing FTP | 12 |
| • SOP | 7 |
| • How to fill in your renewal | 1 |
| • CPD DVD | 21 |

Contact made:

- Tuesday – approximately 12 visits to the stand
- Wednesday – approximately 31 visits to the stand
- Thursday – approximately 48 visits to the stand

Comments received:

- The main subject of discussion was CPD. Concerns included the process involved, what happens if they are selected to be audited and how they should record their CPD activities.

Questions raised:

- No specific questions were raised that could not be resolved at the event.

Benefits:

The distribution of the long CPD guides was beneficial especially after Mark's presentation. Attending an exhibition such as this helps in the development of HPC's image as a regulator that is accessible and available to answer registrant queries. Over time this will lead to more constructive relationships with our registrants.

Drawbacks:

The numbers at the exhibition were low. The venue was not ideal because the exhibitor stands were split into two separate areas. The top area, away from the HPC stand, was where the catering and refreshments were served and so most interest was generated at that end of the hall. However, the HPC stand was in a fairly good location and benefited from being close to the registration desk and entrance to the exhibition hall, so delegates had to walk past the stand. The first two days were very quiet, there was much more interest after Mark's presentation on the last day of the conference.

As mentioned above, although attendance at the conference was around 300, numbers were low at the exhibition and therefore the number of visits to the stand was disappointing. There was only a short time allocated to the exhibition during refreshment and lunch breaks so most people gravitated towards the catering area and not the exhibition.

Conclusions:

Although the numbers were low at this event it was good to have a presence at an event run by the professional body for dietitians and we were able to provide good information to those who came to the stand.

Recommendations for the future:

- Try to get a stand nearer the catering area.
- See if Mark's presentation could be earlier in the programme as this generated more interest in the stand.

Repeat the Exhibition?: Yes /~~No~~

Listening Events Report: May 2008

Invitations mailed to: 11,400 registrants		Mailing date: March 2008			
164	Arts therapists	77	Orthoptists		
1575	Biomedical scientists	811	Paramedics		
960	Chiropodists/podiatrists	2508	Physiotherapists		
319	Clinical scientists	99	Prosthetists & orthotists		
593	Dietitians	1262	Radiographers		
1939	OT	799	SLT		
294	ODP				
Venues:		The Island Suite, Crowne Plaza Glasgow, Glasgow (May 6) Pollock Hall Campus, University of Edinburgh, Edinburgh (May 8)			
Event:		Glasgow		Edinburgh	
Time:		1st	2nd	1st	2nd
Attendees		52	31	26	32
Registered		54	50	51	46
No-show		16	26	28	22
On the day		13	7	3	8
Arts therapists		0	0	1	0
Biomedical scientists		4	2	0	0
Chiropodists/podiatrists		10	1	4	8
Clinical scientists		1	2	0	1
Dietitians		1	1	4	0
Occupational Therapists		11	1	3	4
Operating Department Practitioners		0	3	0	0
Orthoptists		0	0	0	0
Paramedics		1	0	0	0
Physiotherapists		5	6	5	4
Prosthetists & orthotists		2	0	0	0
Radiographers		0	1	0	4
Speech & Language Therapists		2	4	3	1
Unknown		1	2	0	1
Other		0	1	0	0
Evaluation Marks:		Mark	Mark	Mark	Mark
		Anna	Anna	Anna	Anna
Average scores from returned forms (n)		n = 39	n = 25	n = 20	n = 24
Registered (1 = Yes, 2 = No)		1.03	1.04	1.00	1.00
Travel time (mins.)		39.87	37.80	38.50	40.21
Easy to find (1 = Yes, 2 = No)		1.03	1.00	1.00	1.04
Number of colleagues to be reported back to		14.95	19.08	11.15	17.13
Presentation (1 = poor to 4 = excellent)		3.17	3.32	2.75	3.08
Groups discussion (1 = poor to 4 = excellent)		2.90	3.12	3.05	3.04
Q and A (1 = poor to 4 = excellent)		2.97	3.17	2.65	3.00
Venue (1 = poor to 4 = excellent)		2.92	3.08	3.30	3.39

Evaluation Comments:

Glasgow 1:45 – 4:00pm

- Room too hot, would have preferred air conditioning to be on despite noise
- Room too stuffy
- Question around assessors still remains unanswered, will ask after session
- My friend in Aberdeen was unable to attend
- The venue was a great location for me
- I found today very interesting and would be interested if there is any future events planned
- Air con not working in main room
- Good to hear promotion of the culture – ‘working with you’
- A lot of benefits of individuals, professions and HPC work together to keep public safe
- Clear friendly presentation
- Please enhance communication level particularly during registration period
- CPD profile would be beneficial on web site though professional body is involved on their own profession
- Room was very warm, air conditioning was too noisy and had to be turned off
- I found this a helpful insight of the HPC role in regulating health care and hearing the various issues raised from other HPC professions. Thank you for this helpful event!
- Room too warm, but good venue
- Group discussion was not discussion and too big a group
- Group discussion would have been more interactive if smaller group / seating arrangements had been considered
- Venue very central for travel
- Group discussion may need to be more directive, perhaps using three questions
- Found the listening event informative, but in general I feel the HPC needs to do more to protect professions that are members of the HPC from people practising in individual professions who are not HPC members
- Informative in all aspects
- Handout writing (print) could be larger
- Good to have a diverse panel and was informative
- CPD discussion was confusing and didn't sufficiently clarify the five standards and profile vs. portfolio
- Officers were often unclear in the information they were giving regarding the process around re-registration. People had to re-inforce a question in order to get a clear response.
- Venue – good but too hot
- Discussion group (communication) didn't really flow very well, more of a Q & Q. Would have been good to know in advance so could bring issues from colleagues.
- Q & A session – found the panel member paraphrasing questions/comments unnecessary repetition but otherwise useful
- Good presentation

Glasgow 5:45 – 8:00pm

- A bit warm, air conditioning down
- Surprised at the lack of professions attending
- More local venues
- I learned much and found the event a motivator – thank you
- I feel it would be very useful for these types of events to happen more often, to know what's going on and to meet others and find out more instead of HPC being this far away thought
- Valuable presentation and group discussion. Q & A session drifted to some fundamental issues currently out with the remit of the Council at this point in time (*writing very hard to read*)
- Good to meet people at HPC and put names and personalities to faces and names
- 5:45pm is a bit early when we have clinical commitment then need to travel across town
- I found this meeting extremely useful. It was appreciated that the “top” people from HPC took the time to come and meet us and ask for our views.
- It clarified many issues for me – thank you
- Excellent that we can have discussion around issues and have our views heard!
- Very useful, interesting meeting. How often will these be scheduled? As a training officer I would encourage other staff in my laboratory to attend if possible.
- Room was too hot
- I feel this should be a yearly or every two years event. It is good to see the faces of the HPC.

Edinburgh 1:45 – 4:00pm

- Would have liked more time for discussion on the other group's allocated topics – revalidation and CPD
- It was an informative afternoon
- It would have been helpful if the people attending were given name badges/labels, to indicate name and profession
- Good documentation available. Good opportunity for networking. Some members of the panel very informative.
- Good interesting day
- I found the group discussion too specific with not enough time to ask questions related to CPD. Didn't find it that helpful. May have been better to put professional groups together, especially for CPD, maybe not for some of the other topics eg/ communication, revalidation
- Useful “coffee time chat” with HPC staff who were nicely approachable, especially re legal aspects. Difficult for rural persons to attend inner city venues. We try and send representatives. Not sure how you'll feedback what you've “heard” from the registrants.
- Revalidation is a very poorly thought idea not necessary – already covered.
- Presentation should be on new ventures and projects – most of us already knew today's content. Mark was not very audible – tailing off at end of sentences.
- Re: communication: since going online I now feel that I have a better idea of what is going on in the HPC – more part of it.

Edinburgh 5:45 – 8:00pm

- Has HPC thrown it's net too wide?
- Group discussion would have been better if it were longer. Ok, covered in Q & A session.
- Thank you – I was anticipating a “listening” session, but it turned out to be a real listening session
- Acoustics in hall were poor and made other responses hard to hear
- Very informative, good, thank you
- Facilitators attending should at least be familiar with health system in Scotland – Scottish Parliament Health is a devolved issue. No Trusts in Scotland. Using term “chappies” is no way to describe professionals.
- Thank you for this opportunity
- Very positive approach from HPC – encourage by the event (NHS worker!)
- Our society is fighting hard to establish podiatry rather than chiropody as the (*illegible word*) name. Could the HPC please help by using podiatry.
- Excellent forum for lively and informative discussion. Felt that all our contributions were valued and may be acted upon as appropriate

Observations:

- New format seems to be well liked
- Group discussions led to increased interaction and general atmosphere in the venue was more involved and relaxed
- Presentation ran much closer to time and received the highest feedback to date
- Registrants able to help each other during small group discussions – suggest their own personal solutions to problems
- The facilitators worked well in guiding and supporting the discussions
- Clear issues regarding venue size, delegate numbers and space for the discussion groups
- The Q and A session seemed to lack focus as a Q and A – appeared more of a summing up
- It was interesting to note that one delegate was surprised at how worried people were about CPD and included a long response on their feedback form to this effect. This is perhaps a useful reminder that many attendees of LEs have issues to discuss and may not therefore be a balanced representation of Registrants as a whole

Specific points to note:

- Discussion groups need to be given enough space to talk without disturbing others
- Venues requiring use of stairs to move room are best avoided
- Postcode inaccurate on some sat-nav devices. Possible to check in future?
- During group discussions time must be specifically allowed for the discussion of topics that are “off subject” – not solely the topics allocated by the HPC
- Timings must be adhered to in order to ensure groups break and reconvene on time
- Second refreshment break perhaps unnecessary

Ongoing recommendations (to be used in the development of the LE events):

- Develop supporting guidelines to assist group facilitators
- Over time, introduce further employees to the role of Chair so as to develop a bank of individuals able to run the meetings
- Clarify start times on invitation letters
- Explain the request for people to let us know if they are unable to attend
- Either decide on maximum numbers and be prepared to turn people away or book larger venues and be prepared to overspend on larger rooms or breakouts that may not be required
- Presentation to be further developed and key information added to notes
- Investigate the necessity of the second refreshment break

Listening Events New Format

The format and presentation for the Listening Events at the HPC has remained largely unchanged for many years. The new format as outlined below is intended to encourage participation and to focus discussion.

The new format events will run as follows:

1.45 Refreshments / informal discussion

It is important that panel members are available at this time and that you interact and chat with the registrants. This is really beneficial in generating a comfortable and open feel for the meetings.

2.00 Welcome / formal introduction of panel members

Lead by the meeting Chair.

2.05 Presentation

This will be given by the President or Chief Executive.

2.30 Break into discussion groups:

The number of groups will be dependent on attendee numbers, available panel members and venue constraints. At least one panel member will act as a facilitator for each group. Facilitators will be responsible for managing the discussion and taking notes to be passed to the Chair for the question and answer session that follows.

Two tasks are set for the groups to cover:

1. Answer a question set by the HPC.

The question will be dependent on what is useful to us at the time.

Possible questions could include:

- Are you aware of the government's plans for revalidation?
- How could the HPC better communicate with registrants?
- Do you feel you are prepared for CPD?

This task is intended to allow for an almost 'focus group' environment and should be very useful for us to gauge registrant's feelings on specific issues.

2. Put forward the three most important questions or topics for the panel and audience to discuss and answer.

The aim of this task is to generate discussion in the group and to draw out the areas of most concern. The group facilitator should help guide the group to come up with the three questions or topics they would like to

discuss in the open session but the discussion process itself is equally valuable. During the discussion the facilitator may answer general questions that are not chosen to be put forward to the panel and discuss elements of HPC work (depending on their knowledge). You may also find that other group members will be able to answer questions that come up and this should be encouraged.

2.55 Brief break

Attendees can use facilities, chat, and grab a cup of tea. At this point the group facilitators feedback to the Chair the questions to be answered, highlight contentious issues and any additional information that it might be useful to cover in the discussion.

3.10 Discussion session

The Chair will summarise the questions submitted, asking for clarification from the discussion groups when necessary and use the panel to answer the questions. The audience will also be encouraged to answer questions from fellow attendees to develop the debate. It is also important that the discussion is allowed to move to new subjects.

4.00 Session ends

The Chair will close the session and thank people for coming. Registrants may also want to speak on a one-to-one basis to panel members and so it is useful if panel members are able to stay back for a few minutes.

The second session runs in that same format as the first.