

Communications Committee, Thursday 7 May 2009

Communications plan for practitioner psychologists

Executive summary and recommendations

Introduction

This report is intended to provide the Committee with an overview of the communications activities to be undertaken in preparation for the opening of the Register to practitioner psychologists which is anticipated 1 July 2009.

The communications plan sets out our key messages, aims and objectives, identifies risks and mitigation of these risks and also details our activities according to audience along with timescale and person(s) responsible for ensuring particular pieces of work are completed. A summary document which outlines our activities in the final three months in the run up to the anticipated opening of the Register is also included and this is intended to act as a prompt for members of the communications team.

The communications plan is regularly monitored and reviewed as part of the communications team meetings and activities against the plan are reported to the practitioner psychologist project meetings.

Decision

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

Background information

The Register will open to practitioner psychologists on 1 July 2009 subject to legislative approval and we anticipate the S60 to be approved by Privy Council in mid-May 2009.

There will be two automatic transfers from the British Psychological Society and the Association of Educational Psychologists for those practitioner psychologists who meet the agreed criteria. We also anticipate applications through three other routes: UK approved route, international and grandparenting.

Resource implications

None

Financial implications

None

Appendices

Communications plan for practitioner psychologists

Summary of communication activities April onwards

Communications plan for practitioner psychologists

Communications involvement

Co-ordinator of plan: Jacqueline Ladds
All of communications team involved in the implementation

Team responsible for managing this project

Directorate	There is currently a project team which consists of representatives from all departments in the HPC
Project lead	Greg Ross-Sampson, Director of Operations

Launch date of initiative

Anticipated 1 July 2009

Background to the project

The Register will open to practitioner psychologists on 1 July 2009 subject to legislative approval. We anticipate the legislation to be approved by Privy Council in mid-May 2009. There will be two automatic transfers from the British Psychological Society and the Association of Educational Psychologists for those practitioner psychologists who meet the agreed criteria. We also anticipate applications through three other routes: UK approved route, international and grandparenting.

Key messages

There are two main messages

- the HPC will be the new regulator for practitioner psychologists and that there will be nine protected titles (seven domain specific and two general) and what that means in practise
- there are four routes to the register (automatic transfer from existing voluntary registers, UK approved route, grandparenting and international)

Communication aims and objectives

There are two key aims

- to raise awareness amongst key stakeholder groups that the HPC is the new regulator for practitioner psychologists and what that means in practise
- to ensure that detailed information about the four main routes to the register is available to potential registrants and employers

Target audiences

Members of the public, practitioner psychologists using the protected titles, employers, professional bodies (BPS and AEP) and parliamentarians

Communication channels to be utilised to support this project

Public affairs, including briefings to Parliamentarians and meetings as required
Website, including news pages and up to date information
Events, talks and presentations, including attendance at relevant professional body events and talks to groups of psychologists
Press, including to professional press and public facing media campaign as well as press releases at key stages
Publications, information in HPC In Focus and publication of standards

Is the HPC working in partnership with any other organisations, external agencies or other regulators or commissions on this initiative?

British Psychological Society, Association of Educational Psychologists

Elephant traps/risks associated with this project

Risk	Level of risk (high, medium, low)
Delays to the opening of the Register	Medium
Failure to make psychologists aware of the transfer	Low

Plans in place to minimise these risks

Full implementation of the communications plan alongside continual monitoring of activities and realignment of plan as required
Communication representative at each project meeting, fully informed team, comms team meetings and project meetings to assess and review activities

Communication budget for this project

Any costs are accommodated within the 2009-10 budget.

Measurement and evaluation

Successful transfer from BPS and AEP registers as well as amount and type of press coverage, number of visits to psychologist pages on website, number of talks and presentations undertaken, HPC participation in relevant professional conferences and exhibitions.

Practitioner Psychologists Communications Workplan for 2008 onwards

Main Activity	Description	Timescales	Responsibility
Communication with HPC employees	1. Presentations to Registrations (with briefing notes and links to more information on intranet)	December 2007 (done) / June 2008 / Ongoing every few months as necessary to update on timetable	Comms/Policy/Registrations (MP/MG)
	2. Presentation to all staff, Newsletter, FAQ's	Briefing at all employee meetings in 2008, presentation by project lead early 2009	Projects/Policy/Comms (MP)
	3. Information on intranet	From Sept 2008	Policy/Comms (MP/TG)
	4. Regular review of comms plan at team and project meetings	Ongoing from January 2009	Comms (JAL)
Communication with practitioner psychologists/relevant professional bodies (eg BPS) and other professions	5. Develop detailed pages for psychologists including information on routes to register, FAQs, protected titles. 6. Ensure website regularly updated	From Jan 2009	Policy/Comms (MG/MP/NB/TG)
	7. Write news articles for HPC website and In Focus newsletter about consultations results, progress of legislation etc	Jan 2009 ongoing	Policy/Comms (EG/JJ)
	8. Research press lists and write press releases for professional journals, trade and other interested media contacts on consultations launched, updates to	Ongoing	Comms (EG)

Main Activity	Description	Timescales	Responsibility
	legislation, routes to register, SOPs/SETs etc		
	9. Write articles and send information to relevant professional bodies with request to put information on website, newsletters, magazines	Ongoing	Comms (NB/EG)
	10. Advertise on HPC website and in professional journals for Partners.	Early 2008 ongoing	Partner Manager (DD)
	11. Ensure all Listening Events and Exhibitions have relevant information and updates	Ongoing	Comms (SC)
	12. Events Manager to research and book relevant exhibitions/professional body conferences for practitioner psychologists providing speakers, workshops, stand	Ongoing but attendance from just before register opens	Comms (SC)
	13. Ensure CPD Communications Manager is speaking to practitioner psychologists and stakeholder groups as required informing them about HPC, routes to register and CPD requirements	From April 2008	Comms (MP)
	14. Plan for joint mailing with BPS and AEP once Privy Council has approved S60s	Early May 2009	Comms (JAL)
	15. Update student presentation and guidance for tutors with relevant information once Register open	From July 2009	Comms/Education (MP)
Communication with Parliamentarians (Westminster and devolved) (all subject to legislative timetable)	16. Write and distribute briefing to interested MPs and Peers on views about White Paper.	January 2008	Comms (NB)/Policy
	17. Send briefing to all members of the Health and Sport Committee in Scotland – for	March 2009	Comms/Policy (NB/MG)

Main Activity	Description	Timescales	Responsibility
	inclusion in Committee papers in advance of debate..		
	18. Sending briefing to all members of the House of Commons Delegated Legislative Committee in advance of debate.	March 2009	Comms/Policy (NB/MG)
	19. Send briefing to interested peers before debate in the House of Lords, offering meeting with Marc/Anna.	End of April 2009	Comms/Policy (NB/MG)
	20. Send all briefings for parliamentarians to relevant department of health in home countries.	March / April 2009	Comms (NB)
	21. Meet with interested Ministers and Parliamentarians	Ongoing	Comms (NB)
	22. Provide information to interested Parliamentarians and Parliamentary libraries	Ongoing	Comms/Policy (NB/MG)
	23. Publish e-politix interview with Marc about regulation of psychologists and future professions to be regulated	w/c 27 April 2009	Comms/Policy (NB/MG)
Communication with employers and other relevant key stakeholder groups	24. Write articles for DoH bulletins, including AHP bulletin, NHS Employers, NHS Workforce Bulletin when legislation is approved and date for opening of Register is known.	From 1 July 2009	Comms (NB/EG)
	25. Research relevant employer lists and consider mailings to employers to update and highlight opening of Register	From 1 July 2009	Comms (NB)
	26. Information to be included in all Employer Event presentations and invitations for 2009 events to include Psychologist employers.	Ongoing	Comms (NB/SC)
	27. Update employer section of the HPC website	Feb/Mar 2009	Comms (NB)

Main Activity	Description	Timescales	Responsibility
Communication with the public	28. Media campaign focused on 1 July and opening of Register – to include articles and interviews in range of media	Planning from March 2009 with implementation 1 July 2009	Comms (EG/JAL)
	29. Update public information material and ensure distribution according to agreed schedule	From July 2009 onwards	Comms (JJ/EG)
	30. Update event and exhibition banners to include practitioner psychologist in list of professions	From April 2009	Comms (JJ/JL)
	31. Update publications to include practitioner psychologist in list of professions	From May 2009	Comms (JJ)
	32. Update ongoing advertising in yell.com, google etc	From July 2009 onwards	Comms (EG)
Communication with education providers	33. Managed through Education – Approvals and Monitoring		
Communication with all audiences	34. www.hpc-uk.org – create web page for practitioner psychologists. Upload new information and FAQs as required	January 2009	Policy/Comms (MG/TG)
	35. Write press releases on consultations launched, updates to legislation, etc	When necessary	Comms (EG)

Summary of communications activities from April onwards – practitioner psychologists

Main activity	Description	Timescale	Lead
April 2009			
www.hpc-uk.org	Prepare FAQs with input from Education / Policy / Registration and load to website	By end April	JAL/TG
Press	Research press lists	April onwards	Vivid/EG
	Meeting with Vivid to discuss media strategy	End April	EG/JAL
Public Affairs	e-politix interview goes live	w/c 27 April	NB
	Briefing note to Peers for House of Lords debate issued	w/c 27 April	NB
Events	Research presence at BPS divisional annual meetings	April onwards	Vivid
Internal comms	Undertake further briefings to registrations	April	MP
	Continue team briefings as required	April onwards	MP
	Prep article for HPC Update	April	LS
May 2009			
	5 May 2009 – House of Lords S60 debate		
	13 May 2009 – S60 signed off by Privy Council		
	20 May 2009: SETs and SOPs decision at ETC/Council		
Publications	SOPs to be artworked for publication on website and printed	May/June	JJ
	SETs to be amended to reflect amendment to SET1	May/June	JJ
	Joint mailing BPS and AEP preparation and issue	Through May	JAL
Press	Issue press release re: legislation	13 May	EG
	Issue press release/place articles relating to SETs and SOPs	20 May	EG
	Media preparation (set up interviews, articles etc)	through May	EG/Vivid
www.hpc-uk.org	News item regarding legislation	13 May	EG
	News item regarding SETs and SOPs to home page	20 May	EG

	Update psychologist pages		JAL/TG
Events	Secure speaker slots at divisional meetings for post Register	Through May	Vivid
	Begin refresh of banners etc	From early May	JAL/SC
June 2009			
Publications	Begin update of public information materials, publications	Through June	JJ
	Continue artworking SETs and SOPs	Through June	JJ
Press	Media preparation and set up (interviews, articles, radio syndicate)	Through June	EG/Vivid
Events	Continue refresh of banners	Through June	JAL/SC
www.hpc-uk.org	Update psychologist pages	As required	JAL/TG
July 2009			
	1 July 2009: Register opens		
Press and campaigns	News release issued under embargo	End June	EG/Vivid
	Undertake radio/media interviews	1 July	EG/Vivid
	Ongoing advertising updated	From July	EG
Publications	Refresh of public information materials complete and ready for distribution as part of ongoing workplan	July	JJ/EG
www.hpc-uk.org	Update psychologist pages	July	JAL/EG