

Communications Committee

Minutes of the 34th meeting of the Communications Committee held as follows:-

Date: Thursday 23 February 2012

Time: 11:00 am

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

Present: Sheila Drayton (Chair)
Julia Drown
Morag MacKellar
Arun Midha
Joy Tweed
Diane Waller

In attendance:

Colin Bendall, Secretary to the Committee
Jonathan Jones, Publishing Manager
Jacqueline Ladds, Director of Communications
Anna van der Gaag, Council Chair

Item 1.12/1 Apologies for absence

1.1 Apologies for absence were received from the Chief Executive and Registrar.

Item 2.12/2 Approval of agenda

2.1 The Committee approved the agenda.

Item 3.12/3 Declarations of members' interests

3.1 Members had no interests to declare in connection with the items on the agenda.

Item 4.12/4 Minutes of the Communications Committee meeting of 8 November 2011 (report ref: CC 1/12)

4.1 It was agreed that the minutes of the 33rd meeting of the Communications Committee should be confirmed as a true record and signed by the Chair, subject to the following amendment:

- in paragraph 10.3, a sentence should be added: 'In discussion, it was agreed that, in order to ensure an easily accessible overall view of user group activity, it would be useful for the Executive to summarise all activities, in order to demonstrate that there was not an absence of involvement.'

Item 5.12/5 Notes of Communications Committee strategy workshop of 8 November 2011 (report ref: CC 2/12)

5.1 It was agreed that the notes of the Communications Committee strategy workshop of 8 November 2011 should be confirmed as a true record and signed by the Chair.

Item 6.12/6 Matters arising (report ref: CC 3/12)

6.1 The Committee received a paper to note from the Executive.

6.2 The Committee noted the actions list as agreed at the last meeting.

Item 7.12/7 Director of Communications report

7.1 The Committee received a verbal report from the Director of Communications.

7.2 The Committee noted that the Director of Communications would report the Department's work under item 8.

Date	Ver.	Dept/Cmte	Doc Type	Title	Status	Int. Aud.
2012-02-23	a	COM	MIN	Minutes Communications Committee 23 February 2012	Final DD: None	Public RD: None

Item 8.12/8 Communications department progress report (report ref: CC 4/12)

8.1 The Committee received a paper for discussion from the Executive, giving a progress report against the activities and objectives in the Communications Department workplan for 2011-12.

8.2 In discussion, the following activities were highlighted:

- a new publication, aimed at registrants, entitled 'Why your HPC registration matters'. This had been produced in response to feedback from professional bodies' conferences and events. Copies were available for members at the meeting;
- 'Meet the HPC' events in several locations, including Bath and Birmingham, which had both been well-attended;
- in collaboration with the Registration department, developing a project plan to promote the end of the grandparenting period for practitioner psychologists. Advertisements would be placed in psychology journals and there would be a mailing to stakeholders;
- dealing with a number of media enquiries relating to herbal medicine practitioners, following a report by Which, an organisation for consumers. HPC had referred enquiries to the existing position statement;
- an event for researchers working for Members of the Scottish Parliament, held in Edinburgh on 23 November 2011;
- attendance at the Welsh Labour spring conference on 17-19 February 2012;
- dealing with enquiries from paramedics following transmission of 'Party Paramedics' on Channel 4. Some paramedics had been concerned about protection of title issues. HPC's solicitor, Bircham Dyson Bell, had written to Channel 4 to make it clear that unregistered individuals should not be identified as paramedics; and
- a communication campaign relating to changes to some telephone numbers at HPC, which would allow credit card payment details for fees to be taken securely.

8.3 The Committee noted that the Executive monitored parliamentary activity through an agency. In discussion, members mentioned other possible sources which might facilitate monitoring.

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- 8.4 The Committee noted that the report mentioned the announcement by the Department of Health that HPC should regulate of ‘non-medical’ public health specialists. The Committee noted that the Council had recently discussed whether it was appropriate to use the term ‘non-medical’.
- 8.5 The Committee suggested that it would be timely for the Chair and the Chief Executive to arrange meetings with government officials in the home countries who dealt with social work. The Committee noted that meetings had been held in 2011.

Item 9.12/9 Draft communications strategy and departmental workplan 2012-13 (report ref: CC 5/12)

- 9.1 The Committee received a paper for discussion/approval from the Executive.
- 9.2 The Committee noted that the draft communications strategy had been developed following the Committee’s strategy workshop on 8 November 2011 and following discussions in the department. The strategy had been updated to reflect changes in HPC’s draft strategic intent. The Committee agreed that the list of stakeholder audiences in the draft strategy should be amended to include carers; and health and social care organisations.
- 9.3 The Committee noted that, in addition to the departmental workplan for 2012-13, there were workplans for major communications projects such as the project to change HPC’s name and the project to regulate social workers in England.
- 9.4 In discussion about the workplan, the following points were made:
- the Executive had been reviewing engagement with professional bodies’ journals and, as part of the workplan, would be considering themes and issues which could provide the basis for articles;
 - the workplan included work related to voluntary registers and regulation of herbalists and traditional Chinese Medicine practitioners. Communications plans for this area would be developed. The Committee agreed that the workplan should include a sentence that the Executive would undertake research and consider communication work in this area;
 - further campaigns were planned for 2012-13, including refreshing the campaign targeted at older people; a campaign targeted at referrers; and a campaign related to protection of title; and

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- HPC was considering having joint stands/working collaboratively at conferences in the home countries with other regulators, where relevant and appropriate.

9.5 The Committee agreed to approve the draft communications strategy and the departmental workplan 2012-13, subject to the changes mentioned above and any minor editing amendments.

Action: JL (ongoing to March 2013)

Item 10.12/10 Transfer of regulatory functions from General Social Care Council (GSCC) to HPC (report ref: CC 6/12)

- 10.1 The Committee received a paper for discussion from the Executive.
- 10.2 The Committee noted that the paper covered communications work since the Committee's previous meeting on 8 November 2011. The paper included a selection of media coverage, examples of parliamentary activity and a 'Frequently asked questions' document about the transfer of regulatory functions, which had been published on the HPC website.
- 10.3 The Committee noted that, in December 2011, HPC and GSCC had reviewed and updated the joint communications workplan. The workplan had been reviewed by the Communications department at a workshop and was reviewed weekly, with activities being added where relevant.
- 10.4 The Committee noted that there had been media coverage in November 2011 relating to the registration fees which social workers in England would have to pay, following HPC's attendance at Community Care Live. Following statements made by the British Association of Social Workers (BASW), HPC had met BASW to correct misunderstandings. The Executive would continue to meet BASW and the College of Social Work and would arrange briefings for events, conferences and exhibitions.
- 10.5 The Committee noted that there would be a significant increase in communications activity, including information events; employer events; a review of content on HPC's website; attending social worker conferences; monitoring media and parliamentary questions; and responding to requests for information from the Department of Health. The Committee noted that HPC was providing information to GSCC, to facilitate links from GSCC's website to HPC's website.

Item 11.12/11 Name change project update (report ref: CC 7/12)

- 11.1 The Committee received a paper to note from the Executive.
- 11.2 The Committee noted that the paper provided an update on the project to change HPC's name to the Health and Care Professions Council on 1

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August 2012, subject to the Health and Social Care Bill becoming law. The Committee noted that, because the project affected every department in HPC, it had been designated a major project and a project plan had been implemented. The plan was monitored and reviewed on a regular basis by the project board and was reported to the Executive Management Team and to the Council.

- 11.3 The Committee noted that papers on the necessary amendments to admission forms were due to be considered by the Education and Training Committee and by the Council in March 2012. The Council would be asked to agree not to consult on changes to HPC documentation, as these would be consequential changes arising from the change of name.
- 11.4 The Committee received a presentation from the Publishing Manager on the proposed logo for the Health and Care Professions Council, which minimised changes from HPC's logo. The Committee noted that research among the public and registrants in 2010 had indicated a preference for the name 'Health and Care Professions Council'.
- 11.5 The presentation also included the proposed logo which could be used by registrants to promote their HPC registration. The Committee noted that the proposed logo would include HCPC's new website address, as it was planned that the online register would be made more prominent on the website.
- 11.6 The Committee discussed the proposed bilingual Welsh/English logo, which had been developed using the approach taken by other regulators of health professionals. Some members suggested that the Executive should ensure that it would be acceptable to the relevant Welsh language organisations.
- 11.7 The Committee discussed the proposed strapline for HCPC, 'Regulating health, psychological and social work professionals'. The Committee saw examples of where it had been applied to public information materials. The Committee noted that the application of the strapline was being considered by the Executive.
- 11.8 The Committee noted the paper.

The Committee noted the following paper:

Item 12.11/12 Dates of Committee meetings 2013 (report ref: CC 8/12)

Item 13.12/13 Any other business

- 13.1 There was no other business.

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Item 14.12/14 Date and time of next meeting

14.1 The next meeting of the Committee would be held at 11.00 am on Wednesday 13 June 2012.

14.2 Subsequent meetings would be held at 11.00 am on:

- Tuesday 6 November 2012
- Thursday 28 February 2013
- Thursday 13 June 2013
- Wednesday 6 November 2013

Chair

Date

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