

Council – 4 July 2013

Communications Report

Executive summary and recommendations

**Introduction**

The report sets out the work of the Communications Department since the last meeting of Council. It includes statistical information for May and highlights activities undertaken in May and part of June across the range of communications channels.

**Decision**

The Council is requested to discuss the document.

**Background information**

None

**Resource implications**

The resources for the Department are set out in the annual workplan and budget 2013-14.

**Financial implications**

None

**Appendices**

Communications Report

**Date of paper**

24 June 2013

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## Communications May and June Report

### Introduction

The report sets out the work of the Communications Department since the last meeting of Council. It includes statistical information for May and highlights activities undertaken during May and part of June. This includes:

- 1 Events
- 2 Internal communications
- 3 Public information campaigns
- 4 Media
- 5 Northern Ireland, Scotland and Wales
- 6 Parliamentary activities
- 7 Publishing
- 8 Social media
- 9 Stakeholder meetings
- 10 Web and digital

### 1 Events

**Exhibitions and conferences:** we had stands at two conferences: Community Care 2013 on 21/22 May where we had over 360 visits; and Health and Care on 12/13 June where we had approximately 100 visits.

**External talks:** members of the Executive have undertaken a range of talks. These include the ACESA international conference in Dublin on 29/30 May (Marc Seale) and the British Dietetic Association leadership event on 10 June (Anna van der Gaag).

**HCPC events:** we held two Employer Events in May and June. London on 29 May with 86 delegates and Wrexham on 4 June where we spoke to 69 delegates

**Stakeholder events:** we held three events in May and June for a range of stakeholders including representatives from professional bodies. The first of these was held on 9 May where we discussed our response to the Mid Staffs report with over 20 delegates. On 21 May we held a workshop to disseminate the findings of the Picker Institute Research on understanding public protection and discussed how we can continue to improve the fitness to practise process for all concerned. The final event was held on 18 June where we briefed 23 representatives from professional bodies on the proposed new requirement for professional indemnity cover.

### 2 Internal communications

**All employee meetings:** we held three briefings on 10 June where the Chief Executive briefed on the May Council meeting and Mid-Staffs event, departmental activities and employee news. There were presentations on the 2013-14 budget and major projects.

**The Chain:** monthly meeting held on 22 May and the final training session on 21 June.

**Intranet:** 80 posts and eight news items published.

**HCPC Update:** Issue 34 was published on 31 May and included articles on the all-employee training away day, practitioner psychologists' registration renewal, relaunch of the Be Sure campaign, signing of the Memorandum of Understanding with the Isle of Man, and information on the May Council meeting.

**Issues Brief:** this has been published every Friday with information including the implementation of new rules by the GMC to speed up and simplify their fitness to practise processes and the appointment by the Nursing and Midwifery Council (NMC) of Mott McDonald to deliver quality assurance of nursing and midwifery education and the supervision of midwives.

### **3 Public Information Campaigns**

We are at various stages of planning and implementation of our campaigns.

**Life Channel campaign:** planning is underway to launch a three month campaign to highlight to members of the public HCPC's regulatory role and the importance of checking the Register. The campaign will feature a short film which will be screened in the waiting rooms of 2000 UK-wide GP surgeries.

**Waiting room distribution campaign:** we are planning to distribute 'Is your health professional registered?' leaflets to 6,000 GP practices, independent pharmacies, and other third party organisations such as Citizens Advice England, Wales and Northern Ireland. This will take place throughout the summer.

**Google Adwords campaign:** currently this campaign is driving an average of 200-250 hits per day to [www.hcpc-uk.org](http://www.hcpc-uk.org). Chiropody continues to be the highest performing word, followed by social workers.

### **4 Media**

**Media releases:** we issued media releases on the revised standards of proficiency for physiotherapists and radiographers and the launch of the draft guidance for professional indemnity cover.

**FTP media releases:** we have issued nine FTP releases on strike off and suspensions.

**Media mentions:** the overall media coverage received in May was 336 mentions in articles across national, regional and local media including Manchester Evening News, The Sunday Mirror, Daily Mail, Daily Telegraph, Guardian, Rochdale Observer and BBC News.

**FTP in the media:** 78% (261 pieces) of our overall coverage related to fitness to practise (FTP) hearings. Some of the hearings that generated the most press coverage included a paramedic struck off after attempting to have sex with a drunken admirer while on duty; a dietitian who was struck off for using her work mobile for personal calls and texts; and two social workers, one who was involved in the Victoria Climbié case and has been voluntarily removed and one who moved in with a vulnerable service user and was struck off. Both of these were covered by Community Care.

The media also picked up on the final report into the Rochdale Borough child sexual exploitation case. The HCPC was mentioned when the media reported that details of the social workers involved had been reported to the HCPC. This story was picked up in the local press as well as the Guardian and BBC News. There has also been reference to HCPC in a Guardian article. This focused on a personality test for jobseekers and HCPC was referenced as investigating a complaint about a psychologist involved. In both cases, we either prepared reactive lines or liaised with the relevant journalist.

**Professional media:** Other coverage received includes 21 journal mentions and 29 HCPC general mentions. The journal articles were all positive and from our professional body publications. These articles covered topics including the revised standards of proficiency for physiotherapists and radiographers, championing CPD and occupational therapists responding to the Francis report. The general mentions were neutral and ranged from registrant adverts saying they are HCPC registered or local coverage on how to apply for a regulated profession, a music therapist for example or a new physio or foot clinic opening with all HCPC registered practitioners.

**Media sell-ins:** the media team has been proactively selling in an article, written by Anna van der Gaag, to professional journals on understanding public protection. This has been published online by IBMS and BAPO and will be published in the following journals; OTJ and Journal of Paramedic Practise (June), OT News (July), RCSLT (August) and the next editions of Arts Therapists, Frontline, The Psychologist and Community Care online as well as AfPP Perioperative Practice for its September issue. We will continue to sell in to remaining professional journals and publications.

**Media lines and responses issued:** we issued comments to the Times, BBC News (website), Guardian and Community Care on Frontline, the new start-up that fast tracks social worker graduates. This was also sent out via our social media channels. A reactive line and statement on Rochdale was prepared in anticipation of queries.

## **5 Northern Ireland, Scotland and Wales**

**Wales:** On Wednesday 5 June 2013 members of the HCPC Executive and Council met with the Welsh Health and Social Care Minister, Mark Drakeford AM, in Cardiff. The Minister was updated on a number of areas including the Law Commission Review, our proposals on negative registration and our work on CPD and professionalism.

Whilst in Cardiff we also met with the lead AHP Officer in Wales along with other Welsh civil servants. They were updated on a number of areas of our work, including CPD,

negative registration and education and training. We heard from them on issues of particular relevance to Wales. We also met with the General Medical Council (GMC) Head of Welsh Affairs to discuss their work in Wales and how we can work together.

**Northern Ireland:** On Friday 5 June 2013 members of the HCPC Executive and Council met with the new lead AHP Officer, Hazel Winning, where we heard about the strategies in workforce development and their implementation in Northern Ireland. As well as this we discussed podiatric surgery, independent prescribing, professional indemnity, the Council restructure and the Reception in Belfast on 16 October 2013.

We also met with the Chief Executive and Chair of the Northern Ireland Social Care Council (NISCC), Colum Conway and Jim Perry, to discuss our respective work in England and Northern Ireland. As well as this we met with Anna Lo MLA to discuss some of the issues in Northern Ireland in relation to herbal medicines.

**Scotland:** the stakeholder team met with Scottish Civil Servants and regulators to discuss this year's Annual Regulation Event on 27 November and with Scottish regulators to discuss plans for this year's Scottish Parliamentary Event on 6 November.

## **6 Parliamentary activities**

We continue to monitor activities on a daily basis:

- A number of questions have been asked, **in both Houses**, in relation to statutory regulation for herbalists. The government continue to state that they are working through a number of issues in relation to the policy and will make an announcement when these have been resolved.
- On Wednesday 8 May the government outlined their programme for the coming year in the **Queens Speech**. One key announcement was that the government will legislate to overhaul adult social care. This includes a cap on self-funders' costs, a right to support for carers and putting adult safeguarding on a statutory footing.
- On Monday 10 June 2013, during the scrutiny in committee of the Care Bill in the **House of Lords**, Baroness Greengross moved an amendment requiring the regulation of healthcare and care assistants by Health Education England (HEE). Many Lords spoke in favour of this, however, questioned whether HEE were the right body to take this on. Lord Hunt referenced the HCPC stating that "We could no doubt come back to the question of which regulator it should be. The HPC has been somewhat acquisitive in past years in adding professions to its register, and would no doubt be keen to add healthcare and social care support workers to the large number of people whom it registers at the moment." Health Minister, Earl Howe, outlined the government's position, stating that they "do not believe that the case for regulation is proven". The amendment was withdrawn.

## 7 Publishing

**HCPC In Focus:** Issue 47 was published on 7 June and included articles on registration renewal, new professional indemnity requirements for registration, the HCPC's consultation on the standards of proficiency for speech and language therapists, our 'Taking the Francis Report forward' seminar and the signing of the memorandum of understanding by the Isle of Man Department of Health and the HCPC.

**Publications:** Please see the attached for the top publications requested during May.

**Reports:** Education annual report 2012 was published on 7 May. The schedule for the Fitness to Practise annual report 2013 has now been produced and we anticipate it will be published on 16 September.

**Standards:** Revised Standards of proficiency for physiotherapists and radiographers were published on 28 May.

## 8 Social Media

**Facebook:** we currently have 2039 likes on Facebook. The majority of our page visitors this month have been from the UK posting questions about the registration process and 'liking' various posts about HCPC activities. Some of the most popular posts have been about the consultation launch for professional indemnity cover and Anna's blog piece (see below).

**Twitter:** we have increased our following on Twitter from 3,516 to 4,056. Tweets this month have included promoting Anna van der Gaag's piece on Mid Staffs, the public protection and professional indemnity events highlighting key messages and some of the question and answer sessions. In addition we have used Twitter to promote the video from the Mid Staffs event which features an interview with Anna and filming of all the presentations. This activity increased engagement with our followers with a number of retweets from professional bodies and dialogue with registrants. We had a high level of Twitter activity over a couple of days in early June about queries in relation to protection of title and registration processes. These included who can provide a character reference and international application queries. Where relevant, these were taken offline and directed to the most appropriate departments. Other tweets included registrants tweeting that they have re-registered or received our renewal forms.

**LinkedIn:** HCPC currently has 1655 followers on the company LinkedIn pages which is a steady increase compared to 1331 last month.

**HCPC blog:** we have published two blog pieces in May: Don Berwick: a challenging voice from the US (Anna van der Gaag) and the Education annual report (Brendon Edmonds)

**News:** we have published 5 news items this month including: published revised standards, draft guidance for professional indemnity cover and registration consultation, education annual report blog piece and positive feedback from education providers.

## 9 Stakeholder meetings and activities

We held meetings with a number of groups including: the College of Paramedics and the British Orthoptic Society before the registration renewal periods; the Local Government Association's Employer Standards Group; a Health Hotel members' meeting about this year's party conferences; and the annual meeting with the British Association of Social Workers to talk about current work and areas of concern for them.

## 10 Web and Digital

**Web updates:** 20 updates in this period including updating the CPD sample profiles for paramedics, registrant numbers and removing the barring practice note.

**Web deployments:** we completed the latest web deployment. This follows completion of testing and live releases for both the web and intranet developments. Positive feedback has been received from employees on the new intranet features, and we are already seeing increased engagement from across the organisation.

**Video:** video content from the seminar 'Taking the Francis Report forward' has been uploaded to our YouTube channel, as well as Anna van der Gaag's interview on the importance of the Francis Report to the HCPC.

**Apps:** development work on our mobile apps is currently being carried out in accordance with the 'Annotation of the Register' project. This will allow additional entitlements to be displayed on the Register.

### Some priorities for the month ahead

At the time of writing, we were preparing for the Research in health and social care regulation event which will be held in Edinburgh on 26 June. The event is fully booked with 50 delegates registered. This will be followed by the CLEAR conference on 27/28 June where we will attend and have a stand.

We are working with our external supplier to prepare and upload the films and presentations to our YouTube channel from the London employer event and the Understanding public protection event.

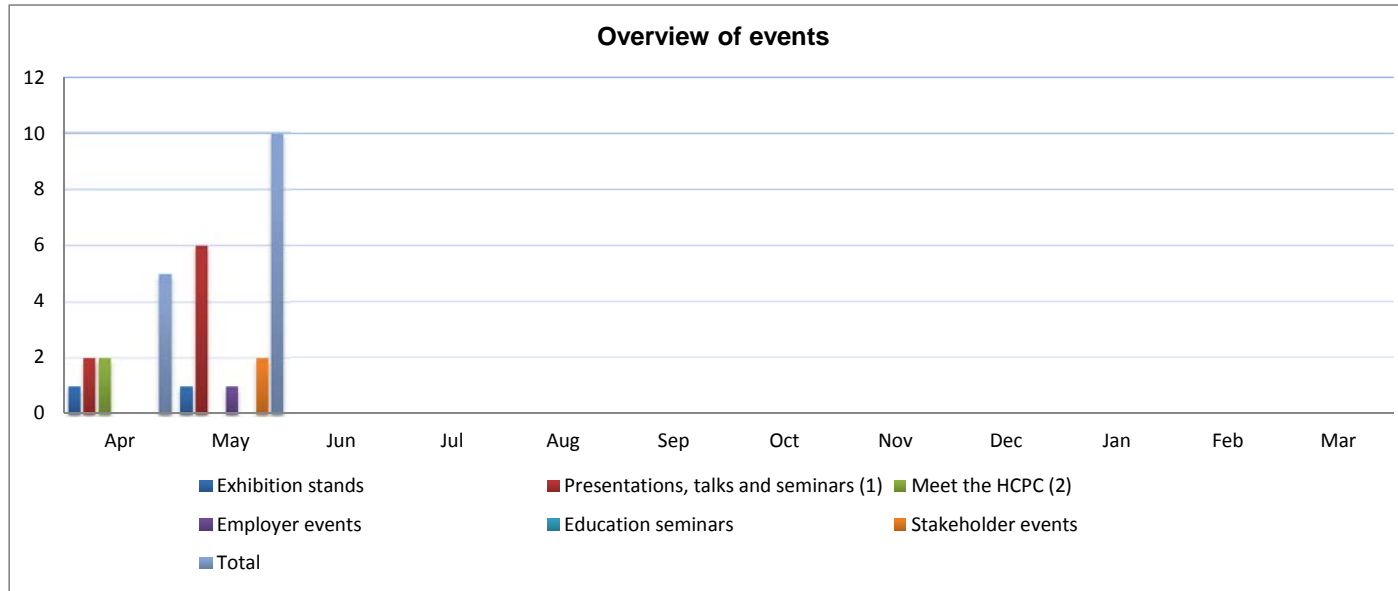
We are continuing work on two public information campaigns. The first is the 'Be Sure' (older people) campaign which is a short film designed to raise awareness of our role in regulation amongst older people. The second is a broadcast campaign designed to raise awareness of understanding public protection. Both campaigns will be launched later in the year and we are currently planning the extent and reach for both.

Finally, we are now planning supporting communications activities for the recruitment process for the new Council and holding the first meetings to initiate the major project to review HCPC In Focus.

**Statistics - Contents**

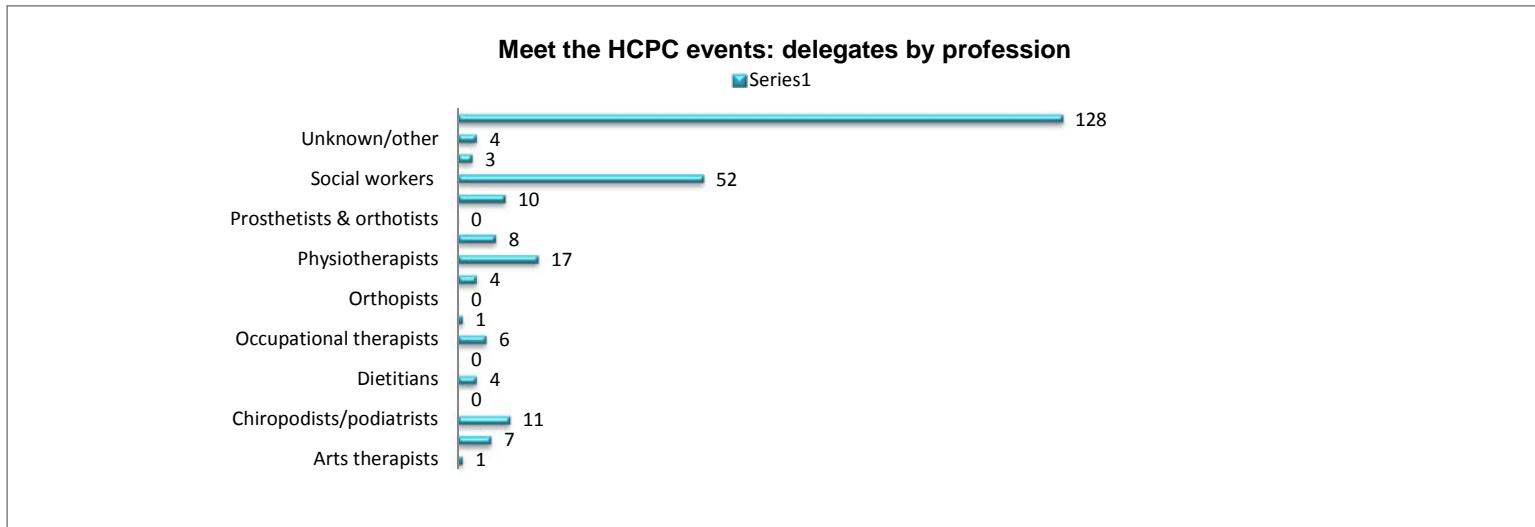
Events	Overview of events	2
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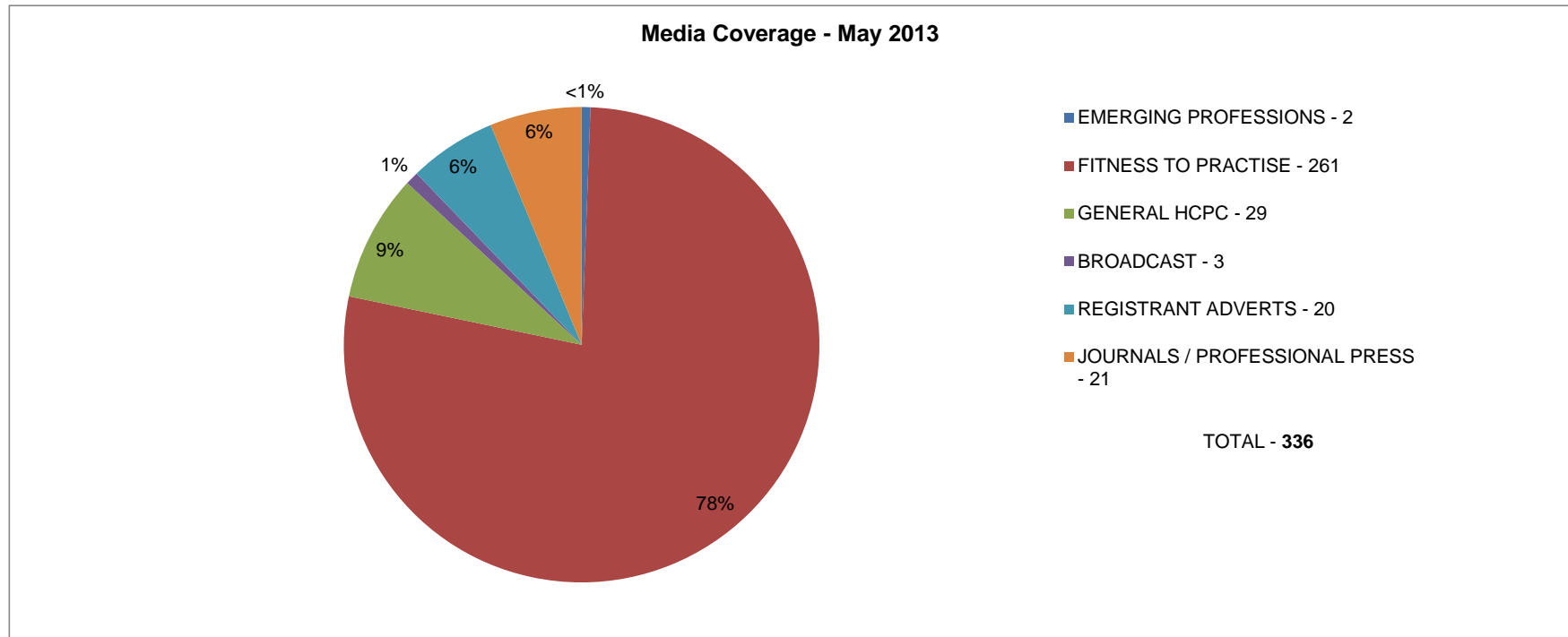
	2013					2014							Year to date
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	
Exhibition stands	1	1											2
Presentations, talks and seminars (1)	2	6											8
Meet the HCPC (2)	2	0											2
Employer events	0	1											1
Education seminars	0	0											0
Stakeholder events	0	2											2
<b>Total</b>	<b>5</b>	<b>10</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>15</b>

1. Presentations, talks and seminars given to any stakeholder group  
 2. 2 events on 1 day

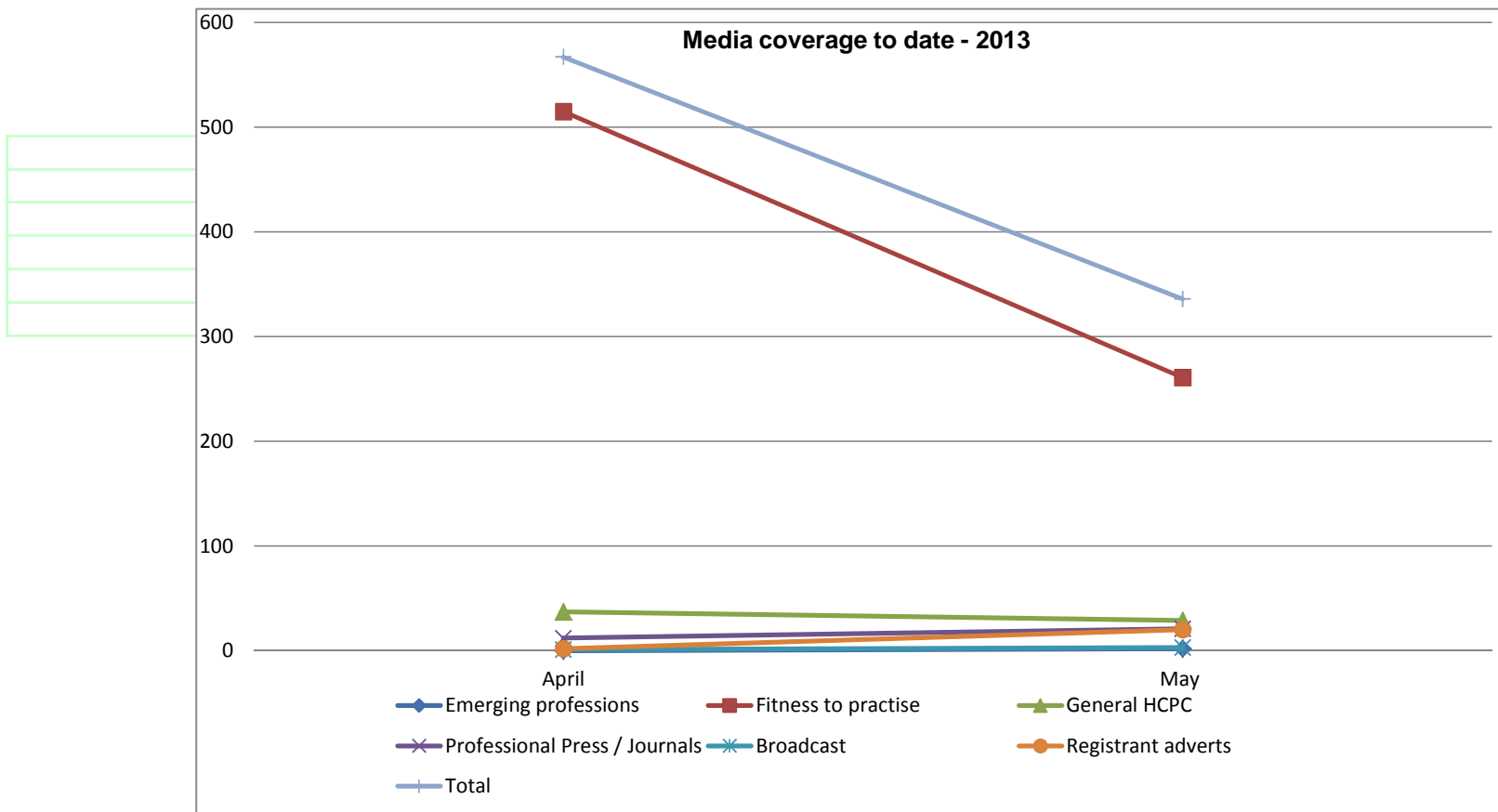


Event - location		April - IOM	May	June	July	August	September	October	November	December	January	February	March
<b>Both Sessions</b>													
<b>Profession</b>	<b>Total</b>												
Arts therapists	1	1											
Biomedical scientists	7	7											
Chiropodists/podiatrists	11	11											
Clinical scientists	0	0											
Dietitians	4	4											
Hearing aid dispensers	0	0											
Occupational therapists	6	6											
Operating department practitioners	1	1											
Orthopists	0	0											
Paramedics	4	4											
Physiotherapists	17	17											
Practitioner psychologists	8	8											
Prosthetists & orthotists	0	0											
Radiographers	10	10											
Social workers	52	52											
Speech & language therapists	3	3											
Unknown/other	4	4											
<b>Total</b>	<b>128</b>	<b>128</b>											

Category	Volume
Emerging professions	2
Fitness to practise	261
General HCPC	29
Broadcast	3
Registrant adverts	20
Journals/professional press	21
Total	336



	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	March
Emerging professions	0	2										
Fitness to practise	515	261										
General HCPC	37	29										
Professional Press / Journals	12	21										
Broadcast	1	3										
Registrant adverts	2	20										
<b>Total</b>	<b>567</b>	<b>336</b>										

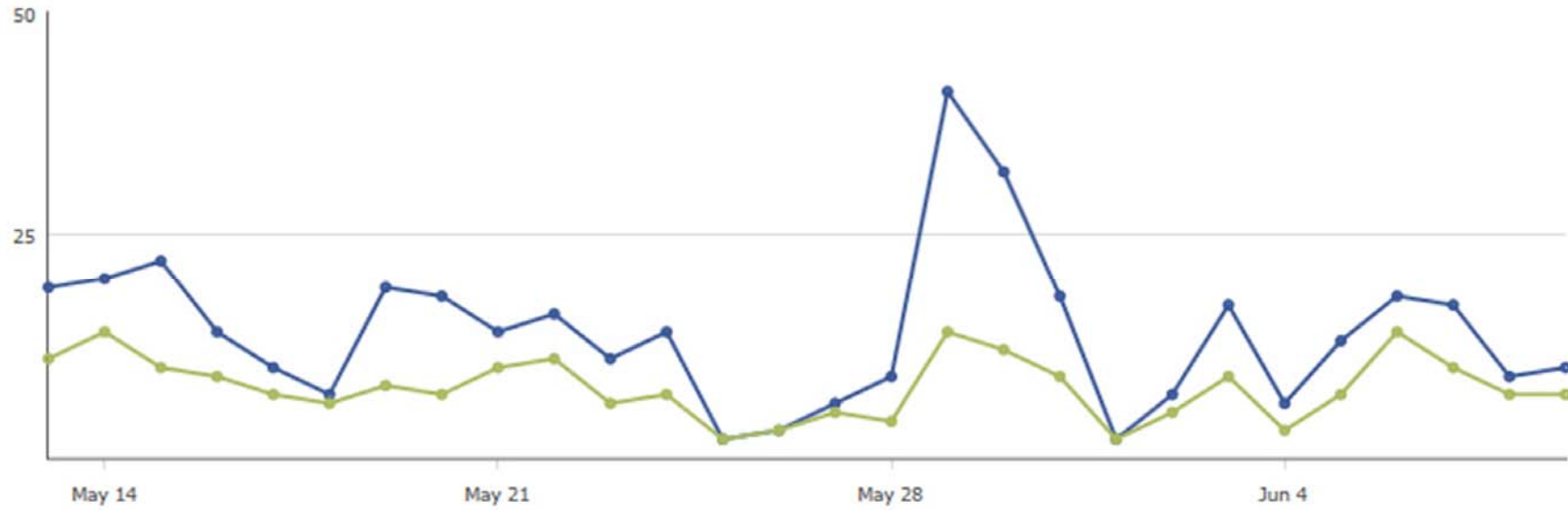


Facebook

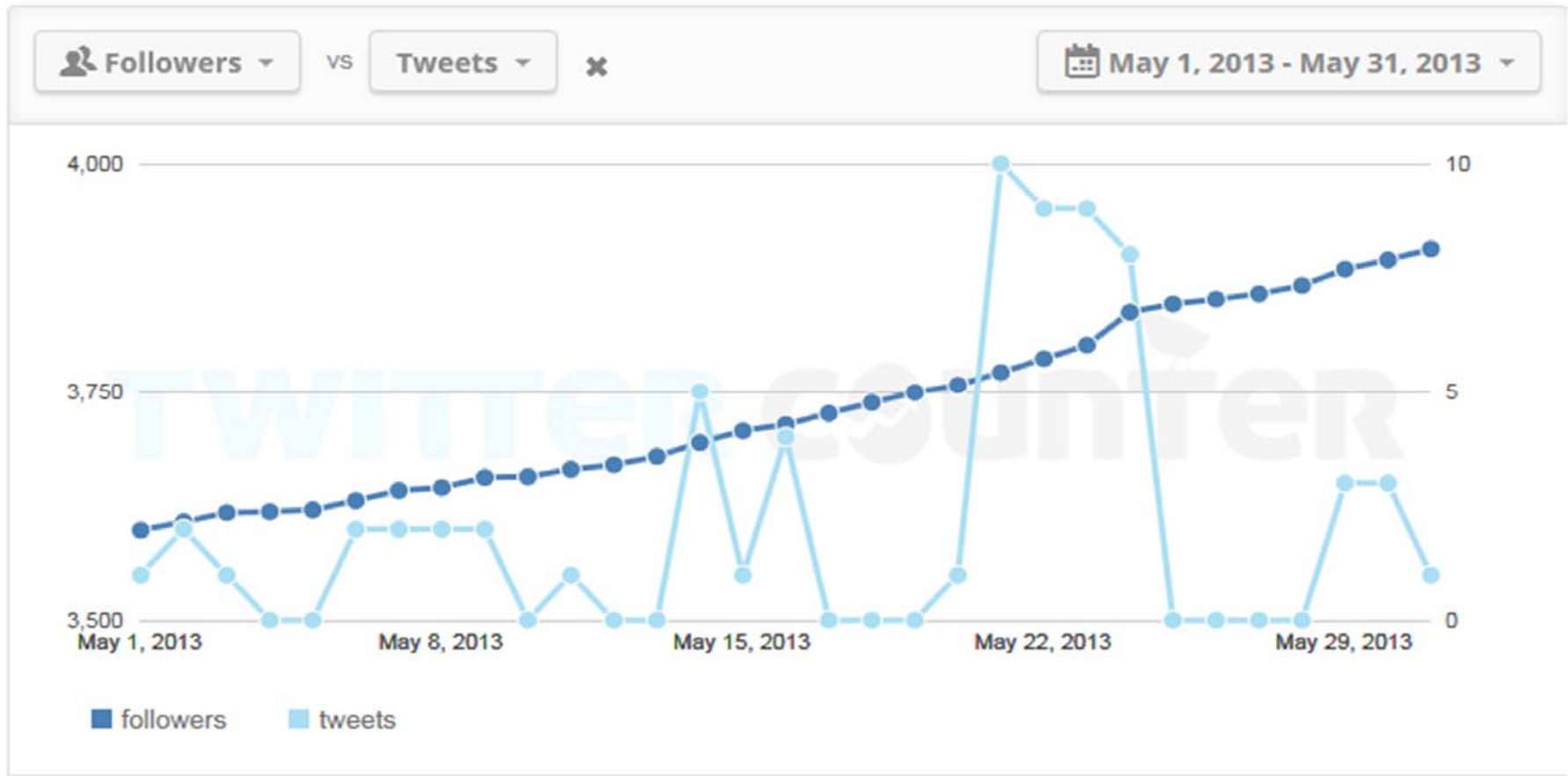
Visits to Your Page

Page Views

Page Views?  Unique Visitors?

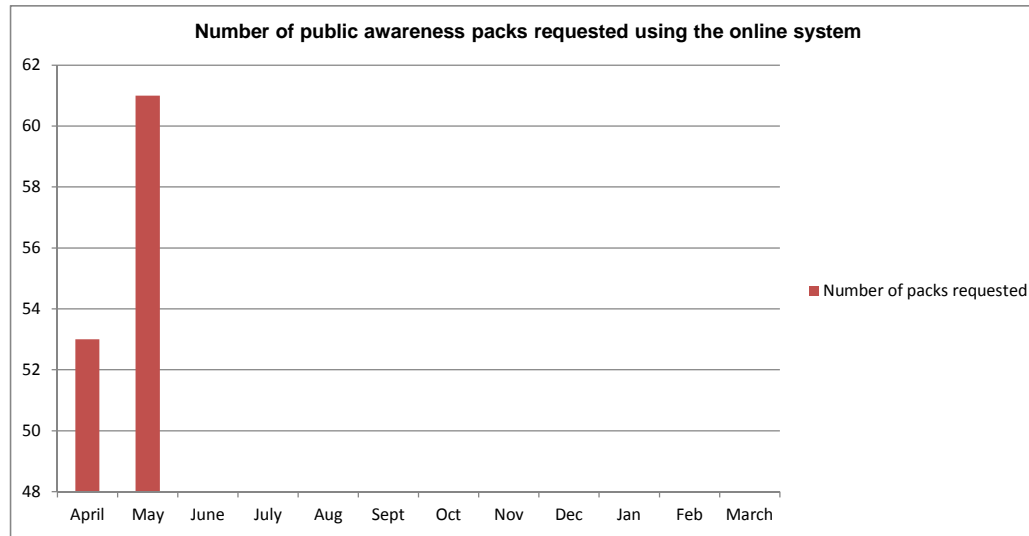


Twitter



**Public awareness packs**

	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	March	Total
Number of packs requested	53	61											114



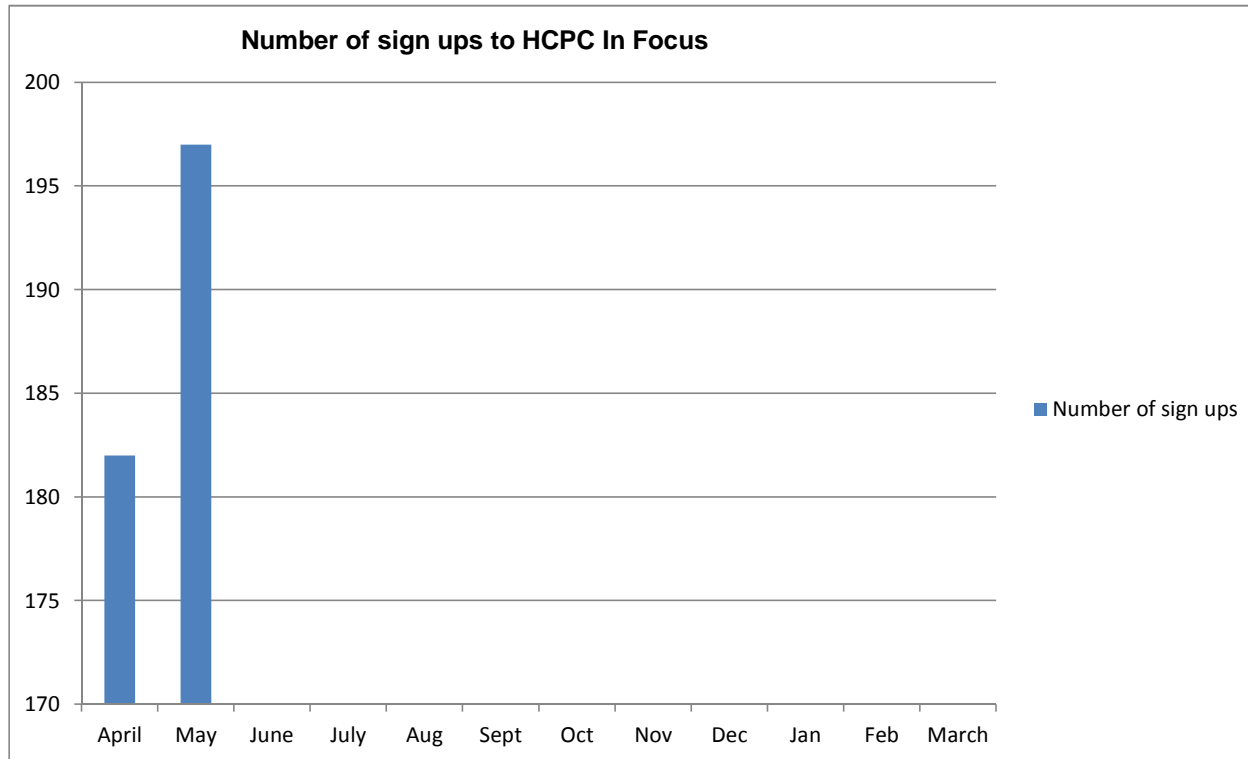
One public awareness pack consists of 25 public awareness leaflets, two public awareness posters, one renewal reminder poster and one promoting your HCPC registration leaflet

**Number of packs requested per month by profession**

Profession	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	March	Total
Arts Therapists	1	3											
Biomedical scientists	1	3											
Chiropodists	19	16											
Clinical scientists	0	0											
Dietitians	0	0											
Hearing aid dispensers	0	0											
Occupational therapists	0	3											
Operating department practitioners	2	1											
Orthoptists	0	0											
Paramedics	5	3											
Physiotherapists	9	8											
Practitioner psychologists	0	0											
Prosthetists / orthotists	0	0											
Radiographers	0	0											
Social workers in England	4	5											
Speech and language therapists	0	0											
Other	12	19											
	53	61	0	0	0	0	0	0	0	0	0	0	114

**In Focus sign ups**

	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	March	Total number of subscribers
Number of sign ups	182	197											22,433



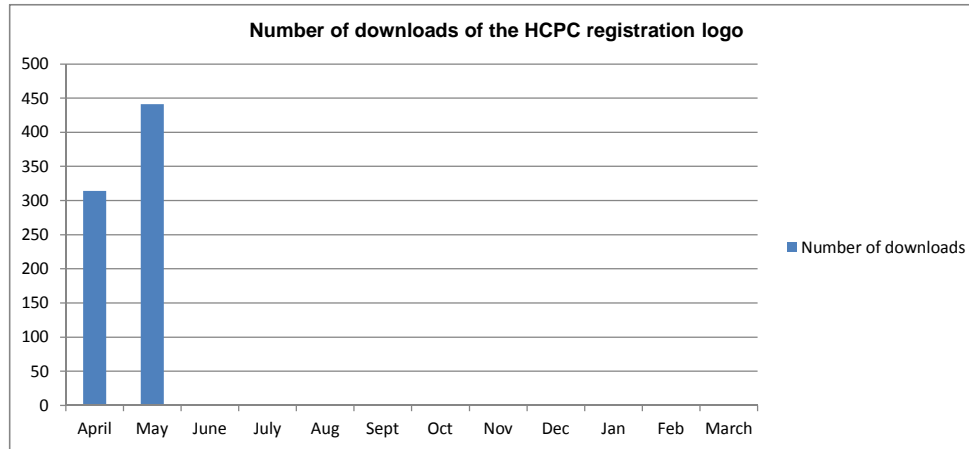


**Registration logo downloads**

Month	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	March	Total
Number of downloads	314	441											755

Month	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	March	Total
Number of unregistered downloads	1	0											1

Any download of the logo by someone that is not registered is forwarded to the FTP protection of title team



**Breakdown of downloads per month by profession**

Profession	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	March	Total
Arts Therapists	16	15											
Biomedical scientists	4	5											
Chiropodists	42	31											
Clinical scientists	1	0											
Dietitians	18	9											
Hearing aid dispensers	9	5											
Occupational therapists	23	12											
Operating department practitioners	1	0											
Orthoptists	1	0											
Paramedics	24	14											
Physiotherapists	17	42											
Practitioner psychologists	51	243											
Prosthetists / orthotists	8	3											
Radiographers	24	5											
Social workers in England	14	28											
Speech and language therapists	61	29											
	314	441	0	0	0	0	0	0	0	0	0	0	0

**Top five requested publications**

	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	March	Total
Continuing professional development and your registration	157	464											
Guidance on conduct and ethics for students	102	560											
Standards of conduct, performance and ethics	192	226											
Standards of proficiency (all 16 professions)	714	935											
Your guide to our standards for continuing professional development	158	120											



**Standards of proficiency requests by profession in May**

Standards of proficiency	AT	BS	CH	CS	DT	HAD	OT	ODP	OR	PA	PH	PYL	PR	RA	SW	SL
	40	0	20	0	8	0	57	0	5	25	20	90	0	30	590	50

