Education and Training Committee, 19 November 2015

Standards of conduct, performance and ethics – communications plan

Executive summary and recommendations

Introduction

At its meeting in September 2015, the Committee agreed and recommended the text of the revised standards of conduct, performance and ethics to the Council. The standards were subsequently approved by the Council and pre-publication editing to achieve the Plain English Campaign's crystal mark is ongoing.

A communications plan of activities has been developed to support the roll out of revised standards of conduct, performance and ethics in January 2016.

At this stage we anticipate the standards will be published and effective from 26 January 2016.

Decision

This paper is to note; no decision is required.

Background information

None

Resource implications

None as a result of this paper. The activities outlined in the plan are or will be accounted for in Communications Department and Policy and Standards Department planning for 2015-16 and 2016-17.

Financial implications

None as a result of this paper. The financial implications of the activities outlined in the plan are or will be accounted for in Communications Department and Policy and Standards Department planning for 2015-16 and 2016-17.

Appendices
None

Date of paper
9 November 2015

Communications Plan

Project

Dissemination of revised Standards of conduct performance and ethics

Communications planning lead for project

Jacqueline Ladds

Teams and individuals involved

Communications Department	Media & PR lead – Rebekah Tailor Digital & Website – Steve Nicol Publishing – Daniel Knight Stakeholder – Ed Foster Events – Keeley Scott Internal communications – Heidi Bullimore
Policy and Standards	Michael Guthrie

Date of project

Revised SCPE to be launched 26 January 2016

Background

The Standards of conduct performance and ethics are the high level ethical standards we set for all the professionals on our Register, stating in broad terms the behaviour we expect of them. They were last re-published in 2008. In order to make sure the standards continue to be fit for purpose, up to date and understood, our Policy and Standards Department commenced a review in late 2012. This included a range of activities to gather feedback from employers, registrants and service users and carers and then a Professional Liaison Group formed in 2014 to put together a revised set of standards for consultation. The HCPC consulted on the proposed draft standards between April and June 2015. The outcomes of the consultation have been analysed and amendments made where relevant. Council approved the draft standards at its meeting in September 2015.

Overall Objectives

To publish revised Standards of conduct, performance and ethics

Communications Objectives

To disseminate as widely as possible the revised SCPE, ensuring that registrants, employers, education providers and the professions are aware and understand the new Standards.

Key messages

- The SCPE set out the behaviours we expect of HCPC-registered professionals including: acting in the best interests of service users, managing risk, respecting confidentiality, delegating appropriately, communicating effectively, keeping records and being honest.

- Whilst the standards may look and feel very different, the changes are designed to improve content and accessibility. Specifically,

    o Dedicated proposed standards about registrants reporting and escalating concerns about the safety of service users; and requiring registrants to be open when things go wrong (candour)
    o Changes to the structure to improve accessibility including reordering the standards, rewording or removing out of date content and improving language so that they are easily understood by both registrants and members of the public

- The revisions to the SCPE have been informed by key stakeholders including registrants, employers and service users and carers

- Education providers are required (via the SETs) to make sure students develop an understanding of the SCPE so that once they apply and become registered with us, they can sign up to them fully aware of the implications. It is, therefore, key that we communicate these changes to education providers as they are responsible for preparing and developing students. The SCPE 'student guidance' is also currently under review and a further communications plan will be developed to disseminate this.

Audiences

- Registrants across all 16 professions
- Employers and professional bodies
- Education providers
- Service users including patient representative/advocacy organisations
- Stakeholders including trade unions and umbrella organisations, for example NHS England, NHS Confederation.

Communications activities

Proposed activities set out below. For more detailed information see the timeline.

- Media & PR: initial media release to professional media, website news story as well as a series of blogs and articles authored by key stakeholders (see schedule in appendix). Second phase to start October 2016

- Social Media: social media campaign (#my_standards) followed by regular updates on Facebook and Twitter (for registrants, employers, education providers) and work with partners on tweetchats which focus on specific aspects of the standards (eg reporting and escalating concerns)

- Publications: mail hard copy of Standards to all Registrants, produce Easy Read and Welsh versions immediately, special one off In Focus to all registrants, push out to education provider leads, followed by articles (see schedule in appendix) and inclusion of signposting and information in Education Update. Also, 'what can you expect of your health and care professional' for service users and carers to be published in October 2016

- Stakeholder: email links/mail hard copies to key stakeholders (professional and service user organisations as well as education providers), include information in stakeholder email, highlight in meetings attended when appropriate and consider approach to employers

- Digital and Web: spotlights on home page/audience pages, update App and produce films for publication onwards, second phase in October 2016

- Internal Communications: plan to include intranet news story, Policy to present at February all employee meeting

- Events: stakeholder and registrant event (Manchester) as well as workshop element of meet hcpc and updates in employer events and education provider seminars

Main risks associated with the project

Risk	Level of risk (high, medium, low)
See separate issues and risks log	

Communication mitigations for these risks

See separate issues and risks log

Evaluation

We will evaluate the communications plan as follows:

- Media & PR: through press release, blog and article coverage
- Website: Views and click through to webpages
- Social Media: participation in tweetchats, tweets, re-tweets and tweet made a favourite, shares, comments, likes/dislikes on specific article on Facebook
- Publishing: open rate for dotmailer email, distribution for In Focus and Education Update
- Events: numbers attending and delegate feedback

Budget

Provision in Communications and Policy budget

Clearance schedule

To be agreed by Comms Director	
To be agreed by Policy Director	

Appendix 1 – proposed communications activities

January			
11th	Pre-publication communications: my_standards social media campaign	Registrants, professional stakeholders	Media
	Spotlight on home page highlighting campaign and changes	All stakeholders	Publishing
26th	**Revised standards published**		
	Publish Standards on website	All stakeholders	Publishing
	Issue press release to professional media	Registrants, other stakeholders	Media
	Publish news story	All stakeholders	Media
	All registrant mailing with hard copies of SCPE	Registrants	Publishing
	Stakeholder email / letter with links/hard copies of SCPE	Professional bodies, employers, service users, HCPC Partners and other stakeholders	Stakeholders
	Email / letter to education providers with links/hard copies of SCPE	Education providers	Education
	Update apps and website (Spotlight on home/ audience pages)	All stakeholders	Digital
	Publish first articles/blog pieces x 2	All stakeholders	Media
	Signposting and article in Education Update	Education providers	Education/Publishing
	Publish first film	All stakeholders	Digital
February			
	Possible launch event (Manchester)	Registrants and stakeholders	Events
	In Focus special edition published	Registrants, professional bodies, employers	Publishing
	In Focus special edition to education provider leads	Education provider leads	Education
	Continue social media campaign	All stakeholders	Media
	All employee presentation – Michael	Employees	Internal Comms
March			
	Continue social media messaging		
April	**Focus on standard 8 – be open when things go wrong**		
	In Focus published	All stakeholders	Publishing
	Blog piece published	All stakeholders	Media
	Content for teaching/learning tools to education provider leads	Education providers	Education
	Adapt social media messaging	All stakeholders	Media
	Meet the hcpc (Derbyshire)	Registrants	Events

May			
	Hold tweetchat (standard 8)	Registrants	Media
June	**Focus on standard 7 – report concerns about safety**		
	In Focus published	All stakeholders	Publishing
	Blog piece published	All stakeholders	Media
	Content for teaching/learning tools to education provider leads	Education providers	Education
	Adapt social media messaging	All stakeholders	Media
	Meet the hcpc (Northern Ireland)	Registrants	Events
July			
	Hold tweetchat (standard 7)	Registrants	Media
August	**Focus on standard 2 – communications, specifically social media**		
	In Focus published	All stakeholders	Publishing
	Blog piece published	All stakeholders	Media
	Content for teaching/learning tools to education provider leads	Education providers	Education
	Adapt social media messaging	All stakeholders	Media
September			
	Hold tweetchat (standard 2 – focus on social media)	Registrants	Media
October			
	Launch second phase – registrants and service users talking about what the standards mean to them as well as education providers/students (to coincide with revised guidance)		Media and Digital
	Publish service user guide 'what to expect from your health and care professional'		Publishing
November			
	Meet the hcpc (Cambridge)	Registrant	Events
December			

Appendix 2 - proposed schedule of articles

Working title,	Broad overview, outline	Author	Publication	Date
Announcing revised SCPE	What are the main changes, what do registrants need to know, where can they find more information	Media/Publishing/Policy	• Press release • In Focus (Feb)	January
The importance of the SCPE from a professional perspective	Importance of SCPE to registered professionals and regulator, what's their purpose, how we use them, role and importance of education providers using them to help prepare 'tomorrow's registrants on our expectations in their behaviour, reference to process (PLG, consultation, involvement of service users	Elaine Buckley, Chair HCPC – chaired SCPE PLG	• Professional media and journals • Version for In Focus (Feb) • Version for Blog	January
Why the SCPE are important for service users	What do they mean to service users, why are they important from their perspective	Service user representatives on SCPE PLG	• Blog • In Focus (Feb)	January
In Focus Special Edition	Combination of above articles and endorsements from stakeholders	Publishing	• In Focus special edition	February
Be open when things go wrong – focus on standard (8)	A 'focus on' article looking at what this standard means	Policy	• In Focus	April
	A short response in In Focus + corresponding blog piece from someone in practice or policy development who can talk about the importance of it and how it might work in practice	Opinion former (tbc)	• Blog piece • In Focus Alongside tweetchat (May)	
Report concerns about safety (7) – focus on standard	A 'focus on' article looking at what this standard means	Policy	• In Focus	June
	A short response in In Focus + corresponding blog piece from someone in practice or policy development who can talk about the importance of it and how it might work in practice	Opinion former (tbc)	• Blog • In Focus Alongside tweetchat (May)	
Communications (2) – focus on social media	A 'focus on' article looking at what this standard means	Policy	• In Focus	August
	A short response in In Focus + corresponding piece from someone in practice or policy development who can talk about the importance of it and how it might work in practice	Opinion former (tbc)	• Blog • In Focus Alongside tweetchat (May)	

Appendix 3 - issues and risks log

Issue or risk	Owner	Mitigating action
Stakeholders not aware of changes	Jacqueline	• Comprehensive communications plan written, reviewed regularly
Inability to send all registrant email about changes	Daniel	• Agree principle with Roy Dunn and DPA issue with Jonathan Bracken, explore costs/practicalities including Dotmailer capacity
Insufficient buy-in from professional press and journals and as a result articles not published	Rebekah	• Contact in advance to highlight articles coming, consider working in partnership with professional bodies • Use full range of channels including blogs, social media
Inability to communicate relevance of standards to members of the public	Ed	• Standards to service user organisations from January, then production of relevant service user facing literature in September, stakeholder team to disseminate
Misjudge how many hard copies don't have enough post email	Daniel	• Consider litho digital print for speed, content of email pushing to online (eg app and website)
Student guidance will not be ready in time, therefore negative impression from that group that not giving priority	Rebekah	• Provide clear explanation of why, push out messages around consultation, add to dotmailer email
SCPE referenced in a number of publications and require updating	Laura/Daniel	• Undertake audit trail of where referenced, make changes
Negative response and uncertainty from registrants on social media	Laura/Rebekah	• Make sure social media posts have link to SCPE or generic posts about signposting + Q&A document, reference to inappropriate postings
Potential for panel members and FtP not being aware of changes	Laura/Heidi	• Ensure adequate briefings and cascade within departments and partners
All registrant mailing not going out in time	Daniel	• Make an initial assessment of requirements and timescales • Continually review
Workplan sets unrealistic timescales	Jacqueline	• Review activities and timescales regularly as part of project group
Events – live stream does not work	Keeley	• Source appropriate supplier, provide specific details

Appendix 4 – social media campaign

Introduction

The aim of the social media campaign is to create awareness and interest surrounding the revised Standards of conduct, performance and ethics. We hope to encourage registrants and stakeholders to actively engage with the standards via social media in a bid to disseminate them as widely as possible.

We will do this by posing a series of three questions to our registrants and stakeholders via social media:

- What is good conduct?
- How do you measure performance?
- What do ethics mean to you?

Each of these questions is directly related to the standards, and asks our audience to consider and reflect on their own perceptions and understanding. See Appendix I. for some examples of how people may respond to these questions.

In order to tie the campaign together and to ensure that people can find information easily via their preferred social media platform, we will use the hashtag #my_standards. We hope that this use of possessive pronoun will encourage registrants to take ownership of the standards and engage with them more fully.

We will ask registrants and stakeholders to respond to these questions by taking a photo of themselves holding up their answers (their face does not need to be included therefore allowing them to remain anonymous) and posting this via Twitter or Facebook using the hashtag #my_standards.

To initiate proceedings, we'll create a series of pre-prepared posts featuring photos and answers from our Partners, Council members and HCPC employees. These will be rolled out as the campaign progresses, with the hope of encouraging more people to engage by re-tweeting, replying, liking and favouriting these posts, as well as posting their own photos and messages.

Proposed activities

w/c Mon 4 Jan	Start scheduling pre-prepared Twitter and Facebook posts ready for launch of teaser campaign on Mon 11	Rebekah Tailor
Tues 5 Jan	Circulate press release to professional body press, professions press and other relevant media	Rebekah Tailor
Mon 11 Jan	Launch of teaser campaign on Twitter and Facebook	Rebekah Tailor
Thurs 14 Jan - Sun 17 Jan	WHAT IS GOOD CONDUCT?	
Mon 18 Jan - Thurs 21 Jan	HOW DO YOU MEASURE PERFORMANCE?	
Fri 22 Jan - Mon 25 Jan	WHAT DO ETHICS MEAN TO YOU?	
Tues 26 Jan	Revised Standards of conduct, performance and ethics published. Move from teaser campaign to main social media campaign	Rebekah Tailor

Appendix I. Examples of how people may respond to the teaser campaign

What is good conduct?

- Treating people with kindness and compassion
- Being honest and trustworthy
- Behaving in a professional manner
- Effective communication
- Being polite
- Being considerate of others

How do you measure performance?

- Positive feedback
- Meeting targets
- Achieving personal objectives
- Maintaining accurate records
- CPD (continuing professional development)
- Regular appraisals
- Reflection

What do ethics mean to you?

- Acting with integrity
- Upholding your morals and/or values
- Upholding the standards of my profession
- Doing the right thing
- Taking responsibility for my actions
- Knowing the difference between right and wrong
- Recognising and maintaining boundaries
- Being open when things go wrong
- Escalating concerns where necessary