

English Pharmacy Board 6 February 2008

PUBLIC BUSINESS

Action Plan from EPB Communications Working Group

Purpose

To note the action plan.

Strategic objective domains

- An organisation that consistently performs as a regulator, professional representative leader and publisher

Action required

The English Pharmacy Board is asked to:

- i. note the action plan.

1. Background

The Communications Working Group met on 5 December 2007 and an update of their action plan is attached at **Appendix 1**.

2. Risk Implications

There are no risk implications.

3. Resource Implications

All resources need to be balanced against the budget available to the English Pharmacy Board.

Martyn Schofield
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ENGLISH PHARMACY BOARD COMMUNICATIONS WORKING GROUP
Action Plan December 2007

EPB Objective	EPB Comms Group Action	Member of Staff	Date Due	Status
External communications - Establish links with key influencers	Have now prioritised Darzi and Barron to contact as well as local lobbying and thinktanks	Connect	Dec 2007	In progress
Communication with RPSGB members – Raise profile of EPB	Amend feedback form for Branches & Regions to show useful information. Presentation to be amended monthly. Add notes and distribute handouts on Pharmacy 2020, Responsible Pharmacist. To pilot a Branch meeting with PPI representatives invited	Martyn (liaise with Richard Daniszewski)	To be updated monthly To be agreed	In progress
All	Identify what are England only comms issues including any GB wide issues that affect England differently to Scotland and Wales	Practice staff	Ongoing discussions around Communications Committee	In progress
Contribute to the English part of 20/20	Pharmacy 2020: Awaiting outcome from consultation.	David Pruce & Amanda King	Feb 08	In progress
External communications - Establish links with key influencers	EPB reactive requests for quotes etc are available when requested	Paul Bennett/Beth Taylor	Ongoing	In progress
Communication with RPSGB members – Raise profile of EPB	Discuss other ways of communicating with the press before each EPB meeting – interviews, statements etc	Comms WG	Ongoing	In progress

Communications Working Group Action Plan

External Communications- Establish links with key influencers	At EPB take issue of how to influence politicians in England forward	Connect	Feb 08	In progress
Communication with RPSGB members – Raise profile of EPB	Pharmacy Now – JB to advise on editorial content. Monitor email to members with the weblink details to check this is being accessed and include the EPB logo. Find out about Data Protection Act concerns about email to membership	Comms staff (liaise with Jonathan Buisson)	Ongoing	Ongoing
Produce materials which will help pharmacists achieve local accreditation as PHwSIs MURs, PIP, and link to practice based commissioning	Discuss further at strategy day.	Practice staff	Feb 2008	Ongoing
Workload and workforce issues	EPB agreed a watching brief but want more info on NHS and Industry placements. The Industrial Pharmacist Group suggested that Brian Dougherty be contacted for advice on industrial placements.	Nicola Tyers	July 2007 & September 07	Ongoing
External communications - Establish links with key influencers	Consider list of external organisations from Oct Board meeting and review where links with EPB could support 7 key priorities.	Practice staff	5 Feb 2008	In progress