

English Pharmacy Board 16 April 2008

PUBLIC BUSINESS

Local Lobbying

Purpose

To consider the local lobbying toolkit.

Strategic objective domains

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

Action required

The English Pharmacy Board are asked to:

- i. use the toolkit to conduct 'local lobbying' on their own initiative.

1. Background

On 18 July 2007 the English Pharmacy Board agreed to a programme of local lobbying whereby each Member would submit information to Connect Public Affairs Consultants about who their local MP was and a summer programme of visits would be arranged. The aim of the meetings would be to promote the clinical services offered by pharmacists and to start at 'ground swell' of local political lobbying.

2. Meetings to date

There has been a very limited programme of visits and meetings to date. Most of the events have taken place on the initiative of Board members themselves.

3. Local Lobbying Toolkit

Charles Willis, Head of Public Affairs, has developed a local lobbying toolkit (Appendix 1) that details how pharmacists can conduct their own lobbying. The Communications Working Group considered this toolkit at their meeting in March 2008 and were advised that the 'toolkit' paper would be used to take forward the 'building bridges' project started by the *Chemist & Druggist* which was campaigning to get MPs to visit pharmacies. The toolkit gave more specific information about how to market the visit and to ensure key aims were achieved – for instance about the new clinical roles of pharmacists of which MPs may be unaware. The working group agreed that the toolkit be submitted to the English Pharmacy Board meeting in April so that the Board were aware of how to lobby.

4. Risk Implications

The English Pharmacy Board needs to consider a wide range of communications and programmes in order to achieve their key objectives in 2008.

5. Resource Implications

All resources need to be considered against the overall budget available for the Board.

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