

ENGLISH PHARMACY BOARD COMMUNICATIONS WORKING GROUP
Action Plan July 2008

EPB Objective	EPB Comms Group Action	Member of Staff	Date Due	Status
Engagement	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. Pilot a Branch meeting with PPI	Martyn (liaise with Richard Daniszewski)	To be updated monthly June	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
Develop work of EPB in line with role in future professional body	Pharmacy 2020:	David Pruce & Amanda King	April 08	In progress
Develop work of EPB in line with role in future professional body	EPB reactive requests for quotes etc are available when requested	Paul Bennett/Beth Taylor	Ongoing	In progress
Engagement	Discuss other ways of communicating with the press before each EPB meeting – interviews, statements etc	Comms WG	Ongoing	In progress
Develop work of EPB in line with role in future	At EPB take issue of how to influence politicians in England forward	Fleishman Hillard Consultants	July 08	In progress

professional body	<ul style="list-style-type: none"> • Dinner 1 July 2008 • Local lobbying • Party political conferences 08 			
Engagement	Pharmacy Now – JB to advise on editorial content.	Comms staff (liaise with Jonathan Buisson)	Ongoing	Ongoing
Develop work of EPB in line with role in future professional body	Consider list of external organisations from Oct Board meeting and review where links with EPB could support 7 key priorities.	Charles Willis	11 March 2008	In progress
Engagement	Two speakers at UK Pharmacy Show	Jonathan Buisson & Sid Dajani	Oct 2009	In progress
Engagement	BPC 2008			
Branches & Regions	Comprehensive list of who had attended which Branches & Regions from 2007 to date	Clair Walker (Membership)	July 2008	In progress
Develop work of EPB I nline with role in future professional body	Blueprint for Pharmacy Information on draft to be provided to next working group	Charles Willis	July 2008	In progress