

ENGLISH PHARMACY BOARD COMMUNICATIONS WORKING GROUP
Action Plan September 2008

EPB Objective	EPB Comms Group Action	Member of Staff	Date Due	Status
Develop work of EPB in line with role in future professional body	Liaison Group <ul style="list-style-type: none"> • Circulate Policy & Communications Forum Council paper • Find out if minutes of Liaison Group can be circulated to the Board • Refer issue of dispensing doctors to next Liaison Group meeting 	Martyn Schofield Martyn Schofield	Completed (on SharePoint)	
Develop work of EPB in line with role in future professional body	Pharmacy in England <ul style="list-style-type: none"> • Find out the results of the poll undertaken by the DH 	Charles Willis	November 08	
Develop work of EPB in line with role in future professional body	Branches & Regions <ul style="list-style-type: none"> • Target the West Midlands and Anglia Regions for future visits by EPB members • Send minutes and feedback provided from Branches & Regions after visits to the EPB speaker • Send out an EPB specific member friendly pack to all Branches & Regions • Provide presentation training to EPB members that require it • All EPB members to use their existing contacts with Branches & Regions to promote and use the EPB as speakers 	Membership Team	ASAP	
Engagement	Amend feedback form for Branches & Regions to show useful information. Presentation to be	Martyn Schofield	Ongoing monthly	In progress

	<p>amended monthly.</p> <p>Add notes and distribute handouts on Pharmacy 2020, Responsible Pharmacist.</p> <p>Pilot a Branch meeting with PPI</p>	Richard Daniszewski	November 08	
All	Identify what are England only comms issues including any GB wide issues that affect England differently to Scotland and Wales	Charles Willis	Policy & Communications Forum	In progress
Develop work of EPB in line with role in future professional body	Pharmacy 2020 – check what work required by the Board and dates for achievements	David Pruce	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	Beth Taylor & Richard Daniszewski	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 professional body	<p>At EPB take issue of how to influence politicians in England forward</p> <ul style="list-style-type: none"> • Local lobbying • Party political conferences 08 • A target list of appropriate civil servants and special advisors to be drawn up and suggestions for initial contact • Monthly report from Fleishman to be circulated 	Fleishman Hillard Consultants	July 08	In progress
Engagement	<p><i>Pharmacy Now</i></p> <ul style="list-style-type: none"> • JB to advise on editorial content 	Comms staff (liaise with Jonathan)	Ongoing	Ongoing

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Develop work of EPB in line with role in future professional body	Consider list of external organisations from Oct 2007 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 2008	In progress
Engagement	BPC 2008: HAG breakfast slot; LTC presentations and round table discussion	Martyn Schofield & Howard Duff	September 2008	In progress
Branches & Regions	Comprehensive list of who had attended which Branches & Regions from 2007 to date	Clair Walker (Membership)	Ongoing	In progress