



**ENGLISH PHARMACY BOARD COMMUNICATIONS WORKING GROUP
Action Plan February 2009**

EPB Objective	EPB Comms Group Action	Staff/Board member	Date Due	Status
Engagement	Provide hard copies of a shortened version of <i>Pharmacy Now</i>	Howard Duff	Summer 2009 edition	
Engagement	Improve visibility of EPB	Working group	Ongoing	
Engagement	Link in with Industrial Pharmacists re: professional leadership body	Working group & Howard Duff	Ongoing	
Engagement	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 • 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 	Amanda King Clair Walker Martyn Schofield Amanda King	Ongoing Ongoing Started Ongoing	
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 Schofield Richard Daniszewski	To be updated monthly First quarter 2009	In progress

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	March 09	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	At EPB take issue of how to influence politicians in England forward <ul style="list-style-type: none"> Local lobbying Party political conferences 09 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 & Charles Willis	Ongoing Not started Proceeding Ongoing	In progress
Engagement	<i>Pharmacy Now</i> <ul style="list-style-type: none"> JB to advise on editorial content 	Comms staff (liaise with Jonathan Buisson)	Ongoing	Ongoing
Engagement	Speakers at conferences 2009	Whoever is available	Not started	In progress
Engagement	BPC 2009	Howard Duff	Ongoing	In progress