

Scottish Pharmacy Board 9 April 2008

**PUBLIC BUSINESS**

## **Communications Working Group**

### **Purpose**

To update the Board on the main issues considered by the Communications Working Group.

### **Strategic objective domain**

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

### **Action required**

The Scottish Pharmacy Board is asked to agree:

- the proposal for Board Members linking to MSPs
- to delegate responsibility for preparation for the Annual Report to the CWG

and note:

- Prioritisation of the Contact Programme
- Arrangements for university visits
- Arrangements for the Scottish Pharmacy Board Professional Leadership Seminar
- Design of Key Message Cards
- Plans to hold an exhibition and associated reception at the Scottish Parliament in December

### **1. Background**

The Communications Working Group (CWG) last met at the beginning of March. They had a full agenda focusing on the public relations and public affairs activities detailed in the Communications Strategy and Plan 2008.

Appendix 1 details the key points that the Board is being asked to agree and note.

### **2. Risk Implications**

The risk of failing to fulfil the commitments in the Communications Strategy and Plan is that the Board fails to deliver its remit.

### **3. Resource Implications**

The activities included in the Communications Strategy and Plan have been included in the budget for 2008.

**Lyndon Braddick**

Secretary to the Board