

## An Update from the Communications Working Group

The Board has been asked to **agree**:

- *to the proposal of linking Board members to MSPs*

The Scottish Pharmacy Board is seeking to develop closer relationships between Board members and Scotland's key decision makers.

A total of 43 MSPs have been identified as the most influential in developing health policy. Appendix 2 shows the 43 MSPs broken down into regional areas against Board members in their Branch twinning region.

- *to delegate responsibility for the preparation for the Annual Report to the CWG*

The main function of the Annual Report is to record the activity of the Board over the previous year. The CWG would like to be responsible for the preparation of this year's Annual Report.

The Board has been asked to **note**:

- *Prioritisation of the Contact Programme*

The group reviewed the agreed Priority Contact List 2007 and highlighted the following bodies as priority to contact:

- Royal College of General Practitioners
- British Medical Association
- Scottish Health Council
- Long term Conditions Alliance

The intention is to contact these bodies introducing the Scottish Pharmacy Board and invite them to meet to try to establish a working relationship.

- *Arrangements for university visits*

Community Pharmacy Scotland has agreed to joint university visits with the Board. Alex McKinnon, CPS, is looking into suitable dates for the visits with the universities.

- *Arrangements for the Scottish Pharmacy Board Professional Leadership Seminar*

The Professional Leadership Seminar is to be held on Thursday 10 April at the Scottish Office. Nigel Clarke, Chair of the Clarke Inquiry, has accepted the invitation to attend and speak at the seminar.

Confirmed guest speakers are as follows:

- President - talking about why the Society commissioned the Inquiry
- Nigel Clarke – talking about the Clarke Inquiry Report
- Rose Marie Parr – speaking about the SPB initial response
- Jeremy Holmes, Chief Executive & Registrar – talking about first thoughts and next steps

Representatives of the following bodies have been invited:

- Branches
- Area Pharmaceutical Committees (APCs)

- Directors of Pharmacy
- Schools of Pharmacy
- Community Pharmacy Scotland (CPS)
- Special Interest Groups
- Pharmacy Press
- Company Chemists Association (CCA)
- Scottish Government

- *Design of Key Message Cards*

Appendix 3 shows the final design of the Key Message Card. These cards are to be issued with the Spring edition of the Scottish Pharmacy Board newsletter to every registered member in Scotland. There will be an article in the newsletter encouraging the usage of these key message cards and requesting feedback.

- *Plans to hold an exhibition and associated reception at the Scottish Parliament in December*

Jackson Carlaw, Shadow Minister for Public Health, has agreed to sponsor an exhibition for the Scottish Pharmacy Board on Tuesday 9 December until Thursday 11 December at the Scottish Parliament. During this exhibition the Board will hold a reception to further engage with MSPs and key stakeholders.

Elaine Colhoun  
Office & Facilities Manager