

Scottish Pharmacy Board 1 October 2008

**PUBLIC BUSINESS**

## **Communications Working Group**

### **Purpose**

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

### **Strategic objective domain**

- Provide strategic leadership and support for pharmacy practice in Scotland.

### **Action required**

The Scottish Pharmacy Board is asked to agree:

- the final draft of the artwork for the exhibition stands (Appendix 1)
- the final draft proposal for the Virtual Branch network and Members ezine (Appendix 2)
- the final draft proposal for the Survey Panel (Appendix 3)
- to liaising with the Cross Party Groups (Appendix 4)

and note:

- arrangements for university visits
- joint working with Community Pharmacy Scotland
- contact with MSPs
- media campaigns
- Rx Factor
- SPB Holyrood Exhibition

### **1. Background**

The Communications Working Group (CWG) last met at on the 17<sup>th</sup> September. They had a full agenda focusing on the public relations and public affairs activities detailed in the Communications Strategy and Plan 2008.

### **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