

Scottish Pharmacy Board 28 January 2009

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 Communications Strategy 2009 (Appendix 1)
- the topics for the Survey Panel (Appendix 2)

and note:

- the MORI survey results (Appendix 3)
- contact with MSPs (Appendix 4)
- media campaigns 2009 (Appendix 5)

1. Background

The Communications Working Group (CWG) last met at on the Wednesday 10 December 2008. They had a full agenda focusing on the Communications Strategy for 2009.

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 proposed budget for 2009.

Lyndon Braddick

Secretary to the Board