

Communications and Public Affairs Group (CPAG)

Minutes of the meeting held Wednesday, 29th November 2007 at 2 Ash Tree Court,
Cardiff Gate Business Park

Present

Marc Donovan (Chairman); Diane Heath; Richard Evans; Peter Jones

In attendance

Sarah Hickman, Office & Facilities Manager; Jocelyn Parkes, Principal
Policy Advisor

07/35 Welcome

07/36 Apologies

No apologies were received.

07/37 Minutes of the last meeting held on 23rd May 2007.

The minutes were approved as an accurate record of the meeting.

07/38 Matters arising from the minutes not specifically included elsewhere on the agenda

07/38.1 Media Training

The meeting was advised that arrangements for media training had been put on hold pending the outcome of the Public Affairs Consultancy Tender as several of the bids had included an element of media training that could be explored further.

07/38.2 Media Network

The meeting was updated on the progress of the review of the media network and were informed that StrataMatrix were currently reviewing the list of publications to ensure they were up-to-date and covered the Welsh Language media.

CPAG

agreed

to re-engage with the pharmacists currently involved in the media network and to streamline the list to a core of active and engaged pharmacists.

07/38.3 Meeting with Assembly Members

The meeting was updated on the status of the meetings with various key Assembly Members.

CPAG

noted

- i. that the office had sent a letter to the Health Minister requesting a meeting with her and were awaiting a reply.

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- ii. that the office had written to Dai Lloyd, Plaid Cymru, inviting him to visit a pharmacy in his region and were awaiting a reply.
- iii. that the office would write to Brian Gibbons suggesting a visit to a pharmacy to visit the substance misuse facilities in the new year.
- iv. that the Chairman and the Director for Wales would be meeting with Jonathan Morgan, Health Spokesperson for the Conservative Party on 7th December 2007.

07/38.4 Assembly Reception

The meeting discussed the reception to showcase pharmacy at the National Assembly for Wales.

CPAG

agreed

- i. that the reception should be a joint pharmacy initiative that should be developed further as part of a wider meeting looking at the way forward in light of the Government manifesto 'One Wales'.
- ii. to facilitate a meeting with other key pharmacy organisations to discuss the 'One Wales' document that sets the direction of government for the next four years and to consider the actions required to ensure inclusion of the pharmacy profession in the delivery of the Governments manifesto policies.

07/39 Communications and Public Affairs Plan

The meeting reviewed progress to date against the Communications and Public Affairs Plan.

CPAG

agreed

- i. that the Communications and Public Affairs Plan should be reviewed and updated for 2008 and that should include the addition of a broader overarching 'vision' above the action plan.
- ii. that the plan should tie in the Business Plan for the Board for 2008.

07/40 Public Affairs Consultants – Tender Process

Tender documents were received from three companies: StrataMatrix, Positif Politics and a joint tender from Grayling and Morgan Allen Moore. The group reviewed all three submissions and compiled a Benchmarking Scorecard.

CPAG

agreed

- i. to shortlist StrataMatrix and Positif Politics to attend the Review Panel interview on 6th December 2007.

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- ii. to write to Grayling and Morgan Allen Moore advising them that their submission would not be taken further.
- iii. that the review panel should consist of Deborah Oliver, Interim Director for Communications and Public Affairs, Cath Savage, Director for Wales, Peter Jones, Chairman of the Welsh Pharmacy Board and Marc Donovan, Chairman of CPAG.

07/41 Regional Awareness Events

The meeting undertook a detailed review of the three regional events that were held in November 2007 and analysed the feedback received. They meeting also discussed the requirement to produce an Annual Report. It was confirmed that it was not a requirement for the Board to issue a separate Annual Report as relevant information was included within the RPSGB Annual Report. It was felt that in producing quarterly newsletters for members in Wales that detailed the activities of the Board, producing an additional document was an unnecessary use of resources.

CPAG

agreed

- i. to propose to the Board that they agree to host three regional events each year in place of the Annual General Meeting.
- ii. to propose to the Board that no separate Annual Report is produced for the Welsh Pharmacy Board for 2007 and going forward.

07/42 Smoking Cessation

Paul Gimson, Long Term Conditions and Public Health Lead Pharmacist, RPSGB joined the meeting for this item.

07/42.1 Welsh Tobacco Control Alliance (WTCA)

The Welsh Pharmacy Board had been invited to join the Alliance which had been developed by Ash Wales to inform and influence policy development and implementation at both a UK and Wales level. The meeting discussed the involvement of the Board and felt that this was outside their remit.

CPAG

agreed

to request that the WTCA be approached requesting if the Director for Wales could join as an 'associate member' with a view to being kept in the loop and advising the Alliance on matters relating to pharmacy.

07/42.2 A Call to Action! Successful Tobacco Control for the Future Conference (March 2008)

The meeting discussed the attendance of the Board at the conference. Paul Gimson confirmed that a stand was available to the Board free of charge.

CPAG

agreed

- i. that the Welsh Pharmacy Board should host a stand at the conference.
- ii. that the possibility of working with Community Pharmacy Wales (CPW) should be explored and the office should write to CPW inviting them to participate.
- iii. that the office should explore the possibility of submitting an abstract on the work of the Denbighshire Smoking Cessation scheme and that the office should liaise with Bill Duffield, Head of Pharmacy and Medicines Management at Denbighshire Local Health Board to take this forward.

07/43 Discover Pharmacy

Paul Gimson, Project Manager for the Discover Pharmacy Project tabled the project plan and advised the meeting that, due to his departure from the Society, he suggested that this initiative should be taken up by the Welsh Directorate.

CPAG

agreed

that this initiative be taken forward with some urgency and suggested that Jean Matthews, currently on secondment with the Welsh Directorate, should be approached to take the lead on this work and take it forward with the support of the Board.

07/44 Any other business

07/44.1 Proposal to form a Communications Committee

The draft paper for the Governance committee on the Proposal to form a Communications Committee was tabled at the meeting. The meeting discussed the paper.

CPAG

agreed

that they supported the evolution of the Public Affairs Planning Group to a strategic and wider role to cover communications and marketing but proposes that it would have to be reviewed in the context of the model developed for the new professional body and any interim changes. It was also stressed that this new group should not duplicate the role of the Communications Groups of the Boards.

07/44.2 Political Party Conferences

The meeting discussed the presence of the Board at the Spring Party conferences.

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CPAG

agreed

that the office should investigate further the proposed programme for each of the conferences and establish what voluntary organisations are planning to attend and what events they may be holding before a final decision is made.

Next meeting:

Thursday, 13th March 2008

2.00 – 4.00pm

2 Ash Tree Court