

## Communications and Public Affairs Group (CPAG)

Minutes of the meeting held Wednesday, 14<sup>th</sup> May 2008 at 2 Ash Tree Court, Cardiff Gate Business Park

### Present

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

### In attendance

Cath Savage, Director for Wales; Sarah Hickman, Office & Facilities Manager

#### 08/12 Welcome

Aled Jones, StrataMatrix; Llio Penri, StrataMatrix

#### 08/13 Apologies

No apologies were received.

#### 08/14 Minutes of the last meeting held on 13<sup>th</sup> March 2008

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

#### 08/15 Matters arising from the minutes not specifically included elsewhere on the agenda

##### 08/15.1 Discover Pharmacy

The meeting was advised that the Communications and Public Affairs Directorate had agreed to provide support in writing the briefings and were currently working on the first two in the series. The office is working on initial designs for the layout.

CPAG

#### agreed

that the design templates should be emailed out to CPAG for comment when available.

##### 08/15.2 Bevan Foundation: 60<sup>th</sup> Anniversary Celebration of the NHS

The office had been approached by the Bevan Foundation to write a 1200 word article for the 60<sup>th</sup> Anniversary NHS Edition of the Bevan Review being produced for the event on 16<sup>th</sup> July 2008 at the Senedd. The article would be based around the two page spread recently produced for the Western Mail, '*Now so much more than dispensers of prescriptions*'. Funding had been secured from the Communications and Public Affairs Directorate to sponsor the concert programme.

##### 08/15.3 Assembly Reception – September 2008

A meeting with the CEO at CPW is being arranged to discuss the event CPW have planned at the Senedd in the Autumn to investigate if this is similar to the event proposed by the Welsh Pharmacy Board for September 2008. The possibility of a joint initiative will be explored.

CPAG

**agreed**

that a meeting with several of the multiples/organisations currently engaged in public affairs work should be investigated to look at resources and ways of working. It was hoped that increased joint working would maximise the promotion of the pharmacy profession in Wales and ensure that there is no duplication of effort.

**08/15.4 Pre-registration Trainee Presentation**

The Director for Wales updated the meeting on her participation in the Hospital Practice Pre-registration Trainees event on 12<sup>th</sup> May 2008 organised by WCPPE. The presentation, 'Your Society – The Future', focussed on what the Welsh Pharmacy Board can do for the trainees and encouraged them to discuss their future career aspirations and how the future professional body could best support them. The meeting discussed the importance of continuing to engage fully with pre-registration trainees as future members of the new professional leadership body.

CPAG

**agreed**

- i. that the Board should write to WCPPE to request a regular slot on the agenda for this event in future.
- ii. to take this presentation to other groups of pre-registration trainees. The RPSGB inspectors organise a series of half-day presentations for pre-registration trainees and the office should investigate the possibility of participating in these events in Wales.
- iii. that the Board should write to pre-registration trainees who have completed their examinations introducing the Welsh Pharmacy Board. The letter should include the leaflet produced providing details and pictures of the Board members. This needs to be updated in light of the recent Board elections. The letter should also include details of the Regional Awareness Sessions in October 2008.
- iv. to investigate holding a Registration Ceremony and afternoon tea for pre-registration trainees in Wales in July 2008.

**08/15.5 Media Network**

The meeting discussed the progress around the development of the media network in Wales. There are currently three streams to this work.

- The development of a small team of spokespeople to be trained in media relations to input into future RPSGB media campaigns with the Welsh perspective and work with the Welsh media.
- The development of a broader media network for Welsh national and local press which aligns local pharmacists with local newspapers.

- The *Rx Factor* pharmacy campaign being co-ordinated by the Communications and Public Affairs Directorate to find a pharmacist in each country to represent pharmacy in national broadcast and print media providing expert opinion and advice on the health stories of the day to help ensure that the profession's voice is heard and to help change perceptions about the role that pharmacy plays in health care.

CPAG

**agreed**

- i. that the small team of spokespeople to be trained in media relations should consist of Marc Donovan, Peter Jones, Cath Savage, Richard Evans (bi-lingual), Carwyn Jones (bi-lingual), Mair Davies (bi-lingual), Steven Newbury and Huw Harries (bi-lingual). An additional spokesperson from North East Wales should be located. Those not present at the meeting should be approached to confirm they are happy to participate. Media training should be organised as soon as possible.
- ii. that Richard Evans should work with the office to align pharmacists with local papers. StrataMatrix will provide an up-to-date list of all local press in Wales. This project should be progressed quickly to ensure that this network can be utilised for the forthcoming Holiday Health campaign in June 2008. The office should ensure that a library of photographs is available to accompany the press releases.

**08/16 Communications and Public Affairs Plan & Timeline**

The meeting reviewed progress against the Communications and Public Affairs Plan for 2008.

CPAG

**approved**

the proposed draft of the Timeline for 2008 and agreed that this should be incorporated as an appendix to the Communications and Public Affairs Plan and should be updated regularly and reviewed at each CPAG meeting.

**08/17 Professional Leadership Seminar & Branch Workshop – 13<sup>th</sup> May 2008**

**08/17.1 Professional Leadership Seminar**

The meeting discussed the Professional Leadership Seminar held on 13<sup>th</sup> May 2008 and it was felt that the turnout had been good. Positive feedback had been received from participants who felt that the event had been very informative.

CPAG

**agreed**

to issue a press release to the pharmacy press highlighting feedback from pharmacists in Wales during the Q&A session.

**08/17.2 Branch Workshop Session**

The meeting reviewed the Branch Workshop Sessions held prior to the Branch Secretaries meeting on 13<sup>th</sup> May 2008. The feedback from the workshop sessions will be written up and distributed to Board members for information.

CPAG

**agreed**

- i. that, following feedback received at the workshop sessions, dates for the Regional Awareness Events in October 2008 should be finalised as soon as possible. Care should be taken to ensure that any dates considered do not clash with other meetings/events already planned.
- ii. that the same venues used last year be booked for this year's events once the dates are finalised.
- iii. that the events are promoted widely to maximise attendance. Ways of advertising the events should be explored.
- iv. that, following feedback at the workshop sessions, the date for the Student event planned in October 2008 be finalised and communicated to WPSA.

**08/18 Annual Dinner – 19<sup>th</sup> June 2008**

The meeting was advised that, following the decision to focus on rural health as the theme of the Annual Dinner, the office had written to Lord Morgan, Chairman of the group that will advise the Welsh Assembly Government on the development of rural health services and the implementation of the Rural Health Plan. Unfortunately, Lord Morgan had declined the opportunity to be guest of honour, preferring to engage with stakeholders on a formal basis only. Following discussions with the Chairman and Vice-Chairman of the Board, a decision was taken to change the focus of the dinner to public health including patient safety. The Chairman was delighted to confirm that, Dr Tony Jewell, Chief Medical Officer, has agreed to be guest of honour and to share with guests his aims for public health in Wales. The meeting reviewed the new guest list.

CPAG

**agreed**

- i. that the guest list should be forwarded to Board members via email for comments.
- ii. that key members of the health media in Wales be invited to the dinner.
- iii. that StrataMatrix should consider what PR opportunities were available around the event and make proposals to CPAG.

**08/19 National Eisteddfod 2008 – Science & Technology Stand**

The meeting received an update on progress to date following a meeting of the sponsors on 25<sup>th</sup> April 2008. The Board will work with the Welsh School of Pharmacy, ABPI, Penn Pharmaceutical Services Ltd and Asthma UK Cymru to coordinate a stand in the Science Pavilion. It had been agreed to base the exhibition stand on the theme of *Design it – Make it – Take it safely*. An area promoting pharmacy careers and utilising the RPSGB bi-lingual literature will also be included.

**08/20 AM Visits**

The meeting reviewed the programme of AM meetings and pharmacy visits designed to develop and maintain relationships with AMs. It was agreed that good relationships with key AMs had been established.

CAPG

**agreed**

- i. that a representative from StrataMatrix will be present at future meetings with AMs to take notes and write a brief report on the main issues discussed and any points which could be followed up with further contact.
- ii. that, once relationships are formed, a more proactive approach should be taken to find reasons to contact AMs less formally i.e. via email, to highlight points we wish to get across when an issue of relevance is coming up in a question or debate.
- iii. that the Board should continue with its proactive programme of meetings and pharmacy visits, targeting AMs on the Health & Social Services committee and new AMs elected in 2008.
- iv. that a briefing should be produced highlighting the roles of pharmacist prescribers in Wales.

**08/21 In-direct Lobbying of the Health Minister**

The meeting discussed ways in which the Board could promote indirect lobbying of the Health Minister through pharmacists in her Gower constituency.

CPAG

**agreed**

- i. that, based on the list of towns and villages in the Gower constituency, the office should identify pharmacists within these areas who would be prepared to send a letter to Edwina Hart as their AM expressing the advantages of pharmacy led drop in centres and of enhanced pharmacy services in general, including independent prescribing. These letters should focus on local issues impacting upon local areas.
- ii. that, the Chairman of the Board write to Edwina Hart regarding the development of a new professional leadership body for pharmacy and the NHS structural reform.

**08/22 Any other business**

**08/22.1 Head of Public Affairs**

CPAG

**agreed**

to invite Charles Willis, Head of Public Affairs, RPSGB to the next meeting of CPAG on 4<sup>th</sup> September 2008.

**08/22.2 New Members of Council**

CPAG

**agreed**

that the Chairman of the Board write to new members of Council to offer congratulations and introduce the Welsh Pharmacy Board.

**Next meeting:**

Thursday, 4<sup>th</sup> September 2008

2.00 – 4.00pm

2 Ash Tree Court