

Communications Committee, Thursday 28 February 2013

Communications department progress report: October 2012 to February 2013

Executive summary and recommendations

Introduction

The attached document sets out the progress the department has made against the activities and objectives set out in the departmental workplan for 2012 - 13. The progress report should be read in conjunction with appendix one on communications activities in relation to social workers in England.

Decision

The Committee is invited to discuss and approve the attached document (subject to any changes agreed at the meeting and any minor editing amendments).

Background information

See introduction.

Resource implications

Resources have been set out in the departmental workplan and are linked to the department's budget which has been approved by the Finance and Resources Committee.

Financial implications

As above.

Appendices

- Communications department progress report: October 2012 to February 2013
- Appendix one: Communications activities in relation to social workers in England

Date of paper

February 2013

Communications department progress report: October 2012 to February 2013

	What will we do	How will we do it	Lead	By when	Progress
1	Engage with registrants to increase understanding of the benefits of regulation, the work of HCPC and what is required of them				
	a) support registration renewals and cpd audit process, including the promotion of online renewal and direct debit sign up				
		Liaise with registration department and professional bodies and agree plans of action per registration group	MP/TBC	According to renewal cycle	News items and In Focus articles published on renewal for Operating Department Practitioners. Renewal statistics: <ul style="list-style-type: none"> Operating department practitioners (30 November) 97.1%
		Implement agreed communications plan	MP/TBC	To commence in advance of renewal cycle	Initial discussions held with British Psychological Society in advance of renewals for practitioner psychologists. See also appendix for details of social worker registration renewal.
	b) provide access to HCPC standards, guidance and publications				

		Copies available at HCPC events and professional conferences	SC	According to events schedule	HCPC standards and guidance available at all HCPC events and professional conferences. See appendix for events and exhibitions attended in relation to social workers in England.
		Staff available to answer questions at HCPC events and external conferences	SC	According to events schedule	Representatives from the HCPC available to answer questions at HCPC events and external exhibitions / conferences.
		Publish regular policy articles in In Focus	JJ	At regular intervals	Articles published: <ul style="list-style-type: none"> • Focus on medicines – prescribing, supplying and administering (Issue 44) • Focus on annotation to the Register (Issue 45)
		Ensure copies of all standards, guidance and publications available on line and hard copies distributed to practitioners on request	DK	Response within three working days	No new publications published during this period. Publications distributed included: <ul style="list-style-type: none"> • Guidance on conduct and ethics for students (1,435 copies) • Continuing professional development and your registration (662 copies) • Standards of conduct, performance and ethics (355 copies)
	c) promote 'HCPC-registered' status				
		Work with professional bodies to promote to private sector/independent practitioners	MP	Ongoing	No update in this period
		Distribute guidance leaflet through public information packs and on request	DK	Ongoing	91,200 Promoting your HCPC registration leaflets distributed with registration certificates (this figure includes social workers). 230 Promoting your HCPC registration leaflets distributed via public information pack requests from registrants.
		HCPC-registered guidance leaflet at all HCPC events and	SC	According to event schedule	Promoting your HCPC registration leaflet available at events.

	external exhibitions				
	Undertake weekly registration logo checks	DK	Weekly		383 registered professionals downloaded the HCPC registration logo.
	Ensure information added to all presentations and talks	SC	Ongoing		Information included on promoting your HCPC registration in all HCPC presentations.
	d) promote 'why your HCPC registration matters'				
	Work with professional bodies to promote 'why your HCPC registration matters' guidance	MP	Ongoing		No update in this period
	Guidance leaflet at all HCPC events and external exhibitions	SC	According to event schedule		Why your HCPC registration matters leaflet available at events and exhibitions.
	Ensure information added to all presentations and talks	SC	Ongoing		Information included on promoting your HCPC registration in all HCPC presentations.
	e) promote HCPC consultations				
	Write media releases and news stories for all consultations	EG			Media releases and news items issued for consultations on: <ul style="list-style-type: none"> • Service user involvement in education and training programmes approved by the HCPC (November); • Standards for prescribing (December) • Standards of proficiency for chiropractors /podiatrists and prosthetists / orthotists • AMHP approval criteria (January)
	Provide briefings for HCPC events and external conferences	SC			Included in briefing notes for HCPC events and external conferences.
	Publish articles in In Focus	JJ			Issue 43 included an article on the consultation on service user involvement in education and training programmes Issue 45 included articles on consultation on revised standards of proficiency for chiropractors / podiatrists and prosthetists / orthotists, and the criteria for approving Approved Mental Health Professional programmes in England.

		Use social media channels to highlight consultations	EG/AM/AN	During consultation process	Information published on all HCPC social media platforms including Twitter, Facebook and RSS. Channels used to promote all consultations noted above.
	f) ensure information relevant to registration available to all registrants	(see also 3a)			
		Issue media releases and write articles for professional press	EG	Ongoing	Chair's article on professionalism published across a range of professional journals and websites including IBMS, BSHAA, RCSLT, The Psychologist, Paramedic Practice, OT News and Synergy News. See also appendix for activities in relation to social workers.
		Information published in In Focus	JJ		Issues 44 and 45 of In Focus were published in December and February respectively. We currently have 22,326 subscribers.
		Update all e-channels as required	TG/AM/AN	Ongoing	E-channels monitored and updated daily. See also 1e and appendix for activities in relation to social workers
		Organise at least 2 meet the HCPC events	SC	According to events schedule	Crawley Meet the HCPC event took place on 5 February (approx. 240 attendees). Planning underway for event in Margate (14 March).

	What will we do	How will we do it	Lead	By when	Progress
2	Extend engagement with the public through access to information about the HCPC				
	a) provide access to 'is your health professional registered' information materials	Distribute 'is your health professional registered' leaflets through GP practices, independent pharmacies and other third party organisations	AM/AN	Q3/4	Completed in October. See November 2012 report to Committee.
		Respond to requests for copies within three working days	DK	Ongoing	5,750 Is your health and care professional registered leaflets distributed in public information packs 460 public information posters distributed in public information packs.
		Leaflet at all HCPC events and external conferences	SC/SH	According to events schedule	Public information materials available at HCPC events and external conferences. See section 2d conference listings.
	b) raise awareness through targeted advertising in directories and online	Adverts agreed and placed	EG	By end March	Schedule of Yellow pages advertising continues.
	c) Maintain HCPC's online presence on relevant websites	Ensure information correct, continue to identify relevant websites	AM	By end March	Signposting on stakeholder websites continues.
	d) Attend relevant public facing conferences	Research relevant conferences and ensure attendance	SC/all	By end March	Public facing conferences in this period have included <ul style="list-style-type: none"> National Care Forum (12-13 November, inserts only); Care Roadshow (20 November, inserts only).

	e) Develop, extend and refresh campaigns including older people 'be healthwise', referrers and protection of title broadcast campaigns	Develop and implement agree project plan	EG/AM/AN	By end March	Research completed and proposals for extension to older people campaign will be implemented from March 2013. Media broadcast campaign for social workers completed in August 2012 and reported in November committee
	f) Develop service user engagement activities	Attend CHRE PPE network meetings and implement associated joint working	EG	By March	The CHRE PPE group met on 20 December. HCPC was represented and used the opportunity to update on the social worker transfer
		Explore development of toolkit	EG	By March	The toolkit is currently being developed for publication by end March.
		Develop joint policy/communications project to engage service users in review of SCPE	JAL	By March	Initial discussions have taken place between communications and policy departments. Outline activities cover events, publishing, stakeholders and media and will be incorporated into the 2013-14 workplan.
	g) Improve access to the Register	Develop android app	TG	By January	The android app is currently in testing, and due to be launched in March 2013.
		Increase visibility of Register and audience pages within www.hcpc-uk.org	TG	By May	This work is part of the web deployments major project, and is currently in the build phase. Testing is expected to start in March with a live deployment in May.

	What we will do	How we will do it	Lead	By when	Progress
3	Increase awareness of HCPC's role in regulation amongst all stakeholders				
	a) through consumer and professional media as well as online media channels	Produce media releases for all key organisational decisions	EG	Within 48 hours of decision	<p>Media releases issued on</p> <ul style="list-style-type: none"> • HCPC supports the NHS Speaking Up Charter <p>A range of news items published including:</p> <ul style="list-style-type: none"> • Publication of HCPC In Focus • All policy consultations • Public protection research • Publication of the Fitness to Practise annual report • Council briefing and decisions • Robert Francis QC final report on Mid Staffordshire • Promotion of Isle of Man meet the HCPC event • Promotion of employer events <p>See also 1e and appendix on activities relating to social workers renewal.</p>
		Develop contact programme with journalists as required	EG	Weekly	Daily liaison with journalists on FTP media enquiries (see 3c). See also appendix on activities relating to social workers. Chair met with the Social Affairs Editor of The Guardian in December
		Monitor media daily	EG/A M/AN	Daily	Media monitored daily and reflected in intranet media centre.
	b) by providing information about the HCPC to stakeholder audiences through all e-channels	Ensure content of web pages is relevant and up to date	TG	As required	<p>39 updates to web, including:</p> <ul style="list-style-type: none"> • updating registrant numbers • adding new Welsh Language Scheme to relevant section • creation of spotlight items • statistical reporting on web usage • amendments to 'meeting archive' search page • updating of registration application forms • changes to 'aspirant groups' section • changes to 'information for education providers' section

	Maintain Facebook page	EG/A M/AN	At least weekly	Updates in line with social media planner have included: all events, press releases, news items, organisational wide activity, stakeholder engagement and website updates.
	Maintain news releases on RSS and Twitter	EG/A M/AN	At least weekly	Updated in line with social media planner (as above) and via news items and media releases.
	Maintain HCPC information on LinkedIn	EG/A M	At least weekly	Updated in line with social media planner.
	Maintain HCPC blog	EG	At least monthly	No blog pieces published in this period.
	Monitor social media channels and respond as required	AM/A N	Daily	Channels monitored daily. Responding to questions on Facebook, mainly relating to social worker renewals and international registration. See also update paper on the transfer of social workers.
	c) by ensuring FtP hearings and their outcomes are made public in accordance with the HCPC's statutory responsibilities	AM/A N	Weekly	Media alerts issued weekly via email, website and social media channels.
	Respond to journalist's queries and liaise with journalists at hearings	EG/A M/AN	Ongoing	Liaison with journalists as required on FTP cases, hearings and processes. During this period, the majority of enquiries came from regional / local press and the central news agencies. Enquires covered themes around finding out a registrants' location or area of practise, the outcomes of hearings and details of specific cases.
	Issue media releases where the outcome is strike off or suspension	AM/A N	Ongoing	27 media releases issued.

	Manage media handling for high profile cases	EG/A M/AN	As required	No high profile cases in this period. Liaison and catch-up meetings in place with the FTP department.
d) by ensuring attendance at a range of stakeholder conferences across the UK	Identify relevant conferences and co-ordinate attendance by HCPC representatives	SC	Ongoing	See 5
e) by communicating Council decisions to stakeholder audiences	Write and issue news story or press release where required	EG	As required	Summary and key decisions published via news items (December and February).
	Council update included in HCPC Update	DK	6 issues	Council updates included: <ul style="list-style-type: none"> • Regulating the adult social care workforce in England • Standards of proficiency consultation analysis and revised standards • Review of the cost effectiveness and efficiency of the health professional regulators
	Employers, professional bodies, government updated where relevant	MP	As required	See appendix on communications activities in relation to social workers in England.
	Information uploaded to Facebook, HCPC blog and Twitter	EG/A M	At each Council meeting	Summary and key decisions published via social media channels (December and February)
f) through communications work in preparation for the transfer of the social work register (England) from the GSCC	Participate in internal project group	JL		See appendix on communications activities in relation to social workers in England.
	Develop communications plan	JL		
	Implement agreed communications plan	JL/all		
g) through communications work associated with 2011 Command Paper eg herbalists, voluntary registers and adult	Monitor media and respond where appropriate	EG/A M/AN		Media coverage monitored daily and relevant articles disseminated to the wider organisation. 1 mention in relation to herbalists in Clinical Medicine (Royal College of Physicians); 13 on the regulation of the adult social care workforce, including Local Government Chronicle, politics.co.uk and other media listed below.

	social care workforce				<p>Updated position statement published on the regulation of the adult social care workforce in England (December and February).</p> <p>Liaison with Health Service Journal, Guardian, Community Care, Nursing Times, and BBC Radio 4 about negative registers and regulation of adult social care workforce</p>
		Undertake parliamentary, stakeholder and media monitoring	AM/TBC		Parliamentary, stakeholder and media monitored daily. Key monitoring undertaken of social work sector relating to registration renewal process. Skills for Health and Skills for Health joint consultation on standards for support workers and Annual Accountability Hearings for GMC (published 28 November), NMC (held 16 October) and CQC (Published 9 January 2013). Oral question in the House of Lords (13 February) from Lord Hunt on voluntary registers post-Francis report.
		Ensure liaison with relevant stakeholders as required	MP		Briefings provided of Council's proposal on negative licensing and regulation of care home managers to working groups at LGA, ADASS and National Social Care Communicators forum meetings attended on 23 November, 12 and 13 December. See appendix on communications activities in relation to social workers in England.
	h) through communicating practitioner psychologist grandparenting process to relevant stakeholders	Implement agreed plan	MP/EG	By July 2012	Work completed in July 2012, significant increase in applications as deadline approached (195 June, 115 July). Up from an average of 5-20 per month previously.

	What will we do	How will we do it	Lead	By when	Progress
4	Engage with employers, government, professional bodies and other regulators				
	a) Strengthen relationships and increase understanding with government				
		Monitor UK parliament and European Commission	MP/TBC	On-going	Daily monitoring undertaken, parliamentary questions disseminated to Executive and support provided to DH in responses. Parliamentary questions over the period included whether the DH has any contingency arrangement in place to support the operating of the HCPC if insufficient funding is derived from registrant fees (Diana Johnson MP – January) and how many Russell Group universities have ended their social work degree courses since May 2010 (Tim Loughton MP – February). European monitoring has also focused on Internal Market and Consumer Protection Committee (IMCO) review of Professional Qualifications Directive (2005/36/EC). Debate in Committee monitored on 10 January. Revised Directive may have impact on operational work once implemented. On-going briefings are being provided internally with Registrations and Fitness to Practise.
		Provide support for meetings with parliamentarians where relevant	MP/TBC	On-going	Briefing prepared for Chair and CEO for meeting with Baroness Bakewell on 3 December. Attendance at APPG on social work on 27 November Attendance at Parliamentary Partners in Care debate hosted by Patients Association with Chair on 29 November.
		Provide written briefings for face to face meetings and for organisational issues as required	MP/TBC	On-going	None in this period.
		Monitor relevant Committee activities and arrange attendance where relevant	MP/TBC	On-going	Daily monitoring undertaken. Attendance at Health Select Committee Annual Accountability Hearing of NMC on 16 October.

		Prepare for and participate in Health Hotel activities at the main political party conferences	MP/TBC	By end October	Party conferences attended in September and October 2012. See November 2012 report to Committee for details. Board meetings attended: 22 November and 9 January.
		Maintain presence on PoliticsHome	TBC	Updated monthly	Updates published monthly.
		Arrange attendance at relevant political party conferences in Northern Ireland, Scotland and Wales	MP/TBC	By year end	Attendance at SNP conference in Perth 18-20 October.
	b) Strengthen relationships and increase understanding with professional bodies	(see also 1a)			
		Support annual CEO and Chair meetings	MP	Dates required	<ul style="list-style-type: none"> British Association of Social Workers 29 October. Society of Radiographers 12 November. British Chiropractic and Podiatry Association 12 November. College of Occupational Therapists reception 4 December.
		In collaboration with other departments liaise with professional bodies on current issues	MP	By year end	No update in this period.
	c) Increase engagement with employers				
		Arrange at least 2 UK wide employer events	MP/SC	By year end	Employer events scheduled in Glasgow (19 March) and York (20 March). Invitations issued and promotional work underway.
		Explore possibility and secure, if appropriate, publication of regular news in employer journals	MP/TBC	By year end	Promotional information placed in Department of Health (England) bulletin, Department of Health (Scotland) newsletter and NHS Education for Scotland (NES) e-bulletin for above employer events.
		Update employer section	TBC	Ongoing	Employer section updated 7-14 January with information on above employer

		of the website			events.
		Ensure relevant HCPC representation at conferences	MP/SC	By year end	Attended NCAS conference in October 2012 and HCPC represented at regular liaison meetings of ADASS workforce group and LGA employer standards group

	What we will do	How we will do it	Lead	By when	Progress
5	Continue to build relationships and increase understanding through meetings with stakeholders in England, Scotland, Wales and Northern Ireland				
		Undertake at least two structured stakeholder visits to Wales, Northern Ireland and Scotland	MP	By year end	See below, our visits have been through conferences and events
		Support annual meetings with Health Departments in Scotland, Northern Ireland and Wales	MP/TBC	By year end	Planning underway for meetings in spring 2013.
		Participation in relevant stakeholder conferences (see also 3d)	MP/TBC	Ongoing	5 th Annual Regulation Event (6 November, Glasgow) with Scottish Government and other Health Regulators. Parallel sessions given on professionalism and social media. Joint event held in the Scottish Parliament (14 November, Edinburgh) to provide information to Members of the Scottish Parliament (MSPs). Hosted in collaboration with the General Dental Council, the General Medical Council, the General Pharmaceutical Council, the Nursing and Midwifery Council and the Scottish Social Services Council.
		Map stakeholder audiences and begin to develop stakeholder strategy	MP	By year end	Initial scoping exercise undertaken, completion scheduled for 30 March 2013.

	What we will do	How will we do it	Lead	By when	Progress
6	Continue to participate in UK and international regulatory forums				
		Develop relationships with other Regulators and CHRE (now PSA)	All	Ongoing	Meeting with PSA on registration renewal process 11 January 2013.
		Undertake at least two structured stakeholder visits to Europe	MP	By year end	First meeting of European Network of Psychological Competent Authorities (ENCPA) 24 October Brussels.
		Maintain membership and participate in AURE and BMA European meetings and others where relevant	MP	By year end	BMA EU forum 10 October AURE 23 November
		Support Executive as a members of CLEAR and INPTRA	MP	By year end	CEO attended CLEAR 2013 mid-year business meeting in January 2013

	What will we do	How will we do it	Lead	By when	Progress
7	Ensure employees informed and updated on all key organisational activities				
		Organise six all employee briefings	SH	As events schedule	All employee meetings held on 3 December and 27 February; updates given on the regulation of the adult social care workforce, the apprentice scheme and the launch of The Chain. 20 individuals have signed up to take part in The Chain - the new initiative for internal communications.
		Organise annual all employee training awayday	SC	May 2012	Planning underway for 2013 all employee awayday.
		Produce 12 editions of HCPC Update	DK	Monthly	HCPC Update published monthly and sent via email to all employees.
		Produce Issues Brief	TBC	Weekly	Issues Brief published weekly.
		Maintain intranet	TG	At least monthly	15 intranet updates including: <ul style="list-style-type: none"> • Updating departmental information • Adding new members of staff to the employee directory • Adding video content to an article on the Education training away day.
		Plan and deploy upgrades to intranet	TG	According to web schedule	The web deployments major project is currently in the build phase. This deployment includes improvements to the employee and department information, allowing us to capture information about department sub-teams and organisational groups. More employee interaction will be achieved when we extend the 'posts' (micro news) facility, and launch an intranet notice board. Development will also create a tool to produce the internal newsletter 'HCPC update' and weekly 'issues brief', with previous articles being available to view on the intranet. Testing is expected to start in March with a live deployment in May.
		Increase news stories and posts for intranet	All	At least weekly	News items and posts actively encouraged from other departments by members of the Communications team. 17 news items and 194 posts in this period.
		Arrange two 'meeting colleagues' events	SH	July and December	Christmas lunch held at the Oval (14 December).

	What will we do	How will we do it	Lead	By when	Progress
8	Provide communications expertise to other HCPC departments				
		Develop communication plans for organisation-wide projects	JAL	Per project	See appendix on communications activities in relation to social workers. Also, communications represented on the professional indemnity project group and HR and Partners Systems Review.
		Manage media requests for interviews, quotes and information	EG		Liaison with FTP on hearings and associated media coverage.
		Respond to requests for advice on content and format of HCPC publications	JJ		We have liaised with Policy and Standards over the updated versions of the arts therapists, dietitians, occupational therapists and orthoptist standards of proficiency.
		Plan and implement publications process	JJ		In this period we have implemented the publication process for two publications: Education annual report 2012 and a research report on HCPC occupied premises.
		Respond to requests for event organisation	SC/SH		<p>Education seminars:</p> <ul style="list-style-type: none"> • Newcastle (29 November) – practice placements • Belfast (11 December) – Standards of conduct, performance and ethics • Edinburgh (24 January) – practice placements • Cardiff (31 January) – Standards of conduct, performance and ethics • London (1 February) – practice placements <p>See also appendix for activities in relation to social workers.</p> <p>10 external talks given (14 requested).</p>
		Provide advice on web page development for departments	TG		Advice is given to departments on request via the web inbox. See section 7 for examples.
		Plan and deploy upgrades to the website	TG		The web deployments major project is currently in the build phase. The deployment includes improvements to the usability of the online Register, a cookie information message (to comply with EU cookie law), the inclusion of historical programmes to the Register of approved programmes database, security enhancements, and a new content management solution for healthregulation.org. Testing is expected to start in March with a live deployment in May.

Appendix: Transfer of regulatory functions from the General Social Care Council - Communications activities in relation to social workers in England

Communications Committee, Thursday 28 February 2013

Introduction

This appendix provides an update to the Communications Committee on communications activities undertaken in relation to social workers in England since its last meeting in November 2012.

Background information

Since the last meeting in November 2012 the focus of the Communications team has been on registration renewal, removal and readmissions communications.

Our Registration Department is leading the renewal process and we are working closely with them to provide communications support. This work is detailed in a plan which focuses on social workers, their employers, and key stakeholders, including professional bodies and organisations representing social workers.

At the beginning of December 2012 the Registration Department wrote to 9604 social workers, who had not renewed by 30 November 2012, to inform them that they needed to complete the renewal process no later than the 2 January to stay on the Register. Our Registrations Department also wrote to 5349 employers, where known, to advise them of individuals yet to renew.

On 2 January 2013 the social worker renewal period came to a close. 80,049 social workers in England successfully renewed their registration, which is 90.5% of social workers who transferred from the General Social Care Council to the HCPC.

8,425 social workers did not renew and have been removed from Register. Our Registration Department has sent readmission forms to all those who failed to renew, asking social workers to return their readmission forms by Friday 1 February. If readmission forms are returned by that date, the individuals will be readmitted to the Register (providing they have paid their fee). If readmission forms are returned after 1 February 2013 social workers will be required to complete a more detailed readmission form, submit certified documents to verify their identity and pay an additional charge.

Communications activities

Set out on the next pages are the key activities we have undertaken since the last Communications Committee in November 2012.

Media

Social work media is monitored daily. Themes in the media from November 2012 to February 2013 have been changes to social work regulation in the UK, registration renewal and fees, and continuing professional development. Coverage included:

- 'Social workers should renew their registration now, says HCPC' – Community Care (October)
- 'Should employers reimburse social workers' fees?' – Community Care Blog (October);
- 'New regulator for social work' – Professional Social Work (October);
- Independents and the registration question – Professional Social Work Now (December);
- How to meet the new social work rules on cpd and registration – Community Care (January);
- 8,000 social workers barred from practising after failing to renew registration – Community Care (January);
- 'Social workers urged to re-register with regulator' - Children and Young People Now (January).
- Why over 8000 social workers did not renew their registration – The Social Work Blog, Community Care (January)

The media team is working closely with the Fitness to Practise Department. There have been a limited number of final hearings for social workers to date; however, there has been coverage of a strike off resulting from a conviction and a voluntary removal agreement in regional media outlets. We also developed reactive lines for potential FtP cases, including a Birmingham social worker accused of providing confidential information leading to a service user's murder, and the Rochdale sex grooming case.

Adverts promoting registration renewal were placed in:

- Community Care banner on website – (October - January);
- British Association of Social Workers banner on website (October - January);
- Professional Social Work magazine full page advert – (October).

Parliamentarians

There were a number of parliamentary questions relating to social workers, including:

- What the total cost to the public purse was of closing down the General Social Care Council (Diana Johnson MP – January);
- How many social workers were registered with the GSCC at the beginning of the last financial year; and how many social workers are currently registered with the HCPC (Diana Johnson MP – January);
- If the DH has made any assessment of the effect on (a) full and (b) part-time staff in the social work sector of higher charges for professional registration as part of the shift from the GSCC to the HCPC (Diana Johnson MP – January).

Members of the HCPC Executive also attended the all Party Parliamentary Group (social work meeting) on 27 November 2012

Stakeholders

The stakeholder team's main focus has been on registration renewal, removal and readmission communications as outlined in the background information above. Since the last Communications Committee meeting in November 2012 they have been in contact with the following organisations to encourage renewal, communicate numbers renewing and to send out information via existing networks:

- Association of Directors of Adult Social Services;
- Association of Directors of Children's Services
- ASWEB;
- British Association of Social Workers;
- CAFCASS;
- Community Care Inform;
- Department of Education;
- Department for Health;
- Local Government Association;
- NSPCC;
- Recruitment and Employment Confederation (social work sector group);
- Skills for Care;
- Social Care Institute for Excellence;
- The College of Social Work;
- Unite; and
- Unison.

Other activities have included:

- Marc Seale wrote a blog piece and was a special guest at Social Work/Social Care & Media's weekly Twitter chat, discussing and answer questions relating to registration, regulation, and continuing professional development (November);
- A dedicated Care Knowledge email which focused on registration renewal and cpd was issued to 14,000 social workers (November).

Events

Members of the Communications and Registrations teams held a social worker registration drop-in session with Newham Council on 8 November. Here we spoke to social workers about the importance of renewing their registration, held a presentation on continuing professional development and went through the registration renewal process with 30 social workers from the Council.

We attended the following exhibitions and conferences:

- NCAS (25-26 October, Eastbourne),
- Compass (12 November, London); and
- Community Care Live Children and Families (14 November, London).

We also worked with the Education Department to deliver a social worker specific education seminar in Leeds (6 December) as part of a wider programme of events with education providers.

Web

A number of updates were made to the social worker web pages in this period. These included amending pages and updating FAQs as well as banners and spotlights.

News items published and social media channels updated on:

- social worker renewal timeline published (November);
- HCPC are encouraging all social workers in England to renew their registration now (November);
- important information regarding social worker renewal (November);
- HCPC and The College of Social Work: suggested agenda for joint visits (December);
- important information for social workers (December);
- 80,049 social workers in England successfully renew their HCPC registration (January).

A video which featured Marc Seale talking about registration and cpd was published on YouTube (October). This has had just under 2000 video views.

Publishing

We published the following articles in HCPC In Focus:

- 76,912 social workers in England have renewed their registration - Issue 44 (December 2012)
- Operating department practitioners and social workers in England renew registration - Issue 45 (February 2013)

HCPC employees

Articles published in HCPC Update to inform employees about the work being undertaken by the organisation in relation to social workers:

- Issue 27 (October)
- Issue 28 (November)
- Issue 30 (January)

Employees have received updates via internal posts, news items and the media centre hosted on the intranet. At an all employee meeting on 3 December, employees were briefed by the Chief Executive on social worker renewal and social worker education visits. Social care updates and monitoring are included in Issues Brief each week, which is published internally and externally via email and the HCPC website.