

Consultation on updated *Osteopathic Practice Standards*

Proposed Communications and engagement plan: August-end October 2017

Overarching themes/messages through life of consultation

August: Promoting awareness of the consultation, look at the standards site, consider the questions

September: Talk to your colleagues

October: Tell us what you think, last chance, deadline.

Stakeholder	Mechanism	Activity	Timing	Action
All	Introductory video: TW talking head	Launching consultation, encouraging engagement, and indicating mechanisms for submitting feedback.	Filming 10 July. Uploaded to Youtube and standards website in time for launch.	TW/Comms
	Interactive updated standards	Microsite //standards.osteopathy.org.uk	Standards site content development from 26 June. To be completed by 14 July.	Comms
	Design of updated <i>Osteopathic Practice Standards</i>	In-house formatting, including 'OPS consultation logo'	To be completed by 7 July	Comms
	Development & design of consultation doc.	In-house formatting, including 'OPS consultation logo'	To be completed by 7 July	Comms
	Website and social media (Facebook, twitter feeds, linked in)	Social media calendar with messages in line with themes of life of consultation	Regular posts from 2 August	Comms

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Registrants	Email to registrants	Introducing consultation, how to get involved, with link to interactive OPS (http://standards.osteopathy.org.uk)	August 2017	Comms
		'Talk to your colleagues/how are you getting on?'	September 2017	Comms
		'Last change to tell us what you think'	October 2017	Comms
	<i>The osteopath</i> magazine	'Launch of OPS consultation'	Aug/Sept issue (distribution 11 Aug)	SB/Clare
		'Tell us what you think. Deadline.'	Oct/Nov issue (distribution 12 Oct)	SB/Clare
		Update on consultation	Dec/Jan issue (distribution 8 Dec)	SB/Clare
	News ebulletins	Lead story in August-Oct ebulletins	Aug-end Oct 2017	SB/Clare
	Websites	Ongoing news items in line with overarching themes/messages through life of consultation	Aug-Oct 2017	Margot

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Undergraduate/ postgraduate osteopathic education sector BCOM, BSO, COET, ESO, LCOM,LSO, , SIOM, Swansea, MARJON Osteopathic Alliance and individual members, clinical interest groups	Targeted emails to faculty, asking for expressions of interest in GOsC meetings/ presentations	Launching review, inviting feedback 'How are you getting on?' 'Last chance to tell us what you think'	Update contacts by mid- July 1 August 2017 1 September 2017 2 October 2017	Comms
	GOsC/OEI meetings	Use GOsC/OEI meetings to invite feedback		
Osteopathic organisations: Institute of Osteopathy, COEI, National Council for Osteopathic Research, Osteopathic Alliance and members (including Foundation for Paediatric Osteopathy, Molinari Institute of Health, Rollin E Becker Institute, Association of Animal Osteopaths, Sutherland Cranial College, Sutherland Society, Institute of Classical Osteopathy)	Targeted emails, inviting expressions of interest in GOsC presentations/ meetings, e.g. COEI meetings, organisation events	Launching review, inviting feedback 'How are you getting on?' 'Last chance'	August 2017 September 2017 October 2017	SB/Comms
	iO/GOsC bilateral meeting/s	Overview. Inviting comments	To be scheduled	Tim
	GOsC/iO Comms team liaison	Feature in <i>Osteopathy Today</i> and ConnectiOn.	Copy to iO by 31 July for Sep/Oct issue	Comms
	iO convention	GOsC-led session Promotional flyer on OPS consultation and GOsC stand	September development for 20 October 2017	SB Comms

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	iO-led webinar?	To discuss with iO	TBC	Comms	
	Flag consultation at ODG meetings		20 September 2017	Comms	
Osteopathic students	Targeted email inviting OEIs to post information on intranet for students	'OPS consultation: Tell us what you think'	August 2017	SB/Comms	
		'How are you getting on?'/Last chance'	September/October 2017	SB/Comms	
		Presentation to 2 nd year Swansea students	3 October 2017	SB	
	Manus Sinistra website, and other student/alumni sites.	Targeted comms promoting review and inviting feedback.	August-October 2017	SB/Comms	
	Promotional flyer for OEI clinics	'OPS consultation: Tell us what you think'	Development by 31 July 2017	Comms	
Osteopathic community groups: local and clinical interest groups	Meetings/ Presentation	Targeted comms to groups, inviting interest in GOsC presentations	By 7 July	SB/Comms	
	Local groups across UK, including Gibraltar and Isle of Man, Osteopathic Sports Care Association, Headache Management Group, Osteopathic Performing Arts	Confirmed presentations:	Scottish Osteopathic Society conference	2 September 2017	TBC
			Kent and East Sussex CPD group	30 September 2017	TW
		Targeted emails	Launching consultation,	2 August 2017	Comms

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<p>Association, Acupuncture in Osteopathic Practice, Neuro-Osteopathic Special Interest Group</p>	<p>during life of consultation, invite expressions of interest in webinar for local groups leads</p>	<p>encouraging local groups to talk to members, explore collective position.</p> <p>'What has your group been doing?'</p> <p>'Last chance. Tell us what you think'</p>	<p>1 September 2017</p> <p>1 October 2017</p>	
<p>Health and social care regulators (including international competent authorities) GCC, GDC, GMC, GOC, GPhC, HCPC, NMC, PSNI</p> <p>CQC, Healthcare Improvement Scotland, Health Inspectorate Wales, Regulation & Quality Improvement Authority, PSA BAcC, CNHC</p> <p>OIA, FORE, Osteopathic Board of Australia, Australian Osteopathic Association, Osteopathic Council of New Zealand, Council for Professions Complementary to</p>	<p>GCC, GDC, GMC, GOC, GPhC, HCPC, NMC, PSNI Targeted emails</p>	<p>Introducing consultation and website, inviting feedback</p>	<p>August 2017</p>	<p>SB/Comms</p>
	<p>Cross-regulatory engagement activities Targeted emails</p>	<p>Encourage input, seek direct input</p> <p>Introducing consultation and website, inviting feedback</p> <p>'Last chance to tell us what you think'</p>	<p>August-October 2017</p> <p>August 2017</p> <p>October 2017</p>	<p>SB/Comms</p>
	<p>Targeted emails Flyer for OIA conference?</p>	<p>As above As above</p>	<p>August-October 2017</p> <p>8-10 September 2017</p>	<p>Comms Comms</p>

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Medicine, Gibraltar Medical Registration Board, Allied Health Professionals Board of South Africa				
Indemnity insurers	Targeted emails	Launch and 'last chance'	Aug and Oct 2017	Comms
Registration assessors	Targeted email Webinar?	Launch and 'last chance'	Aug and Oct 2017 Sept/Oct	SB/Comms SB/Others?
Legal assessors	Targeted email	Launch and 'last chance'	Aug and Oct 2017	Comms
Private health insurers	Targeted email	Launch and 'last chance'	Aug and Oct 2017	Comms
Patients and public GOsC PPG, Healthwatch (England) network, Community Health Councils (Wales), Scottish Health Councils, Patient and Client Council (N Ireland), Private Patients' Forum, Clinic of Boundary Studies, National Voices	Targeted emails. Encourage patient representative bodies to post to members Focus groups with patients	Introducing consultation and inviting feedback 'Last chance to tell us what you think' Introduce consultation, seek input	2 August 2017 1 October 2017 w/c 11 September 2017 Recruitment from 6 July – target GOsC PPG, plus Healthwatch network to promote, e-bulletin. Promotional flyer for OEI clinics and for Values Seminar – 11 July. Development of focus group resources: by mid August	Comms Comms SB/Comms SB/Comms

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Government departments	Targeted emails to contacts across UK	Introducing review, inviting feedback	August 2017	Comms/TW?
GOsC staff	Briefing for staff	Brief text so can handle inquiries from interested parties, also encourage interest at end of conversation/s	August 2017	SB
	Email signature	'Tells us what you think of the updated <i>Osteopathic Practice Standards</i> with link'	Introduce 1 August 2017	Comms
	Individual discussions with teams	Input from colleagues	August-October 2017	SB
GOsC Governance structure	Council meeting	Approval of consultation draft	18 July 2017	SB
	Targeted email to Council	Confirming launch of review and plans	August 2017	TW?
		Approval of final post consultation standards for publication	31 January 2018	
	Investigating Committee	Session on OPS, seeking views as part of IC training day	3 July 2017	FB
	Policy Advisory Committee	Update on progress of consultation	10 October 2017	SB
Post consultation input		15 March 2018		

