

## Consultation on revised *Osteopathic Practice Standards*

### Draft 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	Message	Timing
<b>Registrants</b>	Email to registrants	Introducing consultation, how to get involved, with link to interactive OPS and web pages.	August 2017
		'Talk to your colleagues/how are you getting on?'	September 2017
		'Last change to tell us what you think'	October 2017
	<i>The osteopath</i> magazine	'Launch of OPS consultation'	Aug/Sept issue (distribution 11 Aug)
		'Tell us what you think. Deadline.'	Oct/Nov issue (distribution 12 Oct)
		Update on review	Dec/Jan issue (distribution 8 Dec)
	News ebulletins	Lead story in August-Oct ebulletins	Aug-end Oct 2017
Websites	Ongoing news items in line with	Aug-Oct 2017	

**Annex C to 3**

	Flyer in renewal of registration packs?	overarching themes/messages through life of consultation  To consider	
<b>Undergraduate/postgraduate osteopathic education sector</b>  BCOM, BSO, COET, ESO, LCOM, Leeds Beckett, LSO, Oxford Brookes, SIOM, Swansea  Osteopathic Alliance and individual members, clinical interest groups	Targeted emails to faculty    GOsC/OEI meeting to explore how best to engage with faculty and students.	Launching review, inviting feedback  'How are you getting on?'  'Last chance to tell us what you think'  Discussion of OPS, inviting comments  GOsC presentations/visits?	August 2017  September 2017  October 2017  19 June 2017
<b>Osteopathic organisations:</b>  Institute of Osteopathy (iO), National Council for Osteopathic Research, Osteopathic Foundation, Other?	Targeted email    iO/GOsC bilateral meeting/s  GOsC/iO Comms team liaison  Consider iO led webinar?	Launching review, inviting feedback  'How are you getting on?'  'Last chance'  Overview. Inviting comments  Feature in Osteopathy Today and ConnectiOn.	August 2017  September 2017  October 2017  TBC  August-October 2017  TBC

### Annex C to 3

	iO convention	Promotional flyer on OPS consultation and GOsC stand	20 October 2017
<b>Osteopathic students</b>	Targeted email inviting OEIs to post information on intranet	'OPS consultation: Tell us what you think'	August 2017
		'How are you getting on?'/Last chance'	September/October 2017
	Manus Sinistra website, and other student/alumni sites.	Targeted comms promoting review and inviting feedback.	August-October 2017
	Promotional flyer for OEI clinics	'OPS consultation: Tell us what you think'	August 2017
<b>Local osteopathic groups</b>	Targeted emails	Launching consultation, encouraging local groups to talk to members, explore collective position.	August 2017
		'What has your group been doing?'	September 2017
		'Last chance. Tell us what you think'	October 2017
		Offer to talk to hold session on OPS for local groups?/TW visits	September-October 2017
	Webinar for local group leads?		September 2017

<p><b>Health and social care regulators (including international competent authorities)</b></p> <p>GCC, GDC, GMC, GOC, GPhC, HCPC, NMC, PSNI</p> <p>CQC, Healthcare Improvement Scotland, Health Inspectorate Wales, Regulation &amp; 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 Medicine, Gibraltar Medical Registration Board, Allied Health Professionals Board of South Africa</p>	<p>Targeted emails</p> <p>Cross-regulatory engagement activities Targeted emails</p> <p>Targeted emails</p> <p>Consider flyer for OIA conference</p>	<p>Introducing consultation and website, inviting feedback</p> <p>'Last chance to tell us what you think'</p> <p>Encourage input</p> <p>Introducing consultation and website, inviting feedback</p> <p>'Last chance to tell us what you think'</p> <p>As above</p> <p>As above</p>	<p>August 2017</p> <p>October 2017</p> <p>August-October 2017</p> <p>August 2017</p> <p>October 2017</p>
<p><b>Indemnity insurers</b></p>	<p>Targeted emails</p>	<p>Launch and 'last chance'</p>	<p>Aug and Oct 2017</p>

### Annex C to 3

<b>Registration assessors</b>	Targeted email  Webinar?	Launch and 'last chance'	Aug and Oct 2017
<b>Legal assessors</b>	Targeted email	Launch and 'last chance'	Aug and Oct 2017
<b>Private health insurers</b>	Targeted email	Launch and 'last chance'	Aug and Oct 2017
<b>Patients and public</b>  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	August 2017  October 2017  September/October 2017
<b>Government departments</b>	Targeted emails to contacts across UK	Introducing review, inviting feedback	August 2017
<b>GOsC staff</b>	Briefing for staff  Email signature	Brief text so can handle inquiries from interested parties, also encourage interest at end of conversation/s  'Tells us what you think of the <i>Osteopathic Practice Standards</i> with link'	August 2017  August-October 2017

### Annex C to 3

	Individual discussions with teams	Input from colleagues	August-October 2017
<b>Governance structure</b>	Targeted email	Confirming launch of review and plans	August 2017
	Policy Advisory Committee	Update	8 June 2017
	Investigating Committee training day	Session on OPS, seeking views	3 July 2017
	Council meeting	Update?	18 July 2017
<b>All</b>	Introductory video: TW talking head	Launching consultation, encouraging engagement, and indicating mechanisms for submitting feedback.	June-July production
	Interactive new draft standards	Microsite <a href="http://standards.osteopathy.org.uk">http://standards.osteopathy.org.uk</a>	As above
	Design of draft new <i>Osteopathic Practice Standards</i>		As above
	Development/design of consultation document		As above
	Website and social media (Facebook, twitter feeds, linked in)	Social media calendar with messages in line with themes of life of consultation	August-October 2017