



Council

Date of Meeting:	3 December 2015
Title of Paper:	Report Back from the Health Practitioner Committee
Appendices:	None
Presented by:	Brenda McDonald, Chair of HP Committee
Is a decision required? Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>	

1. The HP Committee met on 27 August 2015.

HCA Film

2. The first item on the agenda was a discussion about a possible film about HCAs.
3. The Committee liked the idea of bringing in younger people and children to see the different roles performed by HCAs and to show them the career paths open to them without the need to go to university.
4. It was agreed it would be positive for the programme to follow the training path of a number of different HCAs to highlight the different options available to people entering the profession.
5. The Committee underlined how many of these roles involved a lot of technical skill and they felt it was important to convey this message to the public who often perceive HCAs as unregistered and untrained.
6. It would be important for the programme to capture the reality that most HCAs work outside the NHS in the community, Independent Sector and military settings and that the level of training was completely different in each setting.

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7. It was also agreed that it would be interesting to explore as part of the centenary celebrations how the HCA role had evolved and the step change since nurses have had to gain a degree.

Marketing and recruitment workshop

8. We then had a session on marketing and recruitment.
9. It was noted that HCAs generally joined the RCN at the suggestion of a senior colleague or peer. They joined for legal representation and advice but most stayed for the professional and educational support. It was noted that many HCAs did not join the RCN because of a lack of awareness that HCAs could join the RCN. Because of the lack of visibility of the RCN in the workplace HCAs were more likely to join another union.
10. The Committee also heard about the outcomes of a pilot HP awareness campaign using digital channels such as Facebook, trust intranets and google ads. After a month the campaign had recruited 38 new HCA/Aps. The pilot campaign will continue until the end of the year.
11. We were also informed that the RCN was working with an outboard calling agency which will be calling new members in the first year of their membership to reinforce the benefits to RCN members. This campaign started from September 2015 and will run for 12 months.

Congress 2016

12. The Committee discussed how to increase the presence of HPs at Congress. It was noted that in 2015 the number of HPs who attended Congress had been small.
13. It was unanimously agreed that HPs did not want their own programme but preferred to be integrated and in the main hall.
14. The Committee agreed that it needed a stand and a face at Congress and it had been a problem that they had all been in the main hall required to vote.
15. It was agreed to look into running a taster session promoting the 'supporting better care programme' at the same time as Congress 2016 as this might encourage employers to release their staff to take part. Attendance at these events would produce a certificate of attendance and would go towards continuing professional development.
16. It was felt to be important that the Committee work with Forums to get the issues they want discussed on to the Congress agenda and for the

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sessions to be run for nurses and HPs. It was agreed that Brenda McIlmurray would contact the Chair of Forum Chairs to ask for his support in putting together their fringe events with the HP Committee.

17. The Committee also discussed the possibility of conducting mini surveys with employers to gain a better understanding of what would be required for them to release their staff to attend Congress.
18. We also talked about how the Committee could operate better at Congress. It was agreed that more communication was needed between Committee members and the roles of individual members at Congress needed more thought. It was also agreed that more preparation was required ahead of Congress 2016.
19. The Committee requested that a proposal be prepared for Agenda Committee requesting that HPs from outside of the Committee should be able to vote at Congress in future to free up Committee members to attend the stand and be more visible.
20. The next meeting of the HP Committee will take place in December.