

Improving Selection to the Foundation Programme

Appendix K

ISFP Communications Plan

Improving Selection to the Foundation Programme Communications Plan Executive Summary

Introduction

A communications plan for the 'Improving Selection to the Foundation Programme' (ISFP) Project has been produced outlining the key messages, communications mechanisms, resources available and the budget required. The communications plan only relates to the work carried out by the MSC in relation to the ISFP project between January 2010 and July 2011.

Purpose

The purpose of the plan is to define:

- What information needs to be communicated with whom and when
- How the information will be communicated
- Who is to be responsible for which aspects of communication
- What resources will be needed
- How risks and issues relating to communications will be managed

Stakeholders

A number of stakeholders has been identified and grouped into order of importance. Those who have been deemed the most important include: medical students, medical schools, UKFPO, UK Scrutiny Group - Health Departments from the 4 countries, COPMeD, COGPED, UKFPO Rules Group. A full list of stakeholders and how they will be engaged with can be found in the detailed communications plan.

Branding/Website

The website – www.isfp.org.uk - and any other communications will be neutrally branded. Logos for those involved will only be used on relevant documents and presentations. Headed paper and a PowerPoint presentation have been designed to keep consistency and feature the main image from the ISFP website. A generic email address – admin@isfp.org.uk – has also been set up.

Communication Mechanisms

Various communications mechanisms that will be used throughout the project have been identified. These have been divided into 4 main headings; electronic media, events, publications and press. Activities include; ISFP website, Facebook, discussion forum, podcast, e-newsletters, student workshops, meetings with careers advisors, a large stakeholder event, project handbook, key facts document and leaflet and FAQ document.

Improving Selection to the Foundation Programme Communications Plan

Introduction

This document is the communications plan for the 'Improving Selection to the Foundation Programme' (ISFP) project and has been produced by the Medical Schools Council. The communications plan only relates to the work carried out by the MSC in relation to the ISFP project between January 2010 and July 2011 and it assumes that the reader is familiar with the ISFP project.

Purpose

The purpose of the plan is to define:

- What information needs to be communicated with whom and when
- How the information will be communicated
- Who is to be responsible for which aspects of communication
- What resources will be needed
- How risks and issues relating to communications will be managed

Principles

The plan is based on the following general principles:

- Communications must be clear and objective
- Communications should be restricted to topics that fall within the scope of the project
- Communications must be carried out within a set time frame and budget
- The responsibilities for communications must be clear
- Stakeholders should be given the information they need, when the time is right, through the correct networks and in the right way

Communications Objectives

The communications objectives are to:

1. Ensure that stakeholders - particularly medical students - understand the nature of the proposed changes to the FP selection process, and appreciate the rationale for those changes
2. Minimise the impact of misleading publicity or rumour about the project, and ensure that confidence in the current recruitment process is not undermined
3. Motivate sufficient participation in the project (e.g. recruiting volunteers for SJT item writing)
4. Ensure that all those participating in the project understand what they have to do in order to ensure its success
5. Ensure that the ideas or concerns of stakeholders are feedback to the Project Group so that they may be properly taken into account

Key Messages

The key messages that need to be reinforced throughout the communications activity are:

1. The proposed changes are evolution, not revolution
2. The proposed changes will be implemented only if they are proven to work and to be an improvement over the current approach
3. Extensive consultation will be carried out with all stakeholders, including students
4. Evidence showed that interviews along with other selection methods were not the best option
5. The pilots will not affect the outcome of current recruitment rounds in any way
6. The project is working collaboratively with UKFPO
7. SJTs are used successfully for GP short-listing
8. The changes will not affect the percentage of applicants who get their first choice of foundation school - as that depends on the algorithm, not the assessment method

Stakeholders

The stakeholder groups considered by the plan are shown below. These are grouped by importance.

Primary

- Medical students, including the BMA MSC and UKFPO Medical Student Board
- Medical schools
- UKFPO
- UK Scrutiny Group - Health Departments from the 4 countries
- COPMeD
- COGPED
- UKFPO Rules Group

Secondary

- Medical Education England
- NES
- Foundation School Directors, Managers and Deaneries
- Undergraduate Careers Advisors
- SJT Item Writers

Tertiary

- General Medical Council Education team
- Junior Doctors, including the BMA Junior Doctors Committee
- NHS Employers
- Employing Healthcare Organisations
- The Academy of Royal Colleges
- Patients
- Trusts
- SHA Communication Teams
- Educational Supervisors
- International Students

How these groups will be engaged with can be seen in appendix one to four.

Branding/Website

The website and any other communications will be neutrally branded. This will not feature any of logos of the organisations involved but logos may be used on relevant presentations and documents. The ISFP website has been updated to reflect this as it originally had the Medical Schools Council's logo and branding on it and the domain name has been changed to www.isfp.org.uk. A generic email address – admin@isfp.org.uk – is being set up to ensure consistency when sending out information. Headed paper and a PowerPoint presentation have been designed to keep consistency between communications.

Communication Mechanisms

Below is information on general communication mechanisms that could be used throughout the project.

Electronic Media

Website

A website has been created specifically for the project. All information on the project will be available here including briefing documents, information on SJTs and EPM, all final reports, a news page, a discussion forum, a newsletter sign up function and updates for students. The website will be the main communications method for reaching all stakeholders and the website address – www.isfp.org.uk – will be advertised on all communications that are sent out.

Facebook

Facebook continues to be a very popular networking and information site and provides users a platform to share information on topics of interest. An ISFP Facebook group has been set up, to provide 'friends' with regular updates as well as linking them to useful documents and websites for information. As at 19.7.10 there were 925 members. In total, 48 students groups have been contacting asking them to send information out to members.

Discussion Forum

An anonymous discussion forum has been set up on the ISFP website to allow people to post their views on the project. All comments will be communicated to the Project Group and included as part of a stakeholder feedback summary. Awareness of the discussion forum will be raised via letters to students, Facebook posts, Medical Schools Council website, press coverage in the Student BMA News and the Student BMJ and via the BMA Medical Students Committee (BMA MSC) and UKFPO Medical Students Board. Other blogs and discussion pages will be monitored to see what people are saying about the proposed options. This will help to ensure that any information sent out addresses the issues that the different stakeholders are concerned with.

RSS Feeds

RSS feeds will be added to specific pages on the ISFP and Medical Schools Council websites to allow those interested to receive notification when new information is posted. The RSS facility will be highlighted in correspondence to encourage people to sign up.

Podcast

In addition to the FAQ document it would be beneficial to have a student interviewing the Paul O'Neill, ISFP Chair, which would address the common questions and dispel up any rumours that may be circulating for example, that the new system will be implemented this year. It would be most appropriate to feature Nick Deakin, Chair of the BMA MSC and member of the ISFP Project Group. This would not involve the student having to confirm his/her support for the project but merely to highlight the main points. This would provide an added interactive dimension to the communications of the project and would be available in video podcast format via the website and publicised via Facebook. This will be available for the 2010/2011 academic year.

E-newsletters

Short and concise e-newsletters/bulletins will be sent to all stakeholders when there is a need to communicate. An option to sign up for newsletters will be available on the ISFP website. If a large number of people sign up for these, an organisation called iContact will send out the newsletter on your behalf to reduce the risk of blocking the server. If it is decided that this is the best way ahead iContact charge £70 per month to do this. Information on how to sign up will be added at the bottom of all correspondence. The newsletters/bulletins will hopefully reassure stakeholders that each stage is being carefully looked at and analysed, thus providing them with faith in the proposed system.

Medical School Newsletters and Intranet

The communications teams at each medical school will be contacted with a summary document to post on the intranet and in newsletters to help raise awareness of the project with the wider medical school network. It is hoped that an update will be posted once every term. The contacts for the newsletters and intranet will be added to the e-bulletin contacts list to ensure they get up to date information for students.

Events

Student events

During the project it will be important to provide students with information updates and ask them for their views. There are a number of different ways in which this can be done, including:

Workshops: Student workshops and meetings will provide an opportunity to discuss the project in more detail and talk to student representatives about concerns with the project. It is proposed that student workshops are carried out at each pilot medical school in the first instance. This will help to raise awareness of the pilots, encourage students to take part and gather feedback on the proposed system. Workshops may then be held at the remaining schools during 2011 once the pilots have been carried.

Student meetings: Meetings held by other organisations will provide opportunities to liaise with students. The UKFPO Medical Students Board will provide access to a number of medical school representatives and so some of the costs incurred by the UKFPO for running the meeting will be covered by the ISFP in exchange for a section of the day being dedicated to the project. The BMA MSC will also provide an opportunity to liaise with students and close liaison with the BMA MSC Secretariat will provide a good opportunity for joint initiatives.

Careers Advisors

In addition to the possibility of attending careers fairs it may be useful to meet with all careers advisors from each of the medical schools. The National Education Advisors Forum (NEAF) meets throughout the year. It may be useful to attend the meeting and inform them of the changes that are happening so that they can correctly relate information back to their students. A presentation will be produced for careers advisors for them to give to students when necessary.

Large stakeholder event

A large stakeholder event focusing on the outcomes of the pilots and the next steps and involving a large number of stakeholders will be held in the first week of June 2011 - i.e. after the pilots and before submitting the final report- and will focus on a number of different areas including; demonstrating that the evidence and work was done correctly; encouraging people to be more enthusiastic about the project, to announce the new governance arrangements and to critique the final report in terms of usability. A range of technology used to engage attendees, for example; voting buttons and group notepads to record discussions in seminars, could be used to add an interactive nature to the event. Presenters will include various members of the Project Group, someone from the Project Board – most likely Pat Hamilton, and the UKFPO.

Publications

FAQ document

To provide clarification on the project and to answer common/likely questions an FAQ document will be produced and will be available on the ISFP website. This will also be sent to members of the Facebook group and to stakeholders when necessary.

Project Handbook

A 4-page A5 'Project Handbook' outlining the main facts of the project will be produced and sent round to careers advisors to hand to their students. The information for this will be taken from the FAQ document and will also be available on the ISFP website. This will be developed and designed in-house using InDesign software to reduce costs.

Leaflets

A5 leaflets with the ISFP website address and some key facts will be printed and sent out with the Student BMA News and Student BMJ News in June 2010. This will reach 20,000 students. This information will also be available via the ISFP website.

'Key Facts' document for students

A one page A4 document outlining five key facts about the project will be produced and sent round to all medical students via the Dean or Head of the school. This will help the clear up any rumours that may be circulating about the implementation date of any new system. This will also be available on the ISFP website and will be sent round to Facebook members, the BMA MSC and the UKFPO to circulate.

Briefing documents

Briefing documents which highlight all relevant information will be sent out to stakeholders and will be posted on the ISFP website. A PowerPoint presentation which summarises the main points will also be produced. As the project progresses a number of briefing documents may need to be produced, for

example; information on the outcomes of the pilots or information for schools participating in the pilots outlining what they need to provide.

Press

No formal press engagement will take place until there is a significant update to highlight. It is likely that there will be minimal press interest until the pilots have been analysed and a decision is made on whether to implement SJTs and EPMs. However, it will be useful to keep a number of relevant publications informed of the progress including; Student BMA News, Student BMJ, BMJ Careers, NHS Employers Weekly Bulletin, Healthcare Workforce Bulletin and SHA communications teams. It may also be useful to invite them to any significant workshops or meetings.

Feedback

A large part of the communications strategy will involve talking to key stakeholders and asking for their feedback on the proposed process and it is extremely important that these views are taken into account. If we are not seen to be listening to these views this could have a negative impact on the project. Feedback will be gathered in a variety of ways; at meetings, via Facebook and the website discussion forum, through workshops at medical schools, etc, and these will need to be fed back to the Project Group for consideration. To ensure this is done in a consistent manner, all feedback will be consolidated and included as an update paper as part of the communications update, at Project Group meetings. If any comments are fed back that are particularly concerning, these comments will be sent to all members for information. A communications distribution list will be set up and will include a named contact at each of the Project Group member's organisation. This will ensure that there are clear communication streams and will allow any feedback from their organisations to be fed back to the Project Group. Relevant external websites and blogs will also be monitored for feedback and any comments will also be fed back to the Project Group.

Resources

In terms of staff time, there will only be one member of staff implementing the communications plan. Therefore, communications will be concise and only sent out when necessary. Activities will try to reach as many people as possible and have been designed with this in mind. The support of the Project Group will be essential and it will be important to utilise any existing networks when sending out any communications.

It may be useful to set up a Communications contacts list to ensure that key messages are reaching the intended audience and for some additional expert advice and input and to ensure the key messages are reaching the intended audiences.

Budget

Costs have been identified for the various communication mechanisms outlined above, which will be tightly monitored to ensure there is no overspend. Separate funding has been allocated to cover staff time and so where activities only require take staff time they will be costed at £0. As at 19.7.10 these are estimated costs based on quotes and previous events and include VAT.

Activity	Estimated cost (inc VAT)
Electronic Media	
Website	
Re-branding website, new email address and IT support	3876.77
Google analytics	0
Discussion Forum	0
RSS Feeds	0
Facebook Profile	0
Podcast	
Filming, editing, script writing	3837.5
Room hire	200
Travel expenses	600
e-Newsletters	
BMN to set up sign up page	528.75
iContact	910
Medical School Newsletters/intranet	0
Events	
Student events	
Workshops at each medical school (x31) including expenses and room hire	20000
Careers advisors	
Meeting with NEAF	35
Large stakeholder event	17500
Publications	
FAQ	0
Handbook	4610
Leaflets	2047.25
Key facts document	0
Briefing document	0
Press	

Press updates	0
Other	
Software	
Buying software and training for InDesign and Photoshop to design leaflets, handbook etc	1886.85
Miscellaneous / contingency e.g. Extra events, travel, press event, medical staff group	15,000
Total	71032.12

Risk Management

The communication risks will be included in the risk register and managed along with the rest of the project activities. Records of all conversations, comments, quotes and stakeholder feedback will be kept to ensure there are accurate accounts for all correspondence. The Project Manager will help to ensure all activities are within budget and reports on the progress of the communications activities will be submitted regularly. The UKFPO will also be involved throughout the project to ensure this can be easily handed over to them without any confusion.

Measuring Success

The success of the communications strategy will be measured throughout the project. This will be done in a number of ways including; measuring website hits, monitoring the comments via Facebook and the discussion forum, monitoring the number of recipients of the newsletter and subsequent hits to the website, monitoring blogs every month to look at the positivity of comments and carrying out a survey with students at workshops to understand what messages are reaching them and how they feel about the project. Communications with the other stakeholders will be fed through the Project Group and any existing and new communication networks.

Appendix one

Key stakeholders

There are a vast range of stakeholders that need to be kept informed on the progress of the project. In order to optimise use of the Improving Selection to the Foundation Programme Project Group's limited resources key audiences have been identified.

Stakeholder	Current understanding	Desired understanding/behaviour	Mechanism
Medical students	Variable – some students have received information sent out whilst others have not. Better communication links need to be developed to help reduce this variation There is an issue that they are likely not to have understood, or bought into, the rationale for SJT/EPM and will want interviews, CVs, etc. It is important that we break down these perceptions	Detailed understanding of the project and the outcomes of the pilots leading to trust and support of the system	Website Joint letters with UKFPO Online discussion forum Podcast Newsletters FAQs Facebook Events Medical school intranet Medical student press
BMA Medical Students Committee	High. Nick Deakin is a member of the Project Group and the Secretariat is involved in the project as well	High – the BMA MSC will be a key organisation in helping disseminate information to students about the project, dispelling an rumours and holding joint meetings/workshops	Project Group meetings Secretariat meetings about the communications plan Email updates Briefing documents Workshops/meetings Newsletters
Medical schools	High – all medical school deans are aware of the project and are kept informed and up-to-date via the Medical Schools Council. Medical school deans need to ensure this information is being cascaded to all medical school staff	Detailed understanding and agreement that this is the best way forward as all medical schools will need to implement and manage the new system Medical Schools will need to agree an EPM standard and understand how to produce EPMS to that standard	Medical Schools Council meetings Meetings with medical school staff Newsletters Briefing documents on SJT and EPM Medical school intranet Pilots

Stakeholder	Current understanding	Desired understanding/behaviour	Mechanism
		The medical schools involved in the pilots need to know exactly what they need to do in order to make the pilots a success	
UKFPO	High – Professor Derek Gallen is a member of the Project Group and is involved in the decision making. The UKFPO will also be taking forward the second stage of the project and has been working with the project manager on what needs to be done	Detailed understanding and supportive of the options. The UKFPO will be implementing and running the new system and so it is imperative that they support any decisions made and are happy with the final outcomes	Project Group meetings Liaison with Project Manager Regular meetings with the Medical Schools Council/Professor Weetman Newsletters UKFPO Rules Group
UKFPO Rules Group	High – regular updates are given at the meetings	Full support and understanding of the project and its aims and objectives. This group will be important during the piloting and implementation stage	Regular update at their meetings Emails Newsletters Briefing documents/reports
GMC Education team	Medium – Martin Hart from the education team attends Project Group meetings and feeds back to the rest of the team	To be supportive of the new system and understand the reasons for implementation and benefits over a national exam	Project Group meetings Newsletters Briefing documents
Health departments, including MEE and NES	High – they have funded the project and are represented on the Project Group and Project Board and so it has to meet DH requirements	To fully support and understand the proposed system and agree that the changes being made are suitable and cost effective	Regular reports Project Group meetings Project Board meetings
Junior Doctors	Unknown	To understand the project and to be supportive in helping ensure the test reflects what a junior doctor is expected to do. It is important to liaise with this group as they are currently doing the different activities that SJs will be assessing medical students	QA activities - job specification and item writing

Stakeholder	Current understanding	Desired understanding/behaviour	Mechanism
		on The experts undertaking the job analysis will be working closely with a small number of FY1s and so their support is needed to make sure the analysis truly reflects what junior doctors have to do	
BMA Junior Doctors Committee	Have knowledge through communications with the BMA MSC	Basic understanding is needed by the group but as they will not be directly affected by any changes this is more in an information capacity. If the committee did want any information this could be fed through the BMA MSC	Communications with the BMA MSC Email updates if the committee express an interest in hearing more about the project
Foundation School Directors and Managers	High – they have been informed on the process through meetings and emails. They are also helping with the SJT item writing	To support and understand the new system as they will be employing those students who have gone through the system	UKFPO Rules Group FSD and FSM meetings Newsletters SJT item writing and workshops Briefing documents FAQs
Employing Healthcare Organisations, including NHS Employers	Unsure – Ashley Fraser represents NHS Employers on the Project Group and Terry McMurray for NIMDTA, but it is unclear how much the different employing healthcare organisations know at this stage	High level of support and understanding Some of them will play an important role in the job analysis and need to be supportive of this work	Meetings with organisations Briefing documents Newsletters
Undergraduate Careers Advisors	Unknown	It is important this group fully understands what the new system involves and students will be coming to them for advice	Careers fairs Leaflets Emails via the medical school secretaries network and careers contacts on UKFPO website
COPMeD	Professor Derek Gallen represents COPMeD on the Project Group and feeds back to the council	Full support is needed from this group	Project Group Newsletters Briefing documents
COGPED	Unknown	Need to know the project is	Emails

Stakeholder	Current understanding	Desired understanding/behaviour	Mechanism
		underway and how it is progressing. SJTs are already used in GP selection so it would be useful to be able to share findings	Newsletters Briefing documents Meetings
The Academy of Medical Royal Colleges	Sir Neil Douglas is on the Project Group so there is understanding of the project. They also use SJT for entry into speciality training so understand the concept	Would be useful to share information and so understanding of the project and the reasons it is being carried out would be beneficial in developing a relationship	Project Group (via Sir Neil Douglas) Newsletters Briefing documents
Trusts	Unknown	Understanding of the project and the work that will be carried out in the different Trusts. Need them to give permission to carry out work	Liaise through communications with NHS Employers AUKUH Liaise with Medical Directors
SHA Communication Teams	Unknown	General knowledge of the project would be advantageous. The SHA communication teams could have established networks to share information with staff and patients	
SJT Item Writers	Unknown	High. This group will be writing the SJT items and so will need to understand why the project is being done and the different elements within this, for example the job analysis. Detailed understanding of the project may have an impact on the quality of the items	SJT Item Workshops Emails via Medical Schools Secretaries and Deans Email updates Newsletter for writers Emails regarding QA process
Patients	Low	To understand that this will not undermine patient safety and is about selecting the best doctors to the Foundation Programme. Would like this group to help with the job analysis	Academy of Royal Colleges Patient Liaison Group and the National Association for Patient Participation Involving patients in the job shadowing at Trusts
International applicants	Low	Need to understand the process they will need to	Trinity Dublin to pilot SJT and EPM and provide feedback -

Stakeholder	Current understanding	Desired understanding/behaviour	Mechanism
		follow when applying to the Foundation Programme	liaise with them via emails and meetings Information on the UKFPO website – but only when necessary as this is likely to cause confusion if the information is provided when not relevant Liaise with AMEE to inform of changes
SJT Item Writers	Unknown	High	Mainly through email. This includes emails about future item writing workshops and also the QA process for items. All previous item writers will be invited back to additional workshops and new ones will be contacted through existing networks

Appendix three

Stakeholder meetings

The table below outlines some of the stakeholder meetings which may require a project update.

Meeting	Dates
Project Group meetings	24 March 2010
	23 April 2010
	25 June 2010
	15 July 2010
SJT Call Updates / Checkpoints	09 March 2010
	23 March 2010
	07 April 2010
	21 April 2010
Medical Schools Council - Executive	12 March 2010
	23 April 2010
	25 June 2010
	10 September 2010
	22 October 2010
Medical Schools Council - Council	13 & 14 May 2010
	01 October 2010
	24 - 26 November 2010
Foundation School Directors	15 April 2010
	16 June 2010
	15 September 2010
	18 November 2010
Foundation School Managers	25 February 2010
	05 May 2010
	30 June 2010
	01 September 2010
	13 October 2010
UKFPO Medical Students Board	11 March 2010
	17 September 2010
UKFPO Rules Group	08 April 2010
	13 May 2010
	17 June 2010

	22 July 2010
	16 September 2010
	21 October 2010
	25 November 2010
	16 December 2010
MEE	24 April 2010
	02 June 2010
	14 July 2010
	01 September 2010
	13 October 2010
	24 November 2010
BMA MSC	17 March 2010
	08 April 2010
	9 & 10 April
	27 April 2010
	30 May 2010
	05 June 2010
	25 June 2010
	15 July 2010
Medical Workforce Forum	19 May 2010
	18 August 2010
	10 November 2010
NACT UK	22 June 2010
	13 October 2010
GMC Undergraduate Board	19 July 2010
	14 October 2010
GMC Postgraduate Board	17 June 2010
	28 September 2010
UK Scrutiny Group	02 June 2010
	29 September 2010
	17 November 2010
Medical Programme Board	02 June 2010
	14 July 2010
	01 September 2010
	13-Oct
	24-Nov

Appendix four

Key milestones

The key milestones table outlines the most important activities and the communication mechanisms used to raise awareness of these. A more detailed timeline is available in appendix three.

Key milestone/activity	Date	What information needs communicating	Communication mechanisms
Launch			
General information on the project	March/April 2010	What is being piloted Who is involved Impact for stakeholders Information on pilots When the system will be implemented if proven successful	<ul style="list-style-type: none"> - Website - Facebook - Letter to students - Podcast with Nick Deakin interviewing Paul O'Neill - FAQ document - Newsletter - Meetings – UKFPO & BMA MSC - Information on medical school intranets/ in newsletters - Printed business cards/leaflets possibly included in the Student BMA News
Pilots			
Micro pilots	March/April 2010	Which medical schools are involved When they are What the pilots will involve Outcomes/next steps	<ul style="list-style-type: none"> - Website; including information on who involved, the outcomes and a student's experience of the pilot - Facebook - Newsletter - Updates at meetings including BMA MSC and Medical Schools Council
Mini pilots	Autumn 2010	Which medical schools are involved When they will be held Who to contact if any questions Why students should get involved Format of the pilots Outcomes/next steps	<ul style="list-style-type: none"> - Website; including information on the process, the outcomes and the way forward - Facebook - Letter to students outlining what - Briefing packs to schools involved - Newsletter - Press – BMA Student News and Student BMJ - Intranet update for schools

			<p>involved in pilots</p> <ul style="list-style-type: none"> - Workshops at medical schools in partnership the BMA at the beginning of term - Possible presence at a careers fair - UKFPO MSB and BMA MSC meetings
Large pilot	Spring 2011	<p>Which medical schools are involved</p> <p>When they will be held</p> <p>Who to contact if any questions</p> <p>Why students should get involved</p> <p>Format of the pilots</p> <p>Outcomes/next steps</p>	<ul style="list-style-type: none"> - Website: including who is involved, the outcomes and what will be recommended - Facebook - Letters to students - Briefing packs to schools involved - Newsletter - Press – BMA Student News/BMJ - Workshops - Intranet and newsletter updates - UKFPO MSB and BMA MSC meetings - Outcomes – decisions made: what is happening with next stage - Large stakeholder event outlining the results from the pilots and what will be recommended in the final report
Job analysis			
Published job analysis	July 2010	Final version of the job analysis and how work was carried out	<p>Website update</p> <p>Highlight at any relevant meetings e.g. Foundation School Directors and UKFPO Rules Group</p>
Item writing workshops			
Completion and outcomes of workshops e.g. question styles, number of questions produced etc	May 2010 and Autumn 2010	<p>That the item writing workshops have finished for that particular session.</p> <p>Include information on how successful the item writing sessions were, what was involved, who was involved, how many items were written the style of the questions</p>	<p>Website</p> <p>Include update in the next newsletter</p>
Outcomes from workshops e.g.	May 2010 and	How successful the item writing sessions were, what	

question styles, number of questions produced etc	Autumn 2010	was involved, who was involved, how many items were written and the style of the questions	
Number of questions written	When milestone reached	Information on how many questions have been written	Update on website
Final report			
Pre-announcement	June 2011	The pre-announcement and key information that will be included in the final report	Website Newsletter At stakeholder event Facebook
Final report	July 2011	Final report outcomes and recommendations	Website Newsletter At stakeholder event Facebook Stakeholder meetings Press event – conference?

Appendix five

Timelines

The timelines have been produced in conjunction with the key milestones and show when the different communication activities will take place (by calendar year). A detailed timeline outlining specific deadlines and those involved

2010

March	April	May	June	July	August	September	October	November	December
Website amendments including new web address and information updates	Sort out generic admin@isfp.org.uk email address	Publicise podcast – BMA TV, UKFPO and BMA MSC e-bulletins, newsletters, Facebook and website	Liaise with patient groups – send them information on the project	DEPENDING ON WHEN ANNOUNCED - COULD BE AUGUST: Update website to confirm which schools are involved in the pilots	Contact communication teams at the medical schools involved in the pilots to get the information on the internet and in the first newsletter of the term	Provide update for UKFPO MSB on 17 September to help gage feedback and opinions from the group	Workshops at medical schools to provide an update to students on the project in conjunction with BMA MSC to help gage feedback and opinions from the group (this could possibly include non-BMA students on this occasion). COULD BE SEPT – date	Update website to include the outcomes of the pilots, next steps, what was involved, what did work and what didn't work.	Send project update to COGPED
Set up Facebook group	Produce a podcast between Paul O'Neill and Nick Deakin in collaboration with the BMA MSC	Newsletter update focusing on micro pilots, podcast, Facebook page and discussion forum, next stages and information on the item writing	Contact Careers Advisors at each Medical School with information, including leaflets, ready for the 2010/2011 term	Student press update?	Hold workshops with schools about the pilots to ensure everyone understands what needs to	Newsletter launching pilots and welcoming students to the new term		Student press update on the pilots?	Update Trusts via NHS Employers and AUKUH
Update at UKFPO MSB	Email students for feedback on the micro-pilots and ask them to write something on their experiences for the website			Send briefing packs to schools involved in pilots including		Contact SHA Communications teams with information on the project			
Update at FSD and FSM meetings			Send project update to						

	<p>Contact different stakeholders to get link to the ISFP website on their websites</p> <p>Produce FAQ document and send to Project Group, UKFPO and BMA MSC for feedback and then disseminate to staff and students and put on websites</p> <p>Produce business cards, leaflets and posters and enquire about including them in BMA Student News and Student BMJ. Send to medical schools.</p> <p>Contact school communication teams about getting information on their intranet and in newsletters</p>	<p>workshop and to help gage feedback and opinions from group</p> <p>Post summary information on micro-pilots and student feedback on website (link in newsletter)</p> <p>Website update on next stage of pilots and when they will happen</p> <p>Letter to students after micro-pilots with update – if necessary</p>	<p>COGPED</p> <p>Liaise with Trusts via NHS Employers and AUKUH</p>	<p>information on what they will need to do, FAQs, resources needed, etc.</p> <p>Update Facebook on which schools will be taking part in pilots and help gage feedback and opinions from people about the pilots</p> <p>Post the outcomes of the job analysis and updates from the item writing workshops on the website</p>	<p>be done</p>		<p>tbc</p> <p>Attend careers fair?</p>		
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2011

January	February	March	April	May	June	July
Book date and find venue for large stakeholder event in June (check against dates of finals etc as need student representation)	Publicise large scale pilot (possibly in Jan or March – tbc) via intranets and newsletters of those involved in pilots and briefing pack Newsletter focusing on announcement of large pilot Update website and Facebook Publicise event in June – save the date email, including invitations to speakers	Update for the UKFPO MSB to help gage feedback and opinions from the group Workshops with students (similar to ones in Autumn 2010) to provide an update on the project	Large scale pilot Survey of those involved in the pilot?	Newsletter – focusing on the outcomes of the pilots and the last stage of the project	Large stakeholder event in the first week of June. What the pilots concluded, summary of work throughout the project, feedback and comments, final recommendations Use technology e.g. voting buttons/notepads Speakers could include Pat Hamilton, Paul O'Neill, UKFPO on taking the project forward Pre-announcement of final report?	Submit final report Press engagement – this could also be done once the report has been approved Update website Letter to students outlining the next stages of the project and handing it over to the UKFPO Update Facebook Newsletter focusing on key issues

Additional activities

Some information/activities that will be carried out in addition to the activities outlined above are shown below:

Information on communication activities for EPM will be added once more information is provided.

Facebook will be updated when necessary but it may be beneficial to provide a small update on the group page so that it is active and encourages people to join.

Updates will be sent via UKFPO and BMA MSC e-bulletins when required.

If information needs to be communicated which is not mentioned above this will be done via newsletters, letters to students and updates via the website.

As a general rule the newsletters will be sent quarterly.

Updates will be provided, when required, to/at the meetings of the various stakeholders – as outlined in appendix three.

An international pilot will be held at Trinity College Dublin. Liaison with the international students will happen once pilot dates are confirmed and when more information is available. This will be updated on the website. The UKFPO will post a link and information on its website when the time is correct, so as not to confuse international applicants on the process.

Liaison with those groups who are not involved in the process but will benefit from an update will be carried out during those months where there are less key activities being carried out.

All feedback and comments received via the communications mechanisms will be fed back to the Project Group at the regular meetings.