

Scottish Pharmacy Board 6 May 2009

PUBLIC BUSINESS

Communications Working Group

Purpose

To update the Board on the main issues considered by the Communications Working Group.

Strategic objective domain

- Provide strategic leadership and support for pharmacy practice in Scotland.

Action required

The Scottish Pharmacy Board is asked to agree:

- Scottish Media Campaign 2009 (Appendix 1)

and note:

- Scottish Pharmacy Board roadshows
- Scottish Pharmacy Board Parliamentary Exhibition and Reception
- contact with MSPs (Appendix 2)
- Branch Virtual Network update

1. Background

The Communications Working Group (CWG) last met at on the Tuesday 14 April 2009.

2. Risk Implications

The risk of failing to fulfil the commitments in the Communications Strategy and Plan is that the Board fails to deliver its remit.

3. Resource Implications

The activities included in the Communications Strategy and Plan have been included in the proposed budget for 2009.

Lyndon Braddick

Secretary to the Board