

Appendix 2. Public and Patient survey 2019 Communications & Engagement Plan

2018/19 Public & Patient Survey

Project:	2018/19 Patients & Public Survey
Communications team lead:	Tom Chappell
Priority status:	Medium
Project folder:	..\2018 19 Patients and Public Survey
Updated:	19 November 2019

1. Background

Since 2011, the GDC has undertaken six Patient and Public Surveys with the aim of gaining a valuable insight into views relating to public confidence in dental practice and regulation in the UK. The 2018/19 Public and Patient Survey marks the seventh iteration. In addition to many of the questions that have been posed in previous years, several additions have been made with the aim of furthering our understanding in some key contemporary areas.

2. Objectives

- In line with the 2016-19 GDC Evidence Strategy, to communicate and disseminate the research findings to the widest possible internal and external audiences, to build knowledge, enhance transparency and to improve understanding of regulation of dentistry in the UK.
- To contextualise the findings and answer the 'so what?' question – i.e. how will the GDC/could others use the findings of the Survey in their work?
- To position the GDC both internally and externally as an increasingly evidence-based and insight-driven organisation.

3. Audiences

Audience(s):	<ul style="list-style-type: none"> • Dental professionals • Wider GDC stakeholder organisations • Patients and patient groups • Internal – staff, Council, associates
Think:	The GDC is evidence-based and proactive in trying to understand the views of patients/public in relation to dental practice and regulation.
Feel:	More confident in their understanding of patient/public views on issues relating to dental practice and regulation.
Do:	Where relevant, consider the findings in the context of their work/practice.

4. Internal stakeholders

Communications & Engagement stakeholders (responsible for planning and executing communications and engagement activity)

Accountable:	Colin MacKenzie
Responsible:	Tom Chappell
Consult:	Guy Rubin, Kristen Bottrell, David Teeman
Inform:	Strategy Directorate, CAIT
Sign off:	Colin MacKenzie

5. Key messages

5.1 The GDC is committed to using evidence and insight to guide all of its work and the findings of this research will be applied wherever relevant. The findings from all of our research are published in the interests of transparency and to enable others to benefit from any insights gained.

5.2 Three key research findings

5.3.1 Regulatory Focus

- When asked about where the GDC should focus its attention, a greater proportion opted towards prevention rather than taking action once something had gone wrong. Nearly two-thirds (65%) think focus should be balanced whilst 22% said it should focus on prevention. Just 7% think the GDC's focus should be on taking action in instances of serious complaints.
- One participant said "If you're having to take action, it's already gone too far ... If you can prevent it from happening, then that's the best outcome for everybody."

5.3.2 Confidence in how dental professionals are regulated

- Seven out of ten people (73%) think the GDC was effectively regulating dental professionals. Of those who were not confident, almost half said this was because they didn't know dentists were regulated or because they'd had a bad personal experience of dental care.
- The number of people from Black, Asian and minority ethnic backgrounds confident that the GDC is regulating effectively, was significantly less than that for their counterparts (more than 10% fewer).

5.3.3 Patient or Consumer

- Although responses to the question were mixed, nearly two fifths (39%) either strongly agree or tend to agree that they expect more from dentists than other healthcare professionals because they pay for treatment.

5.4 For internal communications and project-based external communications

5.4.1 Giving Feedback (for internal audiences and external opportunities to promote profession wide complaints handling initiative)

- More than 7 in 10 said they were likely to provide feedback in both positive or negative scenarios. Of those who said they were unlikely, the three top reasons for this were they didn't think anything would be done with the feedback (30%), they did not know how to feedback (24%) and just under a fifth said they would feel embarrassed (17%)

- 5.4.2 **Professionalism** (for internal audiences and for external opportunities on promoting professionalism work, at appropriate time)
- With almost half (47%) of research participants saying they associate knowledge and expertise with 'being a professional, it is the most important factor. Communication skills are also seen to be important, and in particular to healthcare professions, given the vulnerability of some patients.
 - The evidence about the ethical underpinnings of professionalism was mixed. Although honesty was only identified by 13% of participants as key characteristic, the qualitative research found that putting patients ahead of profit and being trusted to do so were key to participants' definitions of dental professionalism.

6 Key Dates

- **03.09.2019:** SLT Board
- **12.09.2019:** PRB
- **05.12.2019:** Council sign off
- **12/12/2019:** Publication

7 Communications schedule

Discipline & Channel	Audience	Activity Owner	Activate Date	Activity objective
Stakeholder Engagement				
GDC Newsletter	<ul style="list-style-type: none"> • Dental professionals • Stakeholder organisations 	LB	First newsletter after publication date	To share key research findings as widely as possible amongst dental professionals and stakeholder organisations
Develop powerpoint slides/talking points for face to face opportunities	<ul style="list-style-type: none"> • Dental professionals • Stakeholder organisations • Patients and patient groups 	LB/GR (TBC)	12/12/2019 (or ASAP afterwards)	To share key research findings as widely as possible through face to face opportunities
Identify key face to face opportunities to publicise/ share results	<ul style="list-style-type: none"> • Dental professionals • Wider GDC stakeholder organisations • Patients and patient groups 	LB	To be added as appropriate	To share key research findings as widely as possible through face to face opportunities
Media				
General press release	<ul style="list-style-type: none"> • Dental professionals • Wider GDC stakeholder organisations 	TC	12/12/2019	To utilise trade media as a platform through which to share key research findings as widely as possible

	<ul style="list-style-type: none"> • Patients and patient groups 			
Digital				
Research webpage updates	<ul style="list-style-type: none"> • Dental professionals • Wider GDC stakeholder organisations • Patients and patient groups • Staff • Council • Associates 	MN/CC	12/12/2019	To share key research findings as widely as possible
Social media posts	<ul style="list-style-type: none"> • Dental professionals • Wider GDC stakeholder organisations • Patients and patient groups 	MN/CC	12/12/2019 and continuing as relevant – utilising individual infographics	To share key research findings as widely as possible
Web news item (adapted from press release)	<ul style="list-style-type: none"> • Dental professionals • Wider GDC stakeholder organisations • Patients and patient groups • Staff • Council • Associates 	TC	12/12/2019	To share key research findings as widely as possible
GDC blog	<ul style="list-style-type: none"> • Dental professionals • Wider GDC stakeholder organisations • Patients and patient groups 	TC/GR/DT	12/12/2019 or shortly after publication date	To offer a further opportunity to direct attention to the research/reach wider audience
Ipsos Mori Blog: TBC dependant on Ipsos Mori and what they might want to say (if anything)	<ul style="list-style-type: none"> • Dental professionals • Wider GDC stakeholder organisations • Patients and patient groups 	TC/Ipsos	January - TBC	To offer a further opportunity to direct attention to the research/

Internal				
Intranet story	<ul style="list-style-type: none"> • Staff • Associates 	HA/KP	12/12/2019	To share key research findings with colleagues
Council Newsletter	<ul style="list-style-type: none"> • Council 	HA/KP	First newsletter post publication date	To share key research findings with Council
Associates Newsletter	<ul style="list-style-type: none"> • Associates 	HA/KP	First newsletter post publication	To share key research findings with associates
Research publication added to refreshed Research intranet page	<ul style="list-style-type: none"> • Internal – staff, Council, associates 	HA/KP	12/12/2019	To share key research findings with internal audiences
Coproduction for new survey	<ul style="list-style-type: none"> • Internal – staff, Council, associates • Ipsos Mori 	GR	In preparation	Coproduction survey content event/workshop

8 Content/assets/spokespeople Needs

- Report PDF (published online)
- Infographics
- Press release/adapted news story
- GDC blog post
- Ipsos Mori guest blog post (TBC)
- GDC newsletter copy
- Council newsletter copy
- Associates newsletter copy

9 Evaluation

- Number of pieces of media coverage gained
- Successful placement of key messaging featured in coverage
- Web traffic to the research and news pages
- Social media engagement
- Click-through rates from GDC newsletter