



APCP Media and Information Committee 2015-2020 Plan

Objectives & Strategies

Continuing professional development and education	Support the development and use of evidence to establish physiotherapy as key to health well being and quality of life	Develop both physiotherapy's influence and CSP / APCP's influence and profile, paediatric specific	Increase member engagement in APCP/CSP	Ensure sustained financial viability
<ul style="list-style-type: none">• Supporting members with education and providing resources for carers and families (5 years)• Source and write 3 publications within the next 3 years post survey dissemination (3 years)	<ul style="list-style-type: none">• Ensuring publications are evidence based and up to date with current research and practise (5 years)• To ensure each publication is reviewed every 3 years for new evidence and research (3 years)	<ul style="list-style-type: none">• Ensure information meets needs of client groups - survey members as to what information they require (4 months)• Ensure that people searching the web will find APCP information by optimising website (2 years)• CP HIPS - liaise ND Group to update this publication (2 years plans)	<ul style="list-style-type: none">• Encourage social media elements such as website, facebook and twitter and increase knowledge of these existing resources (1 year)• When surveying for new publications raise awareness of existing and on going review of documentation (6 months)• Frequent bulletins to members through different resources to attract increased interest to social media elements (1 year)• Optimise function of external search engines for website (1 year)• Investigate selling APCP baby slings and sweatshirts to raise awareness of APCP with logo and website (5 years)	<ul style="list-style-type: none">• Continue to charge non members for APCP publications (5 years)• Maximise media opportunities to attract new members and increase members numbers (5 years)• Introduce publications for trusts using logos if indicated with survey (3 years)