

Preparing for regulation - overview of communications and engagement approach

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Overview of our comms and engagement approach

- Starting this month, we'll deliver strategic and operational communications and engagement through two main campaigns:
 - **Registration and welcome to regulation for PAs and AAs**
 - **Value and purpose of regulation for patient safety.**
- The plan will be rolled out across three implementation phases:
 - **Prepare** – leading up to regulation, we'll use our channels and partner organisations to prepare PAs and AAs for registration and highlight the value and purpose of regulation.
 - **Regulate** – As regulation and registration begins, we'll share tailored updates across relevant channels.
 - **Multiprofessional regulation** – In early 2025, as PAs and AAs start joining the register, we'll communicate our role as a multiprofessional regulator.



Our objectives

Objective	Impact
Central to all our communications objectives is the emphasis on the role of regulation in ensuring patient safety	
PAs and AAs, educators, colleges and employers are prepared for the start of regulation.	We see awareness, engagement and responsiveness from everyone involved for what's required.
PAs and AAs feel welcome, appreciate and understand the value of regulation, and develop a good relationship with us.	PAs and AAs demonstrate how valued they feel about regulation.
Patients, the public, doctors and other stakeholders understand our role as the regulator of PAs and AAs.	We see greater clarity and understanding about what our role is and isn't in the regulation of PAs and AAs.
GMC colleagues are informed and engaged with the process of us becoming a multi-professional regulator – and what that means for them.	All internal teams are aware and positive about this important milestone.
To raise awareness about the wider benefits of regulation and how we're changing as a regulator longer term	All audiences are aware that us being a multi-professional regulator is an important milestone towards future reform.

Overarching key messages

Key messages	Regulation is about patient safety	Regulation is changing	Preparing to regulate PAs and AAs
Supporting messages	Regulation will assure patients, colleagues and employers that PAs and AAs are safe to practise and can be held to account if serious concerns are raised.	Bringing PAs and AAs into regulation will allow us to protect patients; support doctors, PAs and AAs; and help us better respond when patient safety is at risk.	We look forward to the start of regulation for PAs and AAs in December 2024. This significant milestone follows extensive collaboration and engagement to ensure the processes to support their regulation are robust and effective.
	As an independent healthcare regulator, we're required by law to deliver on our statutory responsibilities. From December 2024, this will include PA and AA registration, education, standards and addressing concerns.	We've been preparing to regulate PAs and AAs for a number of years. We've worked with and listened to a range of individuals and organisations to develop the guidance, policies and processes required. This includes patients, doctors, PAs, AAs, educators, and employers.	We continue to work with educators, employers and others to ensure they know what they need to do both in advance of, and once regulation begins.
	We work with patients, doctors, PAs, AAs, and other stakeholders to support good, safe patient care across the UK. We continue to stress that key to this is supportive and respectful teamworking and inclusive workplace environments.	Becoming a multi-professional regulator is an important step towards future reform for doctors.	PAs and AAs should visit our website to find out what it means to join a regulated profession and how to apply for registration from December 2024.

Key milestones to end of 2024

We'll continue engaging key stakeholders and sharing regular updates, including via our newsletters and social media channels. Here are some highlights of upcoming activities:

- **October**
 - Update to system leaders on our preparations for regulation to begin
 - Information shared with employers about their role in regulation and what they need to do to prepare
- **November**
 - Roundtable event with patient organisations
 - One month to regulation update
 - Communications to PAs and AAs on voluntary registers about the registration application process
- **December**
 - Publish our consultation analysis report
 - Regulation comes into effect
 - Registration opens for PAs and AAs, first invites sent
 - Publish final rules, standards and guidance for PA and AA regulation



Our asks of this group

- We recognise the ongoing debate about PA and AA regulation, their roles and deployment, and challenges about employment opportunities.
- It's important we all proactively address these issues to provide assurance about the way ahead.
- We'd welcome this group's support in:
 - amplifying our messages about the value of regulation for patient safety through your networks
 - leading on issues that sit outside the scope of GMC regulation
 - ensuring all necessary processes, including clinical governance arrangements, are in place locally to allow regulation to be implemented effectively
 - supporting colleagues appropriately and ensuring any interactions are professional and respectful.

