

# Communications. Broad brush strokes and objectives



# Communications, Within and Without

- ▶ What are IPT-UK's organisational objectives?
- ▶ How can we make these visible externally?
- ▶ How can we apply them internally?

[HOME](#)[NEWS](#)[ABOUT IPT](#)[FIND A THERAPIST](#)[TRAINING AND EVENTS](#)[MEMBERS](#)[RESEARCH](#)[CONTACT US](#)

## UK Interpersonal Psychotherapy Network



The aims of this network are to:

Allow those interested in IPT to learn more and to find centres, course and events around the UK  
Present IPT practitioners and researchers with a central area for the exchange of contacts, meeting days and other relevant information.

IPT-UK hold a register of IPT practitioners, supervisors and researchers. If you would like to register please submit this form **[IPT-UK Registration form](#)** Please note if you are applying for accreditation status your supervisor will need to complete an accreditation form for you first, **Supervisor Accreditation Confirmation form**.

**[IPTUK Accreditation Standards \(Click here\)](#)**. *Please note the new accreditation standards now apply across the board If you would like information on the standards please see the attached.*

# 1. Allow those interested in IPT to learn more and to find centres, courses and events around the UK

- ▶ External objective.
- ▶ But also promoting:
- ▶ Image and brand
- ▶ Interest
- ▶ Aims:
  - ▶ 1. Identify best audiences
  - ▶ 2. Identify most relevant platforms

# Channels of communication

- ▶ Media: Local. National. Print. Web. Social etc.
- ▶ Marketing: Brand. Website. Advertising. Brochures and print...
- ▶ Events: Conferences. Training etc...



IPT



Sign in

All News Images Books Maps More Settings Tools

About 15,800,000 results (0.50 seconds)

Insurance Premium Tax ( IPT ) is a tax on general insurance premiums. There are 2 rates: a standard rate 10% a higher rate 20% for. 5 Dec 2013

**i** Insurance Premium Tax: guide for insurers - GOV.UK  
<https://www.gov.uk/guidance/insurance-premium-tax>

About this result Feedback

People also ask

- When was IPT introduced in the UK? ▾
- What does the acronym IPT stand for? ▾
- What is a car insurance premium tax? ▾
- How much is insurance premium tax 2016? ▾

Feedback

**i** Insurance Premium Tax: guide for insurers - GOV.UK  
<https://www.gov.uk/guidance/insurance-premium-tax>  
5 Dec 2013 - Insurance Premium Tax ( IPT ) is a tax on general insurance premiums. There are 2 rates: a standard rate 10% a higher rate 20% for.



CBT



Sign in

All Videos Maps Images Books More Settings Tools

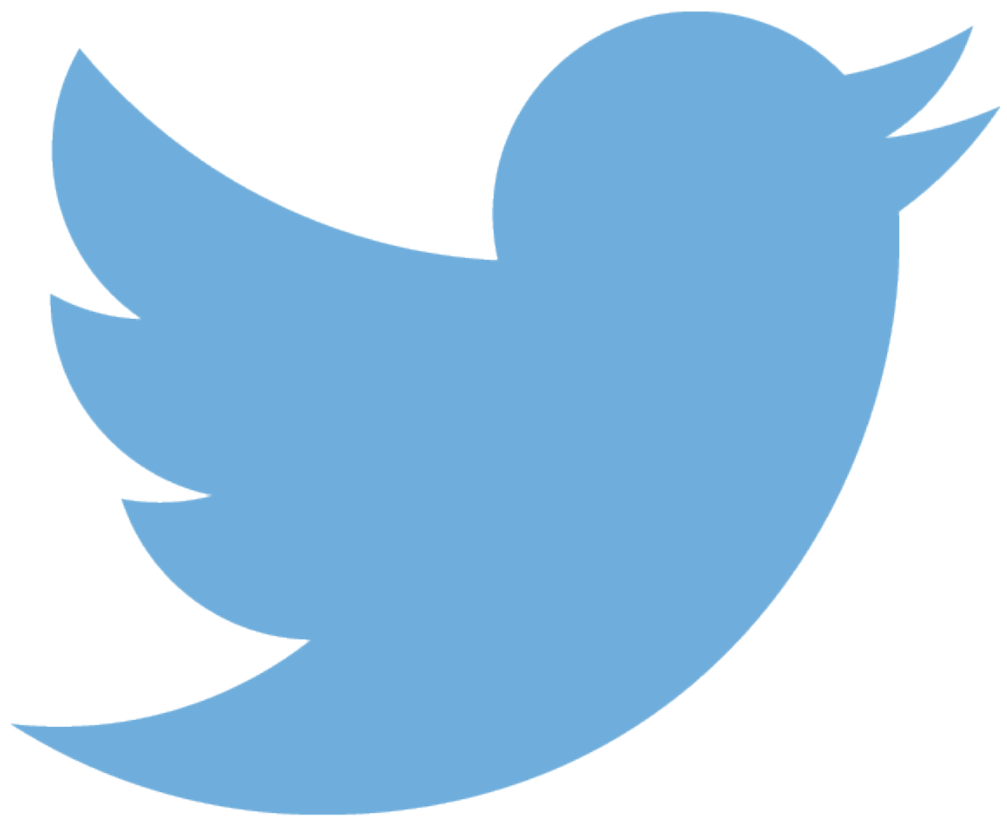
About 66,800,000 results (0.61 seconds)

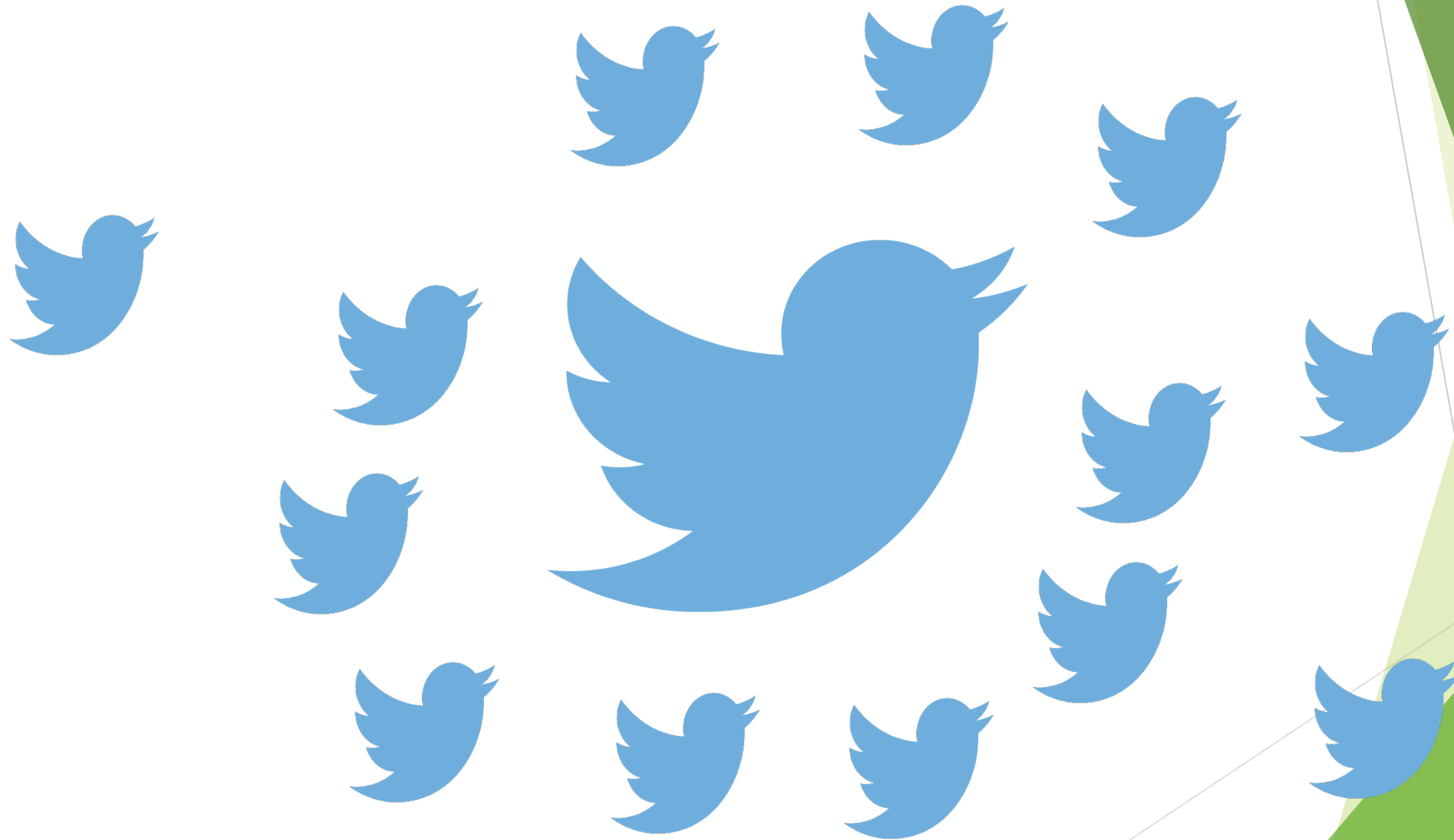
- Cognitive behavioural therapy (CBT) - NHS Choices**  
[www.nhs.uk/Conditions/Cognitive-behavioural-therapy/Pages/Introduction.aspx](https://www.nhs.uk/Conditions/Cognitive-behavioural-therapy/Pages/Introduction.aspx)  
Cognitive behavioural therapy (CBT) is a talking therapy that can help you manage your problems by changing the way you think and behave. It's most commonly used to treat anxiety and depression, but can be useful for other mental and physical health problems.
- Cognitive behavioural therapy (CBT) | Mind, the mental health charity ...**  
<https://www.mind.org.uk/information-support/.../cognitive-behavioural-therapy-cbt/>  
CBT is a type of talking treatment that focuses on how your thoughts, beliefs and attitudes affect your feelings and behaviour, and teaches you coping skills for dealing with different problems. It combines cognitive therapy (examining the things you think) and behaviour therapy (examining the things you do).
- CBT motorcycle and moped training - GOV.UK**  
<https://www.gov.uk/motorcycle-cbt/who-needs-training>  
Compulsory basic training (CBT) is a course you usually have to take before you ride a moped or motorcycle on the road. The training makes sure you can ride safely on your own while you practise for your full moped or motorcycle test. ... You must pass your full moped or motorcycle ...
- Cognitive Behavioural Therapy (CBT) - Royal College of Psychiatrists**  
[www.rcpsych.ac.uk](http://www.rcpsych.ac.uk) > Health Advice  
Readable, up-to-date and research based information on Cognitive Behavioural Therapy (CBT) from The Royal College of Psychiatrists.
- Cognitive behavioral therapy - Wikipedia**

# Website

- ▶ Who's it for?
- ▶ Advances with members area.
- ▶ Inward looking.
- ▶ Is it service user friendly?
- ▶ Add on Google?
- ▶ Professional redesign
- ▶ Biog and photos of therapists?







Present IPT practitioners and researchers with a central area for the exchange of contacts, meeting days and other relevant information.

- ▶ What do members want?
- ▶ Is it working?
- ▶ London network. How to support internal involvement...
- ▶ Sharing of regional approaches

# Website ideas

- ▶ Chat
- ▶ Plaudits
- ▶ Modality specific sections. IPT-A/ FB-IPT etc
- ▶ IPT-A inspired YP involvement

# Let's keep things IPT

- ▶ Communications...a team approach.
- ▶ Bob
- ▶ IPT-UK Admin
- ▶ Yvonne (Deputy Chair)
- ▶ Regional representatives
- ▶ Anyone else (papers etc)

# Communications- 6 month objectives

- ▶ 1. To identify and recruit a communications working party by July 2017.
- ▶ 2. To survey members' thoughts on website via poll by Oct 2017. To liaise with IPT-UK administrator to achieve this. Possibly leading to YP led/ professional upgrade.
- ▶ 3. To ensure Twitter access for communications working party by Oct 2017. To Tweet at a rate of at least once per week.