

FACT SHEET 7: HOW WE COMMUNICATE WITH OUR AUDIENCES

The HFEA needs to communicate its activities to a wide range of audiences. Our work covers issues of great interest to parliament, public and patients. We also want to be fully transparent in our decision-making. We have a new communication strategy in place and are undertaking a major programme to improve our communications with all audiences.

Patient Communication

- We have a responsibility to provide information to patients and those seeking treatment. We produce a range of patient leaflets as well as a *Directory of Clinics* and *A Guide to Infertility*. This is targeted at patients as well as GP surgeries. We handle a wide range of enquiries from patients and members of the general public. We also exhibit at patient events and conferences. Our website has a section for patients. We work with patient groups to ensure that our information is relevant and accessible.

Communicating with Clinics

- We produce regular mailings for clinics as well as HFEA Update newsletter four times a year. The HFEA website contains a 'centres only' portal which contains all information relevant to clinics. The HFEA Annual Conference brings together clinics and other stakeholders to discuss current issues. In addition, our Annual Research Conference is held for researchers to debate research issues. We consult with clinics on all major policy changes and to gain feedback on the performance of HFEA.

Communicating with Parliamentarians

- We hold regular events for MPs and other parliamentarians. Recent events include the launches of the *Sex Selection Report* and the *Directory of Clinics*. We produce a regular parliamentary briefing on HFEA issues which goes out to all parliamentarians.

Public meetings of the Authority

- Several meetings of the Authority are open to the public each year, including one outside London and papers, agendas and minutes for these are available from our website. We are holding an annual meeting of the Authority later in the year. In addition, our Annual Research Conference will enable debate on embryo research issues.

The Media and General Public

- The HFEA works closely with the media and briefs them regularly on issues around ART.