

CPD Campaign - Communication brief for RDPs, trainers and LA CPD leads

The TDA will shortly be launching a marketing and communications campaign to head teachers and CPD leaders in schools to promote Continuing Professional Development for the whole children's workforce in schools.

The central message aimed at senior leadership teams in schools will be:

CPD is an effective means of driving up standards and achievement in schools and the TDA provides effective guidance on how to implement CPD in your school.

The campaign will be used to promote a range of resources, including:

- **National and occupational standards**
- **Early professional development for teachers**
- **Resources to develop support staff**
- **Resources to guide CPD leadership**
- **A new national database of CPD provision**

To support the campaign, the TDA has enlisted its own CPD champion, Professor Tim Brighouse. As a renowned education ambassador, he will speak on behalf of the TDA on CPD issues in the press and at selected events during the campaign.

The focus will be to champion the role of CPD leaders in schools and from there, encourage them and headteachers to register with the TDA and use the relevant CPD materials on the TDA website.

The campaign will begin from mid October 2008 when it is likely that you will see a supplement in the TES on CPD. The TDA will be using a range of methods to communicate to senior leadership teams including newspaper advertisements, events, public relations activity and mailings.

For further details and support on the elements above please call or email your regional centre using your usual channels, visit www.tda.gov.uk/cpd and;

- re the CPD database – visit www.cpdsearch.tda.gov.uk, email CPDdatabase@tda.gov.uk or call 020 7023 8124