

Health and Wellbeing Board Meeting Date: 14th September 2017

HEALTH AND WELLBEING BOARD COMMUNICATION AND ENGAGEMENT STRATEGY AND ACTION PLAN 2017-2018 UPDATE

Responsible Officer Val Cross, Health and Wellbeing Officer
Email: val.cross@shropshire.gov.uk
Tel: 01743 253994

1. Summary

This is a progress update for The Health and Wellbeing Board Communication and Engagement Strategy and Action Plan for the period 2017-2018. These all link with the Sustainability and Transformation Plan (STP) and the Shropshire Neighbourhoods Programme. An updated copy is provided in Appendix A.

Shropshire Council Communications and Engagement and Health & Wellbeing Teams have been producing campaign Toolkits for specific awareness weeks/days and specific campaigns, as identified in the Health and Wellbeing Board Communication and Engagement Strategy and Action Plan. Campaigns have included; Diabetes Week in May, Carers Week in June, which was used as an opportunity to launch the new All Age Carers Strategy and Action Plan, and the upcoming Older People's Day in October.

Ongoing campaigns include; Falls Awareness, ('Let's Talk About The F Word') and Public Health England's 'One You Active 10' in September and 'Stay Well This Winter'.

Toolkits are circulated to members of the HWBB Communications and Engagement Group for dissemination in their services and as a means to disseminate consistent health information to the Shropshire population.

2. Recommendations

That Board members promote use of the Campaign Toolkits in their services to provide consistent health and wellbeing information to Shropshire people.

REPORT

1.0 Introduction

- 1.1 Campaign Toolkits are an effective way of collating information for health campaigns together, and disseminating to partner services. Content typically includes;
- background to the campaign
 - Relevant national and local facts and data relating to the condition (e.g. diabetes) or the target group (e.g. carers)
 - A press release which can be adapted to individual services
 - Social Media messages

1.2 The toolkit is an effective way of communicating consistent messages to the public of Shropshire.

2.0 Campaigns promoted

2.1 Campaigns have included; Diabetes Week in May, Child Accident Prevention Week in June, Carers Week in June, (which was also used as an opportunity to launch the new All Age Carers Strategy and Action Plan) Future campaigns and awareness raising include; Suicide Prevention Day in September, Older People's Day in October and Carers Rights Day in November.

2.2 Ongoing campaigns include; Falls Awareness, ('Let's Talk About The F Word') Carers, One You Active 10 and Stay Well This Winter.

3.0 Carers Communications Toolkit example

3.1 The Carers Toolkit is attached as an example in Appendix A for information.

4.0 Conclusion

4.1 The Action Plan Campaigns Calendar has been an effective mechanism for conveying health awareness to Shropshire People, but all partners need to be engaged to make it fully effective.

5.0 Risk Assessment and Opportunities Appraisal

(NB This will include the following: Risk Management, Human Rights, Equalities, Community, Environmental consequences and other Consultation)

5.1 There are no known Human Rights, Environmental consequences, Community or Equality issues with this Strategy and Action Plan. Communication and Engagement is a core principle of the Health and Wellbeing Board

5.2 Risk Assessment has identified potential threats as; *Losing engagement of key stakeholders*. This risk will be reduced by; communicating with partners regularly via email and through bi-monthly meetings.

6.0 Financial Implications

There are no financial implications with the implementation of this Strategy and Action Plan.

List of Background Papers (This MUST be completed for all reports, but does not include items containing exempt or confidential information)
Cabinet Member (Portfolio Holder) Cllr. Lee Chapman
Local Member
Appendices App. A Health and Wellbeing Board Communication and Engagement updated Action Plan 2017-18 App. B Carers Communications Toolkit