

Health and Wellbeing Communication and Engagement Group Action Plan 2017-18



PRIORITY	ACTION	Further detail	WHO?	DATE	Measurement and Milestones
Outcome 1 Local residents feel that they are well-informed about health and social care services across Shropshire and feel confident in knowing how to access them					
1	Supporting access through information, advice and guidance	Engaging the population and delivering information to ensure that the public are aware where they can go for services. Partners work together to ensure web based and printed information is current and communicated through individual communication channels.	All Communication and Engagement leads	Ongoing	
Outcome 2: Partners are working collaboratively to communicate and engage effectively with each other and with the public					
2	Partners to develop consistent messages for the public, which will be easily understood and have meaning. For example; what the 'Healthy Lives' programme is. Consistent, straightforward health messages and campaigns for Shropshire people. Deliver consistent and regular communications to alleviate public concerns e.g. around Sustainability and Transformation Plans (STPs)	Agreed wording, and method of communicating to people. Programme of monthly themed health campaigns, based on the STP Neighbourhoods Programme; Partnership Prevention Programme: Healthy Lives. See calendar plan below Clear project management approach for carrying out the work from the HWBB and local campaigns. Networking and working together. Developing protocols for deciding upon and delivering campaigns. This will include supporting the communication and engagement of key programmes such as Sustainability and Transformation Plans (STPs), NHS Future Fit and the Better Care Fund. (BCF)	Communication and Engagement leads from: Shropshire Council/Healthwatch, CCG, CSU, VCSA, SaTH, Shropshire Together Communication and Engagement leads from: Shropshire Council/ Healthwatch, CCG, CSU, VCSA, SaTH, Shropshire Together		

		<p>Tools such as; a shared social marketing and communications resource platform, single consultation portal, news story feed through to the HWBB website, local network for working together (communication and engagement leads), agreed media protocol (including across social media), shared photo library, a regular health column in newspapers, shared evaluation tools to monitor effectiveness of communication and engagement</p> <p>Individual organisations sharing information about individual campaigns, events or updates via an effective forum or platform.</p> <p>These actions will lead to joint working and promotion of health and wellbeing across the health economy.</p>	<p>Communication and Engagement leads from: Shropshire Council/ Healthwatch, CCG, CSU, VCSA, SaTH, Shropshire Together</p> <p>Communication and Engagement leads from: Shropshire Council/ Healthwatch, CCG, CSU, VCSA, SaTH, Shropshire Together</p>		
Outcome 3: Local residents feel that they are able to have their say and to influence key decisions about health and social care services					
4	Develop tools for evaluation	To generate an understanding of the most effective methods of communication and engagement and to ensure that we achieve the outcomes we set.			
5	Determine the best way to engage those who are not routinely engaged	Linking with the locality Joint Strategic Needs Assessment to understand better the population, making a targeted approach to ensure inclusion and consideration is given. This includes considering how best to engage with children and young people, vulnerable persons and those with protected characteristics.			

Month	Programme stream	Activity	Date	Partner Activity	Actioned by
March	Diabetes (including pre-diabetics) & Cardio-Vascular Disease (CVD) prevention Social prescribing, Mental Health, Carers Dementia, Falls Prevention, NHS Health check Future Planning, COPD and Respiratory Prevention	One You brisk walk app.	20/03/17		
April	Diabetes (including pre-diabetics) & Cardio-Vascular Disease (CVD) prevention Social prescribing, Mental Health, Carers Dementia, Falls Prevention, NHS Health check Future Planning, COPD and Respiratory Prevention	World Health day One You brisk walk app.	07/04/17	Libraries highlighting Reading Well Books on Prescription collections for mental health, available in all libraries.	Shropshire Council Libraries
May	Mental Health Carers Dementia Mental Health Future Planning	Mental Health Awareness week https://www.mentalhealth.org.uk/campaigns/mental-health-awareness-week Dementia Awareness Week https://www.alzheimers.org.uk/info/2/0167/dementia_awareness_week	8 th to 14 th May 2017 14 th to 20 th May 2017	Libraries – Mental health theme: Surviving or thriving? Positive Mental Health event day for staff held at the Shirehall 09/05/17 Libraries - Dementia Friends information session delivery to CEO team at Shirehall. Talk to GPs at the Royal Shrewsbury Hospital on Friday 19 May, possible reminiscence session at Market Drayton Library and Whitchurch Library (dates and times	Shropshire Council Libraries Shropshire Council Shropshire Council libraries

	Carers Dementia Mental Health	Carer Voice conference	25 th May 2017	tbc). Promotion of Reading Well Dementia collections. All Age carers voice conference	Shropshire Council/SSSF T/carers/NH SE/SCHT/Shropshire CCG
		One You brisk walk app.	May to mid-June 2017	Shropshire Council <i>Get up offa that thing</i> steps staff team challenge.	Shropshire Council
	Falls Prevention, Carers Dementia,	Falls prevention campaign launch Help2Change - Let's talk about the F word campaign launch 22/05/17.	May 2017	Shropshire Together - Tweets scheduled Shared the F word campaign with Care Providers in their weekly newsletter and also promoted via their Twitter and Facebook pages. Retweeted on social media. All office staff that signpost, have been given the leaflet so that they can talk to people who they meet or who phone in. Promoted the Falls Campaign in the weekly VCSA newsletter and have forwarded the toolkit for dissemination to VCS Forums of Interest. Have also retweeted information from the VCS twitter account. Reminder in an upcoming newsletter. Re-tweeted messages	Shropshire Council PH SPIC Healthwatch VCSA Age UK STW and the Wise and Well Team at Shropshire RCC.

	Carers, Future Planning	Dying matters http://www.dyingmatters.org/AwarenessWeek	8 – 14 May 2017	On Shropshire Choices My Health page and also promoted the campaign via social media Event in the square in Shrewsbury Friday 12 th May 2017	Shropshire Council ASC Shropshire CCG/Severn Hospice
June	Diabetes (including pre-diabetics) & Cardio-Vascular Disease (CVD) prevention	Diabetes Week www.diabetes.org.uk	11 th to 17 th June 2017	Tweets scheduled through Shropshire Together. 77K reach. Communication toolkit completed and distributed. Press release	Shropshire Council PH Shropshire Council Comms and PH
		Child Accident Prevention Week	5 th to 11 th June 2017	Tweets scheduled through Shropshire Together 36,000 reach	Shropshire Council PH Shropshire Council
		Healthwatch 'Hot Topic' Mental Health	All month		Healthwatch
	Carers, Dementia Mental Health	Carers Week www.carersweek.org	12 th to 18 th June 2017	Libraries Weds 14 th June: Oswestry Library, Tea and Cake Tweets scheduled through the Shropshire Together site. 86.1k reach	Shropshire Council/ASC/CT4a Shropshire Council PH

				<p>HWB newsflash</p> <p>Bookmarks to go into all pharmacy dispensing bags. Distributed w/c 05/06/17 in preparation for carers week. Also in all Shropshire libraries</p> <p>Carers Strategy on Shropshire Together and Shropshire Choices websites.</p> <p>Press release for Carers Week events and Strategy publicity.</p> <p>4 x events. Shrewsbury, Bridgnorth, Bishops Castle & Ludlow</p> <p>Carers Comms. Toolkit written. On Shropshire Together website</p>	<p>Shropshire Council PH</p> <p>Shropshire Council PH/T & W Council</p> <p>Shropshire Council PH/ASC</p> <p>Shropshire Council PH/Comms.</p> <p>Carers Trust4all/Shropshire Council ASC</p> <p>Shropshire Council PH/Comms.</p>
	<p>Mental Health, Carers Dementia,</p> <p>Mental Health</p>	<p>World Elder Abuse Day</p> <p>Adverse Childhood Experience Conference (ACE)</p>	<p>15th June 2017</p> <p>16th June 2017</p>	<p>Joint event on preventing abuse and neglect to mark World Elder Abuse Awareness Day 2017.</p> <p>Conference to explain ACE and embedding into partner work plans</p>	<p>Shropshire Council ASC/SPIC</p> <p>Shropshire Childrens Trust</p>
<p>July</p>	<p>Diabetes (including pre-diabetics) & Cardio-Vascular Disease (CVD) prevention</p>	<p>Health Information Week http://learning.wm.hee.nhs.uk/HIWevents</p>	<p>w/c 3rd July 2017</p>	<p>Launch of 'Reading well for long-term conditions' collection</p> <p>Press release</p>	<p>Shropshire Council Libraries</p>

	Social prescribing, Mental Health, Carers Dementia, Falls Prevention, NHS Health check Future Planning, COPD and Respiratory Prevention	Healthwatch 'Hot Topic' – Maternity Services?			
August	Diabetes (including pre-diabetics) & Cardio-Vascular Disease (CVD) prevention Social prescribing, Mental Health, Carers Dementia, Falls Prevention, NHS Health check Future Planning, COPD and Respiratory Prevention	One You Active 10	24 August 2017	Comms. Toolkit circulated to member 22/8/17. Tweets scheduled through Shropshire Together (ST) up to Dec 17, with focus 10 days following campaign launch. Newsflash to 1770 recipients via ST newsflash	Shropshire Council PH and Comms.
Sept.	Diabetes (including pre-diabetics) & Cardio-Vascular Disease (CVD) prevention Social prescribing, Mental Health, Carers Dementia, Falls Prevention, NHS Health check Future Planning, COPD and Respiratory Prevention Mental Health	Stay Well This Winter World Suicide prevention Day Be Clear on Cancer Stoptober launch provisional 21/09/17	From September 2017 10 th Sept. 2017	HWB newsletter, tweets and website promotion Press release Toolkit Publicise strategy - Mental Health Partnership Board	Shropshire Council PH and Comms. Mental Health Partnership Board Shropshire Council PH & Comms.

<p>Oct.</p>	<p>COPD and Respiratory Prevention, Social prescribing, NHS Health check</p> <p>Diabetes (including pre-diabetics) & Cardio-Vascular Disease (CVD) prevention Social prescribing, Mental Health, Carers Dementia, Falls Prevention, NHS Health check Future Planning, COPD and Respiratory Prevention</p> <p>Mental Health</p>	<p>Stoptober</p> <p>Older Peoples' Day- All categories</p> <p>World Mental Health Day</p> <p>PHE Antibiotic Resistance campaign starts 23/10/17 through to December</p>	<p>October 2017</p> <p>1st October 2017</p> <p>10th October</p>	<p>Shropshire Council Community Enablement Team (SC) approached to joint co-ordinate with ASC, PH and Shropshire Council Comms.</p> <p>Shropshire Council part of antibiotic resistance pilot group.</p>	
<p>Nov.</p>	<p>Diabetes (including pre-diabetics) & Cardio-Vascular Disease (CVD) prevention</p> <p>COPD and Respiratory Prevention</p> <p>Carers</p>	<p>World Diabetes Day</p> <p>COPD Awareness month Stay Well This Winter – Flu vaccinations</p> <p>Carers rights day</p>	<p>14th November 2017</p> <p>Nov 17 All month</p> <p>24th November 2017</p>	<p>HWB team Shropshire Council – HWB newsletter, tweets and website promotion</p> <p>CT4A led event in Shrewsbury. Marketplace and information for carers.</p>	<p>Shropshire Council PH and Comms. Team</p> <p>CT4A, Shropshire ASC & PH, carers</p>

	Social prescribing, Mental Health, Carers, NHS Health check, Future Planning	Alcohol Awareness Week https://www.alcoholconcern.org.uk/alcohol-awareness-week	13 - 19 November 2017 For 2 x weeks	Workshop event for carers. 'Mutual families and concerned others' Alcohol Awareness promotion in main Job Centres across the county.	Lead: Shropshire Council DAAT Lead: Shropshire Council DAAT
Dec.	NHS Health check, Social prescribing, Mental Health Diabetes (including pre-diabetics) & Cardio-Vascular Disease (CVD) prevention Social prescribing, Mental Health, Carers Dementia, Falls Prevention, NHS Health check Future Planning, COPD and Respiratory Prevention	Dry January planning? Stay Well This Winter – Prescription collection	January 2018 All month	Newsletter, tweets and website promotion	Shropshire Council PH and Comms. Team
Other Activity					