



Health and Wellbeing Board
Meeting Date: 21st May 2018

Item Title: Health and Wellbeing Board Communication and Engagement Group update and Action Plan 2018-2019

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

1. Summary

This report provides a summary of activity for the Health and Wellbeing Board Communication and Engagement Group over the last twelve months (April 2017 to March 2018).

The report also includes the Health and Wellbeing Board Communication and Engagement Action Plan for the period 2018-2019. The campaign calendar within this has been updated, (see appendix A) and a decision to focus on three key campaigns was agreed at the Health and Wellbeing Board Communication and Engagement meeting which was held on the 17th April 2018. These are;

- i) Mental Health Awareness Week, 14th to 20th May 2018
- ii) Carers Week, 11th to 17th June 2018
- iii) Campaign to be agreed, with a families, children and young people focus, September 2018.

Work continues to work collaboratively for Future Fit and Sustainability and Transformation Partnerships (STP) messages and communications.

2. Recommendations

That the Board approve the Action Plan, or approve with amendments.

REPORT

1.0 Report on last twelve months progress (April 2017 to March 2018)

- 1.1 At the beginning of this period, the strategy and Action Plan were agreed by the Health and Wellbeing Board.
- 1.2 A calendar of events to promote generic and targeted health campaigns to the population of Shropshire was produced. These all linked to the Sustainability and Transformation Partnership (STP) and the HWB Partnership Prevention Programme 'Healthy Lives.'

- 1.2 Campaigns for 2017 included; Mental Health Awareness Week, Dementia Awareness Week and the Falls Prevention 'Let's talk about the F word' campaign launch in May.
Diabetes Week, Child Accident Prevention Week and launch of the All-Age Carers Strategy to coincide with Carers Week were promoted in June. Analytics linked to the carers' campaign showed a twitter reach of over 86,000 for that month through 'Shropshire Together'. This was significantly higher than the usual monthly reach. World Suicide Prevention Day in September was promoted, and was linked to the launch of the Shropshire Prevention Strategy.
National Public Health campaigns promoted included; the 'One You' brisk walk app. and 'One You' Active 10.
'Stay Well This Winter' was a prolonged campaign over the winter months which incorporated; promoting flu vaccination, self-care, pharmacy use and prescription planning over the festive period.
- 1.4 Toolkit for campaigns are developed that all partners are able to use. These include press releases, key facts and twitter messages. This ensures key messages are matched across the county, and all the partners use their own networks to cascade information as wide as possible to Shropshire people.
- 1.5 Meetings were held quarterly, and well attended. Communications and messages were shared through the network between meetings, as required.
- 1.6 Shropshire Together distributes a monthly Health and wellbeing e-newsletter with a reach of 1,814 subscribers. Partner organisations are encouraged to contribute, and Healthwatch Shropshire is the contact for public questions to the Health and Wellbeing Board.

2.0 Health and Wellbeing Board Communication and Engagement Action Plan 2018-2019

- 2.1 The Action Plan (see appendix A) is based on three outcomes:
- 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
 - Partners are working collaboratively to communicate and engage effectively with each other and with the public
 - Local residents feel that they are able to have their say and to influence key decisions about health and social care services
- 2.2 The Action Plan reflects the need for partners to develop consistent messages for the public, which will be easily understood and have meaning. For example; what the 'Healthy Lives' programme is.
- 2.3 The campaign calendar within this has been updated, and a decision to focus on three key campaigns was agreed at the Health and Wellbeing Board Communication and Engagement meeting, which was held on the 17th April 2018. These are;
- i) Mental Health Awareness Week, 14th to 20th May 2018
 - ii) Carers Week, 11th to 17th June 2018
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These all link with the Sustainability and Transformation Plan (STP) and the HWB partnership prevention programme 'Healthy Lives'.

- 2.4 Work continues to work collaboratively for Future Fit and Sustainability and Transformation Partnerships (STP) messages and communications.

3.0 Conclusion

- 3.1 The 2018-19 Action Plan should contribute towards improving the health and wellbeing of Shropshire people by the whole system working together to; deliver consistent messages, people knowing points of access for health needs, and alleviating concerns around Future Fit and the STP.

3. Risk Assessment and Opportunities Appraisal

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

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

Risk Assessment has identified potential threats as;

1. *Losing engagement of key stakeholders*. This risk will be reduced by; communicating with partners regularly via email and through bi-monthly meetings.

4. Financial Implications

The action plan does not incur expenditure over and above existing budgets as the group will promote campaigns across their networks through social media, e-newsletters and websites.

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 Action Plan 2018-19