



Health and Wellbeing Board
23rd March 2017

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

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1. Summary

The Health and Wellbeing Board Communication and Engagement Strategy and Action Plan for the period 2017-2018 has been updated.

No major changes to the original document has been made, however the Action Plan is now more defined in terms of linking Communication and Engagement with the Sustainability and Transformation Plan (STP) and the Shropshire Neighbourhoods Programme.

2. Recommendations

That the Board approve the strategy, or approve with amendments.

REPORT

1.0 Introduction

- 1.1 The purpose of this strategy is to create transparency, consistency, to join up working and to avoid duplication in communications and engagement work. It intends to support the Health and Wellbeing Board in the delivery of its strategy.

2.0 Strategy

- 2.1 The content of the Strategy, Action Plan and Terms of Reference was discussed at the Health and Wellbeing Board Communication and Engagement Group meeting in February 2017, and it was agreed that the existing documents needed updating.
- 2.2 A sub-group met to amend and add to the original Strategy, Action Plan and Terms of Reference.
- 2.3 These revised documents were circulated to the whole Communication and Engagement Group for comment. Apart from one amendment to the description that a service offers, these were accepted.

3.0 Action Plan

3.1 The Action Plan has been produced and 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
- Local residents feel that they are able to have their say and to influence key decisions about health and social care services
- Partners are working collaboratively to communicate and engage effectively with each other and with the public

3.2 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.

3.2 A calendar of events to promote generic and targeted health campaigns to the population of Shropshire has been produced. These all link with the Sustainability and Transformation Plan (STP) and the Shropshire Neighbourhoods Programme.

4.0 Conclusion

4.1 Implementation of the new Strategy and 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 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

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 Cllr. Karen Calder

Local Member

Appendices

App. A Health and Wellbeing Board Communication and Engagement Strategy 2017-18

App. B Health and Wellbeing Board Communication and Engagement Action Plan 2017-18

App. C Terms of Reference