

**HEALTH & WELLBEING COMMUNICATION & ENGAGEMENT
OPERATIONAL GROUP
TERMS OF REFERENCE – MARCH 2017**

1. Purpose and Role

The purpose of this group is to support the Health & Wellbeing Board to deliver the Health & Wellbeing and Communication and Engagement Strategy. The group will:

- Develop a collective approach and commitment to working with the public to design services.
- Reduce duplication and increase consistency of messages; helping Shropshire people to be better involved in decisions about their health and care and have better access to services when they need them.
- Support health and care organisations to share information, skills and best practice to improve outcomes and reduce inequalities for Shropshire people.
- Work in partnership to communicate and involve stakeholders in the development of large-scale transformation programmes underway across the health and care economy. Communicate local and national campaigns in a collaborative manner.

Key actions include:

- Development of the Health & Wellbeing Communication and Engagement Action Plan to support the Communication and Engagement Strategy.
- Making recommendations to the HWBB on communication and branding.
- Work with national guidance and tools developed by the LGA, NHS England, Public Health England and other relevant organisations to promote the national health and wellbeing agendas in a way that is relevant for Shropshire people.
- Delivering transformational change communications, such as Sustainability and Transformation Plans (STP) and Neighbourhood Programme work.

2. Principles

The Health & Wellbeing Communication and Engagement Operational Group will work to the principles of the Health & Wellbeing Board, which drives a genuine collaborative approach to the commissioning of services to improve the health and wellbeing of local people; these are:

- The Health & Wellbeing Board will work primarily to improve the health and wellbeing of the citizens of Shropshire.

- The Health & Wellbeing Board will work collaboratively and consensually.
- The Health & Wellbeing Board will add value over and above our current arrangements to really tackle key priorities and delivery outcomes for our communities.
- Members of the Health & Wellbeing Board will have genuine levels of trust and an open and honest willingness to work collaboratively.
- The Health & Wellbeing Board will communicate, listen and engage with the communities they serve, actively seeking ways to enable stakeholders to influence the work of the Health & Wellbeing Board.
- Decisions will be based on evidence and data sharing will be the norm.
- The Health & Wellbeing Board will develop creative and constructive challenge to ensure that the Board is always working to maximise its potential as partners
- The Health & Wellbeing Board will be pro-active by developing collaborative working to deliver the HWB strategy, whilst maintaining appropriate flexibility to respond to issues as they arise.
- Responsibility and accountability - to our members, our staff and our public.
- The role and functioning of the Health & Wellbeing Board is evolving and will be subject to regular review.

3. Membership

Shropshire Council
Shropshire Clinical Commissioning Group (CCG)
Shropshire Community Health Trust (SCHT)
Shrewsbury and Telford Hospitals Trust (SaTH)
The Robert Jones and Agnes Hunt Orthopaedic Hospital NHS Foundation Trust (RJAHS)
Healthwatch Shropshire
South Staffordshire and Shropshire and Foundation Trust (SSSFT)
The Voluntary and Community Sector Assembly (VCSA)
West Midlands Ambulance Service (WMAS)
Shropshire Partners in Care (SPiC)
Midland and Lancashire Commissioning Support Unit (CSU)
NHS Future Fit
Shropshire Doctors Co-operative Ltd (ShropDoc)
Care and Quality Commission
Shropshire Local Pharmaceutical Committee (LPC)

Co-Chairs: Cllr Lee Chapman

4. Governance

The Health & Wellbeing Communication and Engagement Group will report to the Health and Wellbeing Delivery Group.

5. Meeting Arrangements

Notice of Meetings – Public Health will support the meetings through clerking and recording meetings.

Meeting Frequency – The group will meet quarterly, and any sub-groups as needed.

Substitutes – Group members are encouraged to send a substitute when they are not able to make a meeting.

Status – Meetings of the group will be closed to the public.

6. Review Process

The Terms of Reference will be reviewed bi-annually as needed and the group will meet as long as is needed to fulfil its purpose and role.