

Health and Wellbeing Communication and Engagement Group Action Plan 2018-19



PRI ORI TY	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 HWB Communication and Engagement Group organisations represented*	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 Partnerships (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. 3 agreed key campaigns to be focussed on for 2018/19 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	All HWB Communication and Engagement Group organisations represented* All HWB Communication and Engagement Group organisations represented* All HWB Communication and Engagement Group organisations represented*		

		<p>Partnerships (STPs, NHS Future Fit and the Better Care Fund. (BCF) and associated service change projects.</p> <p>Tools such as; a shared social marketing and communications resource platform, single consultation portal, news story feed through to the HWBB website (Shropshire Together), 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>*Shropshire Council, Shropshire CCG, Shropshire & Telford Hospitals (SaTH), Healthwatch, Shropshire Patients Group (SPG), South Staffordshire and Shropshire Foundation Trust (SSSFT), West Midlands Ambulance Service (WMAS), Shropshire Local Pharmacy Committee (LPC), Shropshire Partners in Care (SPIC), Voluntary and Community Sector Assembly (VCSA), Shropshire Community Health Trust (SCHT) Shropshire Transforming Partnerships (STP)</p>	All HWB Communication and Engagement Group organisations represented*		
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.			
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Health Campaign Calendar 2018/19

Month	Programme stream	Activity	Date	Partner Activity	Lead
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	Prostate Cancer Awareness month			
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 Carry over next year – World Autism Awareness	07/04/18		

<p>May</p>	<p>Mental Health</p> <p>Carers Dementia Mental Health Future Planning</p> <p>Carers Dementia Mental Health Future Planning</p>	<p>Mental Health Awareness week https://www.mentalhealth.org.uk/campaigns/mental-health-awareness-week High Level Partner campaign</p> <p>Dementia Awareness Week https://www.alzheimers.org.uk/info/20167/dementia_awareness_week</p> <p>Dying matters http://www.dyingmatters.org/AwarenessWeek</p>	<p>14th to 20th May 2018</p> <p>21st to 27th May 2018</p> <p>14 – 20 May 2018</p>		
<p>June</p>	<p>Diabetes (including pre-diabetics) & Cardio-Vascular Disease (CVD) prevention</p> <p>Carers, Dementia Mental Health</p> <p>Mental Health, Carers Dementia,</p>	<p>Diabetes Week www.diabetes.org.uk Key campaign</p> <p>Child Accident Prevention Week</p> <p>Carers Week www.carersweek.org High Level Partner campaign</p> <p>World Elder Abuse Day</p>	<p>12th to 18th June 2018</p> <p>4th to 10th June 2018</p> <p>11th to 17th June 2018</p> <p>15th June 2018</p>		
<p>July</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>Health Information Week</p>	<p>2nd to 8th July 2018</p>		

August	Diabetes (including pre-diabetics) & Cardio-Vascular Disease (CVD) prevention Mental Health Future Planning, COPD and Respiratory Prevention	World Breastfeeding Week	1 st to 7 th August 2018		
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	High Level Partner campaign- Families, Children and young people focus Stay Well This Winter UK Recovery Walk 2018. World Suicide prevention Day Sexual Health Week	From Sept. 2018 8 th Sept. 18 10 th Sept. 2018 11-17 Sept 2019		
Oct.	COPD and Respiratory Prevention, Social prescribing, NHS Health check Diabetes (including pre-diabetics) & Cardio-Vascular Disease (CVD) prevention Social prescribing, Mental Health, Carers Dementia, Falls Prevention, NHS Health check	Stoptober Older Peoples' Day- All categories Women's Sports Week World Mental Health Day	October 2018 1 st October 2018 2-8 Oct 2018 10/10/18		

	Future Planning, COPD and Respiratory Prevention Mental Health				
Nov.	Diabetes (including pre-diabetics) & Cardio-Vascular Disease (CVD) prevention COPD and Respiratory Prevention COPD and Respiratory Prevention, Carers Diabetes (including pre-diabetics) & Cardio-Vascular Disease (CVD) prevention, Dementia Carers Social prescribing, Mental Health, Carers, NHS Health check, Future Planning	World Diabetes Day COPD Awareness month Stay Well This Winter – Flu vaccinations Carers rights day Alcohol Awareness Week https://www.alcoholconcern.org.uk/alcohol-awareness-week Key campaign	14 th November 2018 Mid Nov 18 30 th November 2018 No dates as yet		
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 World AIDS Day	January 2019 All month 1 st Dec 2018		

Jan 19	Carers	Young Carers Awareness Day National Obesity Awareness Week	End Jan 19		
Feb 19					
Other Activity	PHE campaigns: Sepsis, Be clear on cancer, Top tips for teeth, One You, Change4life, Sexual health				