

## Health and Wellbeing Board Meeting Date: 7th March 2019

### Item Title: Health and Wellbeing Board Communication and Engagement Group year-end report

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#### 1. Summary

1.1 This report provides a summary of activity and progress for the Health and Wellbeing Board Communication and Engagement Group during 2018-2019.

1.2 This focuses around the Action Plan, which 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.

1.3 The Action Plan reflects the need for partners to develop consistent messages for the public, which will be easily understood and have meaning.

1.4 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 were;

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

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

#### 2. Recommendations

That the Board notes this report, and that the 2019/20 Action Plan is agreed at the HWBB meeting in May 2019.

## REPORT

### 3. Report on progress for the Health and Wellbeing Board Communication and Engagement Action Plan 2018-2019

3.3 Three campaigns were agreed to be focussed on;

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

Partners were asked to share activity for these campaigns, which was then recorded on a master Action Plan. The following information demonstrates activity for 2018-2019:

#### ***3.4 Mental Health Awareness Week, 14<sup>th</sup> to 20<sup>th</sup> May 2018. This included World Mental Health Awareness Day on the 10<sup>th</sup> October 2018.***

Both campaigns were very positive with a combination of events and public presence to promote services and awareness, social media presence and communication toolkits.

##### Mental Health Awareness Week, 14<sup>th</sup> to 20<sup>th</sup> May 2018

3.4.1 Healthwatch supported Oswestry Mental Health Awareness Week 2018. This included attendance at Oswestry market on the 16<sup>th</sup> May, which had charity stalls focusing on mental health such as Samaritans, the Alzheimer Society and Mind.

3.4.2 Shropshire Council Adult Social Care Mental Health Team held a Let's Talk Mental Health event on the 15 May at The Lantern in Sundorne Shrewsbury. The event was open to everybody – the general public and organisations <https://newsroom.shropshire.gov.uk/2018/05/mental-health-awareness-week-advice-support-hand-lets-talk-mental-health-event-15-may-2018/>

3.4.3 Shropshire Council raised staff awareness through Mental Health Awareness Week in May. There was promotion on the staff intranet, and a Mental Health Awareness module on on-line learning site.

3.4.4 Shropshire Libraries promoted Dementia Action Week including mental health, from 21-27 May.

3.4.5 There was a 27.9K Twitter reach through Shropshire Together and Healthwatch.

##### World Mental Health Awareness Day. 10<sup>th</sup> October 2018.

3.4.6 Midlands Partnership Foundation Trust (MPFT) launched the 'Every Mind Matters' campaign on World Mental Health Day in October, and the days following on their social media channels. Their wellbeing teams in Shropshire and Telford were out promoting their services on the day, and Shropshire Improving Access to Psychological Therapies (IAPT) team ran a stand in the main reception area at Severn Fields and at The Hive in Shrewsbury.

3.4.7 Healthwatch's hot topic for October was children and young people's mental health.

3.4.8 Shropshire Council produced an 'Every Mind Matters' communications toolkit and press release.

3.4.9. Shropshire CCG supported Shropshire Council's 'Every Mind Matters' press release and cascaded this through their channels, plus social media tweets.

### **3.5 Carers Week, 11<sup>th</sup> to 17<sup>th</sup> June 2018**

3.5.1 Shropshire Council produced a communication toolkit which was distributed to all partners in the Communication and Engagement Group. This Toolkit was agreed with the Family Carer Partnership Board.

3.5.2 Tweets were scheduled across whole week through the Shropshire Together account, and had a 231.7K reach. Re-tweets included; Shropshire Council, DAAT, Age UK, Taking Part, Shropshire Libraries and Healthwatch.

3.5.3 The Shropshire Family Information Service promoted young carers awareness.

3.5.4 A Press release was issued via Shropshire Council, and shared with this group.  
<https://shropshire.gov.uk/news/2018/06/carers-week/>

3.5.5 Five events were held by Carers Trust 4All including library partnership in Oswestry.

### **3.6 Campaign to be agreed, with a families, children and young people focus, September 2018**

3.6.1 There is recognition that campaign activity often has an adult focus. To address this, attention to a specific families, children and young people campaign was agreed, and integration in to the ongoing Communications and Engagement Group Strategy and Action Plan will continue.

3.6.2 Representatives attended the Communication and Engagement Group meeting in July to ask for support for the SEND communication work stream. This was agreed, and a draft 0-25 SEND Communication and Participation Strategy will be brought to the March 2019 Communication and Engagement Group meeting for comment and feedback.

3.6.3 The Family Information Service now has representation on the HWBB Communication and Engagement Group, which will help with campaign activity for families, children and young people.

### **3.7 Other campaigns have included;**

3.7.1 The annual 'Stay Well This Winter' public health campaign which was a prolonged campaign over the winter months and incorporated; promoting flu vaccination, self-care, pharmacy use and prescription planning over the festive period. Shropshire Council and CCG created a joint communications toolkit, which enhanced the aim of joint and consistent messaging to Shropshire people across the system.

3.7.2 Dementia Awareness Week took place on 21<sup>st</sup> to 27<sup>th</sup> May 2018. In Shropshire Libraries, 7 libraries are hosted 'Tea and Memories' sessions, featuring reminiscence activities, tea and cake, and opportunities to discover the library service's Books on Prescription for Dementia collections, as well as free, loanable Shared Memory Bags. SaTH launched its Blue Butterfly Appeal <https://www.sath.nhs.uk/news/blue-butterfly-appeal-will-raise-funds-to-support-patients-with-dementia/> Shropshire Council issued a press release, and the Twitter reach through Shropshire Together was 19.1K.

3.7.3 Health Information Week took place from 2<sup>nd</sup> to 8<sup>th</sup> July 2018. Shropshire Libraries linked with Macmillan Cancer support to provide information sessions in 4 libraries.  
<https://newsroom.shropshire.gov.uk/2018/06/health-information-week-macmillan/>

Healthwatch had health information stands in Oswestry Library and the Unitarian church in Shrewsbury, and attended the Irish Regiment and families health information day at Tern Hill Barracks.

3.7.4 For 'Stoptober' Shropshire CCG rolled out national campaign resources, with content on the website, social media tweets and briefing for primary care and staff.

#### **4. Conclusion**

4.1 The 2018-19 Action Plan has fulfilled its aims. Mental Health awareness has been particularly well supported and promoted, and increasing the focus on families, children and young people is a welcome development. This work should continue to contribute towards improving the health and wellbeing of Shropshire people by the whole system working together to; deliver consistent messages and people knowing points of access for health needs.

#### **5. 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 quarterly meetings.

#### **6. 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.

<b>List of Background Papers (This MUST be completed for all reports, but does not include items containing exempt or confidential information)</b>
<b>Cabinet Member (Portfolio Holder)</b> Cllr. Lee Chapman, Adult Social Care, Health and Housing
<b>Local Member</b>
<b>Appendices</b>