

Warwickshire Health and Wellbeing Board

17 July 2013

Draft Communications and Engagement Strategy 2013/14

Recommendation

That the Warwickshire Health and Wellbeing Board considers and approves the Health and Wellbeing Board Draft Communications Strategy 2013/14.

1.0 Introduction

- 1.1 Warwickshire Health and Wellbeing Board is unique in bringing together all partners in health, social care and other public services, and this presents opportunities to provide a single communication and engagement channel.

2.0 Key issues

- 2.1 The attached strategy assumes a commitment from all Board partners to provide information on a regular basis on work they are undertaking which is in line with the Warwickshire Health and Wellbeing Board Strategy and Work Programme.
- 2.2 The delivery of the Communications Strategy would require agreement for a single Health and Wellbeing web platform for information for partners to feed messages into.
- 2.3 If holding a partner to account, the Board's communications could be in conflict with a partner's reputation management messages. This needs to be accepted by all the partners and should encourage all partners to be open and transparent with the Board and how they communicate and engage with the public.

3.0 Timescales associated with the decision and next steps

- 3.1 The web platform for Health and Wellbeing would need to be developed and if agreed, the delivery of this could be fed into a future meeting.
- 3.2 The delivery of the electronic 'newsletter' could be implemented to follow the next Board's meeting.
- 3.3 Form communications and engagement group.

4.0 Background papers

None

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