

Warwickshire Health and Wellbeing Board Communications and Engagement Strategy 2013/14

The Board

Warwickshire Health and Wellbeing Board aims, by working in partnership, to improve the health and wellbeing of people in Warwickshire, and encourage better integration across health, social care and other local services. The Board also supports the commissioning of integrated services where it makes sense to do so and to deliver support to areas in most need most effectively.

These aims are what will drive the Communications Strategy for the Board.

The Communications Strategy for the Board should at all times match the objectives of the overarching Warwickshire Health and Wellbeing Strategy.

The Warwickshire Health and Wellbeing Board is the one body that brings together all the major players in health and wellbeing in Warwickshire. It provides a central point of strategic decision making in Warwickshire, a forum for partners sharing information, and a way to then present information from a single relevant source.

The aim of this strategy is to lead effective communications and engagement to support and promote the health and wellbeing of people in Warwickshire.

We want our local population to have confidence in the local health and care system, and also to have the knowledge about how to access services, how to stay healthy and independent, where to find assistance and how to get involved.

Through our board members we want to make sure that we support our communities to get involved in the services they receive and giving local people greater influence over decisions that affect them and their communities.

Everyone has a role to play

Warwickshire Health and Wellbeing Board presents an opportunity for messages to both be delivered to partners, and from partners, therefore everyone will have a role to play in ensuring the communications for the Board are successful.

The communications and engagement leads from Warwickshire County Council; NHS England Area Team; Clinical Commissioning Groups; NHS Trusts; Healthwatch and District and Borough Councils will be responsible for cascading key messages from the Board meetings to internal and external audiences, and providing feedback, where appropriate on key communications issues.

The Board will engage with its population, its staff and its partners. We will seek to grow and develop an active network of commissioners, providers and people who use services across Warwickshire. We will make sure that we complete the

engagement loop by feeding back to people and keeping people informed on what we have done and why we have done it.

A web presence

The development of a single web platform for Health and Wellbeing in Warwickshire will enable communications leads to feed information through a single source and enable both the public and professionals to gain an insight into the joined-up approach to health and wellbeing in the county.

The Board's voice

Each Board meeting will identify three key messages to be shared with all partners in the week following the Board meeting. This will be distributed electronically, and will include the three key messages from the Chair of the Board. This electronic 'newsletter' will also highlight key areas of communication work that partners have fed into the board. The existing Warwickshire Health and Wellbeing Board blog will be used to promote the Board's messages and highlight the work of individual members of the Board.

Community Awareness

Ahead of each Board meeting key agenda items will be promoted to the public.

Board achievements

These can form the basis of Board communications and engagement action plans:

- Success in getting partners talking together and identifying joint aims
- Promoting joint strategies, projects and bids
- Reducing costs/duplication/effort
- Publishing the Board's Annual Report – delivering priorities against the Strategy/JSNA
- Sharing news and best practice
- Presenting a joined up approach to the public making it easier for them to engage/refer between linked services
- Coordinated communications campaigns, such as Warm and Well, immunisations, heatwave
- Supporting and influencing organisations to plan, improve and commission care services.

Communication and engagement project plans:

It is recommended that communications and engagement leads from across the board build upon their existing work and join together on a practical plan for the Board.

The Warwickshire Health and Wellbeing Board's communications and engagement strategy aims to:

- Keep all stakeholders engaged and informed about the work of the Board.
- Demonstrate how the Board has applied feedback from listening to stakeholders.
- Design and deliver specific communication and engagement activities in support of the JSNA refresh and publication at regular intervals.
- Generate publications, articles and media coverage about health and wellbeing priorities in Warwickshire, through the work of the Board, its constituent organisations and wider stakeholders.
- Collaborate with communication and engagement specialists from the Board's members and wider stakeholders so that we jointly deliver a consistent set of messages about local health and wellbeing priorities, and that we avoid duplication of effort.

Communications will closely reflect the Board's work programme. If necessary individual Communication Project Plans can be created to deliver campaigns or major projects. However, the vast majority of the time these would be created, and owned, by the individual partner Communication teams.