

Commissioning Group

22nd May 2013

Coordination of Health & Wellbeing Web Communications - May 2013

Summary / Recommendations

The Joint Commissioning Group are asked to provide thoughts and comments with regards to proposals to migrate existing Health and Wellbeing related websites onto a single site. This will involve the existing JSNA site being offline for 1 week whilst content is migrated.

1 Proposal

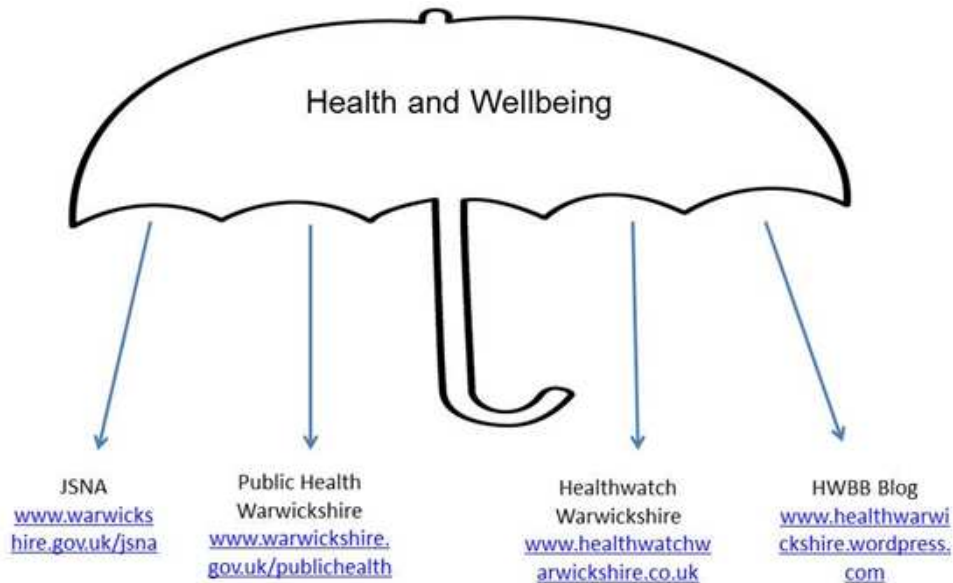
To link all Warwickshire's Joint Strategic Needs Assessment (JSNA), Health & Wellbeing Board (HWB), Public Health and Healthwatch websites/ webpages and where possible bring the web content together in one place under the 'umbrella' of a health and wellbeing 'landing site' webpage at www.warwickshire.gov.uk/healthandwellbeing.

2 Background

Over the past few years, a multitude of standalone websites have been developed on a fairly ad-hoc basis to meet a number of different requirements around health and wellbeing. These include:

- **Warwickshire's JSNA** - www.warwickshire.gov.uk/jsna
- **HWB Blog** - <http://healthwarwickshire.wordpress.com/>
- **Public Health Warwickshire** - www.warwickshire.gov.uk/publichealth

All of these sites contain a wide range of useful information and evidence on health and wellbeing in Warwickshire and although there have been efforts to link this online information, it currently appears somewhat disjointed. To improve this, we would like to consolidate all relevant links and information as appropriate, in one place under the single 'umbrella' term of Health and Wellbeing on a 'landing site' webpage at www.warwickshire.gov.uk/healthandwellbeing.



The web address www.warwickshire.gov.uk/healthandwellbeing is currently being used on the Warwickshire Direct website as the online directory for health services in the County. The content on this page will remain but a different URL will be used which will better reflect the content of this page.

3 Why do we want to do it?

It is anticipated that linking and/ or bringing together all this information in one place will result in a number of benefits. These include:

- Enabling easier access to all relevant information for partner organisations with an interest in health and wellbeing.
- Clearer demonstration of the HWB's responsibility for the JSNA and links to Healthwatch as outlined in the recent Department for Health Statutory Guidance on JSNAs and Joint Health and Wellbeing Strategies.
- Demonstrate greater transparency to the public via clearer links to the evidence base, and how this has informed our local health and social care priorities and Warwickshire's Health and Wellbeing Strategy.
- Ensuring consistent messages around health and wellbeing are communicated.
- Avoiding unnecessary duplication of information.
- Help people better understand how all partners, including those not directly involved in 'health related' activity, can play a part in improving the health and wellbeing of the local population.
- Allow standardisation of presentation styles and a more consistent 'branding' of health and wellbeing in Warwickshire.
- Automated feeds of information (blogs, newsfeed, WCC news, Twitter) should help to ensure content is more relevant and timely.
- Opening up of health and wellbeing information to a wider audience.

4 Options

1. Develop a new webpage to link all Warwickshire's HWB related websites/ webpages

2. Re-develop the existing HWB blog to appropriately accommodate the above requirements
3. Do nothing

5 Additional Work

To take forward this proposal, some minor additional work will be required. This includes:

- Development of a single homepage to direct visitors to their area of particular interest, with short explanations of the different sub-sites and the use of images to aid navigation.
- All areas will be targeted at slightly different audiences (e.g. partners, decision-makers, commissioners, the public) and we want to make it clear which content is aimed at who, to ensure people are accessing the most relevant material.
- The existing JSNA website will need to be 'offline' for 1 week to migrate to the new URL¹.

For members of the public wishing to view and access health and wellbeing services, a prominent link to the Warwickshire Direct site will be displayed.

6 References:

'Statutory Guidance on Joint Strategic Needs Assessments and Joint Health & Wellbeing Strategies', Department for Health, March 2013: <http://healthandcare.dh.gov.uk/jsnas-jhwss-guidance-published/>

¹ The existing site typically receives between 100 – 200 visits a week.