

WIRRAL SHADOW HEALTH & WELLBEING BOARD

Meeting Date	14 December 2011	Agenda Item	7
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Report Title	Developing effective communications
Responsible Board Member	Director of Public Health

Link To Shadow HWB Function	Board development	✓				
	JSNA/JHWS					
	Health and social care integrated commissioning or provision					
	Other (please specify, referring to the TOR)					
Equality Impact Assessment Required & Attached	Yes		No		N/A	✓
Purpose	For approval	✓	To note		To assure	

Summary of Paper	Communication of Health & Wellbeing Board activities, and effective engagement of stakeholder and our local communities to inform the Board is a critical element of establishing a successful set of relationships to enable us to deliver our aspirations to improve health and wellbeing outcomes on Wirral. This paper proposes the development of a communications plan for the Board, supported by partner communications leads		
Financial Implications	Total financial implication	New investment required	Source of investment (e.g. name of budget)
	Time of staff involved		
Risks and Preventive Measures	There is a risk that work streams and commissioning plans gain little wider ownership beyond the membership of the Health & Wellbeing Board, and that interested parties are unable to contribute to, or find out about the work of the Board. We will establish a website, but this is only one method of communication and will not meet the needs of a diverse community. We will therefore develop a communications plan which will scope the effective methods of communication and make recommendations for members' approval.		
Details of Any Public/Patient/Service User Engagement	None at this point.		
Recommendations/Next Steps	The Board is recommended to agree that: <ol style="list-style-type: none"> 1. Communications Leads from partner organisations should be asked to form a network supporting the Health & Wellbeing Board 2. That this network be tasked with producing a set of proposals which will form the basis of a communications plan for approval by the Board. 		

Report History		
Submitted to:	Date:	Summary of outcome:
Has not been submitted elsewhere		
List of Appendices	None	

Publish On Website	Yes	✓	Private Business	Yes	
	No			No	✓

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HEALTH & WELLBEING BOARD COMMUNICATIONS PLAN

1. Introduction

Health & Wellbeing Boards will occupy an important place in local communities as the forum for establishing aspirations for improving health and wellbeing outcomes based on an understanding of needs and assets.

A wide range of stakeholders will be involved in, or interested in the work of the Board, and good communications will be at the heart of ensuring that they remain engaged and able to help to shape the future.

2. Proposal for a Communications Plan

There will be many ways in which the Board wishes to communicate on different issues and with different people. We need to develop a means by which we are clear who our audiences are; what channels of communication we currently have in place across the partnership; how these might best be used; how we not only communicate outwards, but how we also receive communications.

We should also consider how we can overcome barriers to communication, such as being clear about our aims and objectives in communicating; what our key messages are; and whether we are using the right mechanisms for communicating with what will be a very diverse audience.

Formal minutes, agenda and papers for the Board will be placed on Wirral Council's meetings section of their website. However we might wish to consider whether we would want to develop a website that is able to deliver additional functionality in the long-term. This could include an evidence resource, message boards, 'what's on'; 'Apps' for keeping healthy and promoting wellbeing, as well as linking opportunities or services available for use by people in Wirral.

Across our organisations we have staff who are skilled in communications, and it is proposed that we should bring these staff together to form a network which can support the work of the Board, without necessarily incurring any additional cost other than their time. One of the benefits of this will be that we will have a means of understanding what current communications channels exist, and which suit particular types of communication.

This would link into our aspirations to develop good engagement models, and to our understanding of the needs and assets of our communities.

If agreed, this network should be tasked with developing an outline communications plan that will be brought back to the Board for consideration.

Board members are asked to nominate appropriate communications leads to form the network, and to consider whether there are any other particular communications issues that they would like to be explored within the remit of developing a communications plan.