

3 September 2014**Agenda Item: 9****REPORT OF THE CORPORATE DIRECTOR FOR CHILDREN, FAMILIES AND
CULTURAL SERVICES****COMMUNICATIONS AND ENGAGEMENT ACTIVITY PLAN****Purpose of the Report**

1. To update the Board on communications and engagement activity since the approval of the last plan in January 2013 and to propose an updated activity plan for the Health and Wellbeing Board (HWB), the Joint Strategic Needs Assessment (JSNA) and Health and Wellbeing Strategy.

Information and Advice

2. The Health and Wellbeing Board is required to communicate and engage with the population it serves and to consider the views of the population in the development of plans and priorities. All formal consultations are currently coordinated through a central database.
3. Communication and engagement is a fundamental part of the work of the HWB. The Board needs to engage with:
 - a. Board member organisations, stakeholders and partners
 - b. Service users and general public
4. A Communications and Engagement plan was approved by the Health and Wellbeing Board in January 2013.
5. The plan included activity to review the online information, to develop the stakeholder network and to consult on the draft Health and Wellbeing Strategy. All of these elements of the plan have now been completed including the following:

Health and Wellbeing Strategy

- Consultation with the public and stakeholders
- An HWB workshop to identify priorities for action
- Three papers have been presented to the HWB on the Health and Wellbeing Strategy and the JSNA (June 2013, November 2013 and March 2014)
- Ten papers have been presented to the Health and Wellbeing Implementation Group around the JSNA and Health and Wellbeing Strategy
- Press releases have been issued for relevant Health and Wellbeing Board papers

Review online information

- The JSNA has been published on Nottinghamshire Insight
- Board summaries available on line

Stakeholder network

- Five network events were held attracting over 350 delegates

6. As a result of the activity undertaken since January 2013 there has been media activity within Nottinghamshire including:
 - Twenty two items of media coverage around the Health and Wellbeing Strategy consultation and publication
 - Media coverage of consultations and approval of new strategies including; Mental Health, Avoidable Injuries, obesity services, substance misuse services, Pharmaceutical Needs Assessment
 - The Chair of the Board quoted as a key spokesperson for high profile media campaigns such as Stoptober, Be Clear on Cancer, Mental Health Awareness, Child Safety Week, Change4Life, Breastfeeding Awareness
 - Quotes from the Health and Wellbeing Chair on key topical health issues such as child obesity, tobacco control, electronic cigarettes, substance misuse services, air quality, mental health and infectious diseases.
7. The Stakeholder Network event in June 2014 focussed on the relationship between the HWB and the voluntary and community sector. One of the issues raised at this event was the importance of regular and accessible communications between the Board and stakeholders.
8. As a result of this a summary of the HWB has been developed and is now circulated to partners (attached as Appendix 1). Work is continuing to improve the range and frequency of communication available and will focus on developing a virtual network, utilising the Health and Wellbeing Board internet pages as a hub for communication wherever possible, including the opportunity for partners to contribute and to signpost to wider public health messages where appropriate.
9. The activity plan attached to this report as Appendix 2 is an update on the plan agreed in January 2013 and builds on work done at that point and subsequently to identify key stakeholders, communications channels and proposed communications activity.
10. There is some resource within Nottinghamshire County Council's communications and marketing team for communications activity and co-ordination with partners, and within Public Health for engagement work, although both resources are limited.
11. The HWB has both a strategic leadership role and a responsibility to promote joint working to improve outcomes. Since the Board is a partnership organisation, it is recognised that individual organisations represented on the Board will have their own communications needs and objectives. However, the Board's role means there is also a need for some umbrella communications, and coordination of messages.
12. A coordinated approach across the County Council and HWB partners would ensure that communication, consultation and engagement work was focussed to support the overall

priorities of the HWB. In this way, duplication could be avoided and the public perception of the Board improved through a joint approach across health and social care. There may also be opportunities for potential synergy from such an integrated approach.

13. The draft Communication and Engagement Activity Plan (attached as Appendix 2).

14. The plan recommends:

- Continuing to establish the key credentials of the Health and Wellbeing board in terms of strategic leadership, and in joint working to improve health outcomes and reduce health inequalities in Nottinghamshire.
- Building on existing engagement work with the Health and Wellbeing Stakeholder Network to keep the network connected with the work of the Board and to improve opportunities for partners to contribute.
- Developing more frequent communication with stakeholder and partner organisations by targeting their existing internal communications channels with information about the board and regular news updates. Utilising Nottinghamshire County Council internal communications channels to inform colleagues about news and developments from the HWB.
- Ongoing media relations out of HWB meetings, and within day to day media activity in areas covered by the Board's remit. Encouraging partners to increasingly reference the HWB and Strategy within their own media relations.
- Utilising digital and social media owned channels to further communicate news and messages as and when appropriate to those audiences.

Other Options Considered

15. None

Reasons for Recommendations

16. The HWB has a duty to consult engage and communicate with stakeholders and the local population in developing priorities and services.

17. Stakeholders and the general public have a right to know what decisions the board is taking, how it is progressing on delivery of the Strategy, and how they can engage with it.

Statutory and Policy Implications

18. This report has been compiled after consideration of implications in respect of finance, equal opportunities, human resources, crime and disorder, human rights, the safeguarding of children, sustainability and the environment and those using the service and where such implications are material they are described below. Appropriate consultation has been undertaken and advice sought on these issues as required.

RECOMMENDATION/S

1. That the Board accepts the Communication and Engagement Activity Plan proposed as Appendix 2.
2. That work be undertaken to coordinate communications and engagement activity across the County Council and with key partners under this overarching plan.

Anthony May

Corporate Director For Children, Families And Cultural Services

For any enquiries about this report please contact:

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Constitutional Comments (SLB 15/08/2014)

19. The Health and Wellbeing Board is the appropriate body to consider the content of this report.

Financial Comments (NS 14/08/14)

20. There are no specific financial implications arising from this report.

Background Papers

Paper to the Health and Wellbeing Board January 2013 – Communications and Engagement Activity Plan

Except for previously published documents, which will be available elsewhere, the documents listed here will be available for inspection in accordance with Section 100D of the Local Government Act 1972.

Electoral Division(s) and Member(s) Affected

All