

## **Nottinghamshire Health & Wellbeing Board**

### ***Communications & Engagement Activity Plan, September 2014***

**Aims:**

- Continue to raise awareness of the Health and Wellbeing Board, it's responsibilities, function, decisions and progress amongst:
  - A. Board members, key partners and stakeholders
  - B. General public (n.b. public are more interested in issues, services and real life case studies than functions of Boards)
- Promote the Health and Wellbeing Strategy for Nottinghamshire 2014-17, and the JSNA
- Engage with stakeholders to increase real and perceived involvement with the H&WB

<b>Activity</b>	<b>Cost? Y/N</b>	<b>Who</b>	<b>Audience</b>	<b>When</b>
<b>Engagement</b>				
Stakeholder Network events (x3 p/a)	Y	PH	Stakeholders / partners	X3 pa
Reformatted H&WB meeting summaries issued to Network members following each meeting, extend distribution to other stakeholder organisations	N	PH	Stakeholders / partners	Bi-monthly following meetings
<b>Stakeholder comms</b>				
Re-vamped meeting summaries distributed to wider stakeholder network	N	PH	Stakeholders / partners	Bi-monthly following meetings
Develop graphical 'one-pager' detailing the H&WB structure, functions and members, issued via stakeholder comms channels, on the H&WB web page and internally in within NCC	Y (design time)	Graphics	Stakeholders / partners / public	Sept '14
Regularly disseminate information to partners for use in their owned internal comms channels (intranets, newsletters etc), e.g., <ul style="list-style-type: none"> <li>• H&amp;WB 'one pager'</li> <li>• Strategy</li> </ul>	N	PH Digital Comms	Stakeholders / partners	From Sept '14

<ul style="list-style-type: none"> <li>• Delivery plan launch</li> <li>• Peer challenge</li> </ul>				
Utilise links with Integrated Commissioning Groups to highlight good news / successes related to H&W strategy and priorities	N	PH Comms	Stakeholders / partners	From Sept '14
<b>Media relations</b>				
<p>Target an average of one press release per H&amp;WB meeting (n.b dependent on content of papers), for example from the forward programme:  September - Encompass pilots  October - Health Inequalities / Child &amp; Adolescent Mental Health report  December - Excess Winter deaths / breastfeeding</p> <p><i>If services can provide real life case studies to accompany press releases will increase the amount of and quality of coverage</i></p> <p><i>Other partner organisations with ownership of Board reports may want to produce own press releases, although would be requested to reference H&amp;WB and quote the chair</i></p>	N	Comms	Public / Stakeholders / partners	From Sep '14
H&WB chair quoted and credited in that role with press releases on eg public health press releases, proactive opportunities etc	N	Comms	Public / Stakeholders / partners	Ongoing
Request partners approach us for comment in press releases related to health / social care to include comment from Chair	N	Comms	Public / Stakeholders / partners	From Sept '14
Explore links with Healthwatch Notts for opportunities for joint comms activity / comment. Signpost public to Healthwatch as the independent organisation to have their say on health and social care	N	Comms	Public / Stakeholders / partners	From Sept '14
Leverage larger news stories to deliver coverage on leadership of H&WB, e.g. Better Care Fund	N	Comms	Public / Stakeholders / partners	Ad hoc
<b>Digital</b>				
Graphical 'one-pager' on website	Y (design time)	Graphics Digital	Public / Stakeholders / partners	By Sept '14
Delivery plan directory online	N	Digital	Public / Stakeholders / partners	July '14

Ad hoc social media appropriate to the H&WB (and of interest to the audience)	N	Digital	Public / Stakeholders / partners	Ongoing
Key Board news items included in monthly Health and Wellbeing 'email me' newsletters	N	Digital	Public / Stakeholders / partners	Ongoing
<b>Internal comms</b>				
Utilise internal comms routes for informing colleagues of key news, events and developments, e.g., <ul style="list-style-type: none"> <li>• Intranet</li> <li>• Team Talk</li> <li>• Chief Exec bulletin</li> <li>• Frontline</li> </ul>	N	Comms Digital PH	NCC colleagues	Ongoing
<b>Marketing</b>				
Banners x 2 to promote H&WB and the H&W Strategy at key stakeholder events	Y (design & print)	Graphics	Public / Stakeholders / partners	Sept '14
<b>Evaluation</b>				
Survey Monkey evaluation with key stakeholders and partners to ascertain perceived level of engagement and communication from the Health and Wellbeing Board. Repeated after one year to demonstrate effectiveness of activity	N	Comms Digital	Public / Stakeholders	Sept '14 Sept '15