



16th January 2013

Agenda Item: 10

**REPORT OF THE CORPORATE DIRECTOR OF ADULT SOCIAL CARE
HEALTH AND PUBLIC PROTECTION**

COMMUNICATIONS AND ENGAGEMENT PLAN

Purpose of the Report

1. To propose a plan for communication and engagement for the Health and Wellbeing Board, the JSNA and Health and Wellbeing Strategy.

Information and Advice

2. Communication and engagement with partners and users of services is a fundamental part of the work of the Health and Wellbeing Board.
3. 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. There is a requirement to consider community views within the Joint Strategic Needs Assessment.
4. Communication and engagement is also fundamental to the work of other directorates within the County Council. Formal consultations are currently coordinated through a central database.
5. There is currently no coordination with the engagement activity of other key partners such as CCGs and district and borough councils although there may be an overlap in areas of interest and potential audiences.
6. There are a number of communications and engagement plans within Nottinghamshire County Council, which include overarching plans such as the Children's Trust Participation Strategy or specific plans designed around individual projects.
7. The impact of any communication and engagement activity would be increased if linked to national campaigns such as Stop Smoking day or National Falls Week
8. A draft Communication and Engagement Plan is attached as Appendix 1.
9. The plan recommends:

- Early time-limited work to raise the profile of the Health and Wellbeing Board (HWB) and the Joint Strategic Needs Assessment and Health and Wellbeing Strategy across all stakeholders within Nottinghamshire.
 - Awareness raising of the role of the Board and the work plan within the County Council to coordinate activity across the directorates.
 - Identifying existing networks for consultation and engagement that can be used to spread the message around the HWB, and developing a database to allow sharing of information on networks and activities.
 - in mapping the networks for consultation, links should also be established to ensure that feedback is provided and integrated into commissioning and development of services.
 - feedback should be established to the Health and Wellbeing Boards through the Integrated Commissioning Groups and coordinated by the Health and Wellbeing Implementation Group.
10. Activity should also be aligned with the ongoing refresh of the JSNA and the consultation and engagement required to support that process. A programme of activity for the development of the JSNA is available and could also be used to coordinate with partners.
11. A coordinated approach across the County Council and Health and Wellbeing Board partners would ensure that consultation and engagement work was focussed to support the overall priorities of the Health and Wellbeing Board, duplication could be avoided and 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.
12. Each communication and engagement opportunity should be maximise, so that the role of the Health and Wellbeing Board is communicated as part of any exercise.
13. A refresh of the web-site for the Health and Wellbeing Board would provide an opportunity to initiate this work – to provide more details of the Board and its members, the work programme and to provide some more accessible materials summarising the Board and its role, the JSNA and Health and Wellbeing Strategy.
14. Initial input in awareness raising would present an opportunity for a short term project. This could be covered by one of the National Management Trainee Scheme placements.
15. Ongoing communications and engagement work could be incorporated into the work plan of the communications staff.

Other Options Considered

16. Resource is currently being considered to support communication activity for Public Health and could encompass a role for the Health and Wellbeing Board. However this would be limited and would not allow for the initial awareness raising and development activity described above.

Reason/s for Recommendation/s

17. The Health and Wellbeing Board has a duty to consult and engage with stakeholders and the local population in developing priorities and services.

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 Plan proposed as **Appendix 1**.
2. That the Board support the proposal for a national management trainee or similar project worker to provide short-term dedicated support to undertake this work and to provide a presence on behalf of the Board at local events.
3. That the Board supports early work be undertaken to coordinate communications and engagement activity across the County Council and with key partners under this overarching plan.
4. That the Board supports the Communications and Engagement Plan is initiated by a refresh of the Health and Wellbeing Board website to include more detail about the Board and its members, their remit and work programme.

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For any enquiries about this report please contact:

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Constitutional Comments (SG 07/01/2013)

19. The Board is the appropriate body to consider the issues set out in this report.

Financial Comments (NDR 07/01/2013)

20. There are no financial implications arising directly from the report.

Background Papers

None.

Electoral Division(s) and Member(s) Affected

All.

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