

HEALTH AND WELLBEING BOARD



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| TO: | Blackburn with Darwen Health and Well-being Board |
| FROM: | Director of Public Health |
| DATE: | 20 th January 2014 |

SUBJECT:

Communications and Engagement Strategy

1. PURPOSE

To report the Health and Wellbeing Board Communications and Engagement Strategy and to gain support for development of a detailed action plan for 2014-15

2. RECOMMENDATIONS

The Health and Wellbeing Board is requested to agree the attached Communications and Engagement strategy.

3. BACKGROUND

The Health and Wellbeing Board has given consideration to the development of a communications and engagement strategy. This was the subject of a development session for the Board in August 2013.

4. RATIONALE

The Board recognised that to deliver communications and engagement effectively, partners will need to take shared ownership of this strategy by ensuring their individual activity is aligned with the Board's key messages and there is collaboration in the delivery of engagement.

5. KEY ISSUES

The Health and Wellbeing Board is asked to receive and agree the attached Communications and Engagement Strategy.

6. POLICY IMPLICATIONS

The Communications and Engagement Strategy will support the Board in the delivery of the Health and Wellbeing Strategy and ensure that the communications and engagement delivered by partners is coordinated and integrated with their own organisational plans.

7. FINANCIAL IMPLICATIONS

There are no financial implications of this report for Blackburn with Darwen Borough Council or partners.

8. LEGAL IMPLICATIONS

There are no legal implications of this report for Blackburn with Darwen Borough Council or partners.

9. RESOURCE IMPLICATIONS

There are no resource implications of this report for Blackburn with Darwen Borough Council or partners.

10. EQUALITY AND HEALTH IMPLICATIONS

The report is to be agree and in itself has no direct equality or health implications for Council or partners

11. CONSULTATIONS

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| VERSION: | V1.0 |
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| CONTACT OFFICER: | Kenneth Barnsley |
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| DATE: | 6 th January 2014 |
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| BACKGROUND PAPER: | Attached |
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