

Health and Wellbeing Communications and Engagement Strategy 2013/14

Health and Wellbeing Board

This document sets out the communications and engagement strategy for Blackburn with Darwen Health and Wellbeing Board for 2013/14. The Board recognises 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.

Purpose

The purpose of this strategy is to:

Communicate – with partners, residents and service users, including hard to reach groups, on the make-up, role and priorities of the Health and Wellbeing Board and the development and delivery of the Health and Wellbeing Strategy.

Engage – with residents, service users and partners to improve service design and commissioning, and to monitor service and programme delivery.

It will bring together communications and engagement plans for partners and ensure a cohesive approach.

Background

In January 2013 the first ever Health and Wellbeing Strategy for Blackburn with Darwen was approved and in 2013/14 the Health and Wellbeing Board will ensure that the strategy is implemented effectively by residents, service users and partners to improve the health and wellbeing of Blackburn with Darwen.

Strategic Priorities

Throughout the process of developing the Health and Wellbeing Strategy, the consultation and engagement work had a big influence on the strategy and delivery plan. Comments and discussion with residents, service users and partners have strongly influenced:

- our plans to provide the **best start for children and young people** to improve their chances of living a long and healthy life
- our plans to support **health and work** where long-term health conditions are a major cause of poor health and disadvantage
- our plans for **Safe and healthy homes and neighbourhoods** where many homes are in a poor condition, increasing the risk of injuries and ill health. Outside the home there are too many road deaths and serious injuries involving children
- our plans for **Promoting good health and supporting people when they are unwell**
- our plans for **Older People** where we have more than average in residential care and more people returning to hospital within 90 days of being discharged than other areas.

Strategy Development

The development of the Health and Wellbeing Strategy was fundamentally based round the principle of consultation and engagement with local residents, the community and voluntary sector and partner organisations. We already had a robust understanding of the issues that matter to residents and the key priorities they would like the Council and Local Strategic Partnership to address as a

result of engagement through the 2008 Place survey and work during 2009/10 to consult and engage residents on the priority ambitions for Vision 2030. Further consultation and engagement following the 2010 Spending Review contributed to priorities. The sum of this understanding of the aspirations and priorities of our residents provides a robust base for our overall strategic aims.

Consultation and engagement for the strategy was integrated into the process in two stages.

The first stage involved:

- a workshop with the Health and Wellbeing Board to present the Strategic Needs Assessment Story and to enable discussion of the broad strategic direction
- focus groups discussions with residents to consider their views and ideas about health and wellbeing
- a workshop with the Blackburn with Darwen Families Health and Wellbeing Forum to enable community and voluntary sector organisations to discuss the issues and contribute their views
- presentations and discussions at key partnership fora, including the Children & Young People's Trust, the 50+ Partnership and a Housing & Neighbourhoods workshop
- a Radio Lancashire discussion on the Sally Naden show about health and wellbeing with contributions from residents involved in health and wellbeing projects across Blackburn with Darwen.

The second stage was based on the consultation draft Health and Wellbeing Strategy agreed by the Health and Wellbeing Board and involved:

- formal consultation with residents, community and voluntary organisations and partners through providing the opportunity to comment on the draft
- design of key questions for stakeholders and promotion of the Strategy, and the opportunity to provide a response by post, email, or through the Council Website
- five workshops with key stakeholders, one for each of the key priorities

The final strategy was publicised through the media and a feature in the Council's newspaper, The Shuttle, gave comprehensive 'you said, we did' style feedback about how residents' and partners' views had helped to shape it.

This communications and engagement strategy will continue to embed the principle ethical communications and engagement with residents, service users and partners into the work of the Health and Wellbeing Board and the practical delivery of the Health and Wellbeing Strategy for the benefit of all of the residents of the borough and the people that use services.

Objectives

The communications and engagement strategy has the following objectives:

- To ensure that residents and users of services are a fundamental part of the continuing development of the programmes and services and delivery of the Health and Wellbeing Strategy
- To raise awareness and understanding locally and nationally of the Health and Wellbeing Board and its work
- To inform stakeholders of the health needs that have been identified and what actions will be taken

- To support the delivery of the Health and Wellbeing Strategy across the partnership
- Establish a consistent framework and process to ensure that the views, opinions and stories of residents and service users inform the development of the ISNA and the Health and Wellbeing Strategy.
- Manage the identity and reputation of the Health and Wellbeing Board
- Secure media support for the work of the Health and Wellbeing Board and manage media interest
- Involve key audiences in ongoing consultation and ensure their views inform the annual refresh of the Health and Wellbeing strategy and development of future priorities

Considerations

Further consideration needs to be given to the following to ensure effective communications and engagement:

Budget – a dedicated communications and engagement budget would need to be identified to support some of the activity set out below.

Branding – the Board currently uses the established generic partnership logo, but a dedicated brand would give the Board its own identity and help to raise public and stakeholder awareness and recognition.

Website – Health and Wellbeing Board information is currently hosted on the Blackburn with Darwen Council website. As a statutory Board of the Council, it is appropriate that Board papers and meeting dates should be available on the CMIS site, but consideration could be given to a dedicated Health and Wellbeing Board website where information could be more easily accessible to the public and documents such as the Health and Wellbeing Strategy and individual ISNAs could be published.

Style guide and templates – this would ensure a consistent approach to documents, presentations and other material for all board members to use.

Digital strategy – use of digital channels will be embedded in all our communications and engagement activity, tapping into the wide range of well established digital channels in Blackburn with Darwen. However, there is the further option of creating dedicated Twitter and Facebook accounts for the Board and consideration is needed about who might 'own' and manage these and what purpose they would serve.

Multi agency communications and engagement groups – to ensure collaborative working and shared ownership of the strategy. This could be done through existing groups to reduce duplication.

Enhancing public access & involvement – how we can use digital channels to improve transparency and openness, i.e. webcasts or live Twitter stream from meetings, or involve service users, ie by involving them in task groups.

Action Plan – the Board will need to develop a detailed action plan for activity during for 2014-15

Health Talk – one of the components of the strategy was put in place at the end of October 2013. This was the very successful Health Talk Event, held at King Georges Hall and involving more than 150 residents and members of the public. Following feedback to the Health and Wellbeing Board development session in November, there was general support for an annual Health and Wellbeing Conference which would become part of the annual delivery of Health and Wellbeing Engagement in Blackburn with Darwen.

Communications and Engagement Principles

Communications Principles

In order to be successful, communications will be guided by the key principles:

Clear and simple – communication will be clear and simple, using plain English

Accessible – using a wide range of traditional and digital, face to face communications and engagement to provide access for all and where possible providing communication in formats including film, translation, British Sign Language and Easy Read.

Insight based – messages developed with involvement of residents and service users

Targeted – communicating in multiple formats to reach a diverse audience including protected groups

Accurate – information conveyed and shared will be factually correct

Transparent – we will be open and honest in all communications

Consistent – messages will be consistent and aligned to local, regional and national guidance as required

Measurable – the plan includes evaluation mechanisms to assess success and inform ongoing action plans

Engagement Principles

The Health and wellbeing board will adopt the principles and standards of good engagement set out in the LSP Engagement Strategy:

To operate with integrity - Ensuring that citizens know what they are participating in and why and that participants are kept fully informed; engagement will give respect for all participants, ensuring that participation is voluntary, providing honest feedback to participants.

Engagement will be tailored to circumstance and participants - Using appropriate engagement mechanisms which take into account who we engage with; including relevant representative samples of local people in engagement processes and ensuring the content or focus for engagement is relevant and meaningful to participants

Transparency in practice - Ensuring timely and appropriate feedback for participants; providing clear expectations and information around potential outcomes; setting out what differences the process will make and providing clarity around future processes linked to the engagement focus

Empowerment for local people - supporting citizens to take a lead in engagement processes; making engagement accessible to all; recognising 'bottom up' agendas and issues from citizens; ensuring agendas are negotiated; aiming for positive impacts for citizens who are participating and aiming for a process that makes a difference

Review and evaluation of practice - Develop clear accountability structured for engagement process and practice; Adhere to the LSP Principles and Standards in all engagement process and practice, and use participation feedback in the design and development of practice

Meeting the requirements of relevant legislation - complying with legal and ethical standards and law, in practice and with data, and achieving best value in engagement practice.

Communications and Engagement Approach

Communications and Engagement for the Health and Wellbeing Board will be driven by the coordinated planned activities of each of the partner agencies. Each partner agency has its own funded programmes for communications and engagement which will be geared to each of the five key ambitions of the Health and Wellbeing Strategy.

1. Giving children and young people the best start in life
2. Health and work
3. Safe and healthy homes and neighbourhoods
4. Promoting health and supporting people when they are unwell
5. Older people's independence and social inclusion

The key principle of the strategy will be that partners will commit to promoting the key messages for the Health and wellbeing board in their communications and to planning and coordinating engagement activity to support the continuing development of the delivery plan and ensure a consistent approach.

The approach needs to be inclusive of existing strategies and work programmes within individual partner organisations, where there is communications and engagement to support activities which address health and wellbeing board priorities.

Communications Approach

We will communicate with key stakeholders using a range of channels including traditional and online media, web and intranet, public and community venues and face to face engagement via neighbourhood teams, health trainers and at events. We will embed digital communications in all activity to support delivery of the five overall ambitions of the Health and Wellbeing Strategy.

Key messages will be developed to support individual campaigns and activities, in addition to the overarching messages set out within this strategy.

A member of the Council communications team will attend meetings to manage media interest and identify opportunities for positive PR to promote the work of the board. Communications will support the board to meet its requirements around openness and transparency by promoting public access to, and involvement in, meetings and exploring how we can use digital channels to enhance this.

Communications key messages

- Blackburn with Darwen Health and Wellbeing Board is a statutory partnership board of Blackburn with Darwen Borough Council, where the NHS, public health and social care, elected members, voluntary and community representatives and representatives of HealthWatch can work together to achieve better health and wellbeing for local people.
- The 2012-15 Health and Wellbeing strategy has five key themes based on key age groups – childhood, adults at home, work and in leisure and older people. Evidence shows looking at every life stage in this way is the most effective way to address health inequalities.
- Blackburn with Darwen Health and Wellbeing Board meets in public, with the opportunity for residents to bring questions and petitions to meetings.

- Improving health and wellbeing is everybody's business. We will involve local people in planning services and use the skills and knowledge we already have in our communities.
- We want people to take more responsibility for their own health and wellbeing and to look after themselves because we know they get the greatest benefits when they actively choose to improve their health, for example by eating healthily or doing more exercise.
- We are working together to ensure that older people are actively supported to be independent and contribute to their communities, while making sure we can meet the needs.
- We aim to deliver efficient and effective high quality health and social care in order to improve the health and wellbeing of the whole population.
- We will identify early when people are at risk of developing problems with their health and offer support to help them reduce these risks.
- We are working together to support people to better manage their conditions themselves, with the support of health professionals.
- We are working together to give children and young people the best start and improve their life chances by making sure there is support for the whole family.
- We are working together to make sure everyone has the best chance of getting and keeping good employment by improving wellbeing in the workplace and supporting those out of work into employment.
- Where people live and the quality of their housing can have a major impact on their health and wellbeing, so we are taking steps to address this through improvements to housing and the local environment.

Engagement Approach

The engagement approach and engagement activity will be coordinated through the Blackburn with Darwen Engagement Network. Engagement and the understanding of community assets is a fundamental part of the Integrated Strategic Needs Assessment which is the joint statutory responsibility of the Health and Wellbeing Board and the Clinical Commissioning Group.

Engagement activities will be embedded in the ISNA process and ensure that residents and service users are a central part of each needs assessment that contributes to the ISNA.

| | Coordination | Organisation | Delivery | Community |
|-----------------------------------|---|--------------------------------|---|---|
| Health and Wellbeing Board | Blackburn with Darwen Engagement Network | Community and Voluntary Sector | Community and Voluntary Organisations Volunteers | Improved awareness of health and wellbeing Joint development of healthy projects Improved use of community assets |
| | | Council | Young People Service Public Health Neighbourhoods | |
| | | CCG | Commissioning Support Unit | |
| | | Healthwatch | Healthwatch Delivery Team Volunteers | |
| | | Other Public Agencies | Police College Fire and Rescue | |
| | | Others | | |

Engagement should be linked in with the ambitions of the Health and Wellbeing Strategy and integrated with the ISNA annual priorities.

Good practice advice

Good practice advice and overall coordination will be through lead officers

Communications Manager – Leah Maguire

Engagement Manager – Donna Thomas-Nawaz

Partners

The Health and Wellbeing Board commits to working with a wide range of key partners including but not exclusively those set out below.

| | |
|--|--|
| Health and Wellbeing Board members | Patient groups,(i.e. Healthwatch, 50+ Partnership, Older People's Forum) |
| Partner organisations | GPs |
| Service users | Health & social care providers |
| Residents | Media |
| Opinion formers (elected members/MPs/scrutiny) | Community Voluntary Faith sector |

Communications Protocol

The Council communications team will take a lead role in the development and delivery of this strategy and partners will sign up to the following protocol:

Generic media releases and statements about the work of the Board will be issued by the Council communications team

The Council communications team will be the first point of contact for media inquiries about the Board.

Board members will be given contact details for the Council's communications team and refer all media queries to the team in the first instance.

Media enquiries about the work of the Board will be referred by communications to the Chair and/or Vice Chair.

Only the Chair and/or Vice Chair can speak on behalf of the Board.

The Board Chair and/or Vice Chair have final sign off of all media statements, releases (where they are quoted) as well as materials (ie branding, website, leaflets) relating to the Board.

All partners will reference the Health and Wellbeing Strategy and include key messages in their own organisation's communications about their activity to support the strategy.

Individual organisations will share media releases and statements about their own activity where this makes reference to the Health and Wellbeing Board and/or strategy with all partners for information only.

Evaluation

This strategy will be evaluated through review at the Health and Wellbeing Board in October 2014 and March 2014