

Health and Wellbeing Communication and Engagement Task and Finish Group



PRIORITY	ACTION	Further detail	WHO?	DATE	REVIEW
1	Approval from Health and Wellbeing Board	Including sign up to the strategy from partners. Link with development of the Health and Wellbeing strategy.	Health and Wellbeing Board members	April/May 2015	Review strategy - 6 months, then yearly
2	Supporting access through information, advice and guidance	Engaging the population and delivering information to ensure that the public are aware where they can go for services, etc. For example, disseminating information about urgent care services (appropriate use, locations, opening times) and communicating the message around any changes to services. Development of the Shropshire Together website will support this; communicating the work and available services from across the health economy.	All Communication and Engagement leads	Continuous	
3	Raise profile of the Health and Wellbeing Board	Through the operational tools detailed below and including the Shropshire Together website as a platform. A Health and Wellbeing Conference in Autumn 2015 will focus upon health inequalities. The outcomes of the event will be used to inform planning for the Health and Wellbeing Board (HWBB).	Communication and Engagement leads from: Shropshire Council/IP&E, Healthwatch, CCG, CSU, VCSA, Shropshire Together	Continuous Autumn 2015	
4	Development of mechanisms to support joint working through: A. Strategic decision making	A. Development of an operational group to make recommendations to the HWBB. Clear project management approach for carrying out the work from the HWBB and local campaigns. Networking and working together. Developing protocols for deciding upon and delivering campaigns. This will include supporting the communication and engagement of key programmes such as NHS Future Fit and Better Care Fund.	A. Communication and Engagement leads from: Shropshire Council/IP&E, Healthwatch, CCG, CSU, VCSA, Shropshire Together	May/June 2015 onwards	

	B. Operational tools C. Sharing information	B. Tools such as; a shared social marketing and communications resource platform, single consultation portal, news story feed through to the HWBB website, local network for working together (communication and engagement leads), agreed media protocol (including across social media), shared photo library, a regular health column in newspapers, shared evaluation tools to monitor effectiveness of communication and engagement. C. Individual organisations sharing information about individual campaigns, events or updates via an effective forum or platform. These actions will lead to joint working and promotion of health and wellbeing across the health economy through initiatives such as a shared health and wellbeing stand at the Shrewsbury Flower Show (Aug 2015) and early development of the media campaign highlighting access to urgent care in Shropshire. This also includes development of the Shropshire Together website with input from across the Shropshire health economy.	B. Shropshire Council/IP&E, Healthwatch, CCG, CSU, VCSA, Shropshire Together, providers incl. SSSFT, SPIC, Shrop Comm, SaTH, RJA, etc. C. ALL		
5	Develop tools for evaluation	To generate an understanding of the most effective methods of communication and engagement and to ensure that we achieve the outcomes we set.	Operational Group (see 4A)	June 2015	
6	Determine the best way to engage those who are not routinely engaged	Linking with the locality Joint Strategic Needs Assessment to understand better the population, making a targeted approach to ensure inclusion and consideration is given. This includes considering how best to engage with children and young people, vulnerable persons and those with protected characteristics.	Operational Group (see 4A)	Continuous	
7	Investigate 'twinning' with another Local Authority	To learn from each other's successes and difficulties with communications and engagement.	Operational Group (see 4A)		