

**‘Working Together for Change’
Lancashire Health & Wellbeing Board Event Overview
Friday 16th November 2012
12.45pm to 4.00pm
Gujarat Centre, Preston**

Aim of the event:

This facilitated event forms part of a wider communications plan, for the Lancashire Health & Wellbeing Board. The event is proposed to be a combination of:

1. Information giving - explaining the strategy to interested partners and stakeholders
2. Involvement - giving partners and stakeholders an opportunity to share how they can help to achieve the aims of the strategy and to deliver the interventions.

The emphasis is on giving attendees the opportunity to share ideas and discuss how they can help achieve the aims of the strategy and deliver the interventions. The focus is not a formal launch of the strategy but on how partners and stakeholders can begin to think how they can influence and recognise their own part to play in bring about the changes identified in the strategy.

Audience:

It is proposed to host an event for around 200 delegates made up of:

1. All respondents to the engagement process for the strategy
2. Wider public sector and VFC sector
3. Providers from across the statutory, third and independent sectors – including those providing health, care and wellbeing services
4. Elected Members – both district and county councillors
5. GP's / Primary Care Health Teams – to include dentists and pharmacists etc.
6. Citizens involved in delivering health and wellbeing interventions and those who use services.

Format of the event:

The half day event will begin with lunch giving delegates the chance to get to know each other and relax before the main session begins. The event will include speakers from the Health and Wellbeing Board and be facilitated by Ian Roberts from Greengage Consulting. Following a short presentation about the strategy and an overview of the interventions there will be facilitated group discussions on the ten interventions.

It is suggested that the room be set out ‘cabaret style’ then each table can give their reaction to the strategy, for example what do they like and what would they change or strengthen? A small panel of the members of the Board would be available to address comments from the tables through the facilitator. Then the discussion can move to the interventions.

It is proposed that the facilitated groups look at a common theme for the ten interventions, and from discussions with intervention leads it is proposed that this theme should be how community assets approaches can be used to deliver improvements to health and wellbeing.

The need to identify and develop community assets has been identified by all ten interventions, during planning and design work, to be integral to successfully delivering the priority shifts that the Health and Wellbeing Board wants to see. It is felt that this could be a productive and creative focus for the group sessions.

An initial agenda (speakers to be confirmed) is as follows:

13.30 – 13.45	Introduction
13.45 – 14.15	Presentation of the Strategy
14.15 – 14.30	Our 10 Interventions
14.30 – 14.45	Introduction to community assets approaches – case study
14.45 – 15.45	Group sessions
15.45 – 16.00	Feedback and Close

Follow up work:

In order to make the event as productive as possible it is proposed that delegates are contacted following the event with a list of resources that they may find useful – this could include highlighting other delegates they may find useful to engage with and develop work further or simply contacting them with a reminder about what they said they could do.

Recommendations:

The Health and Wellbeing Board are asked to discuss this proposal and advise on the draft format and content of the event.

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Lancashire Public Health network
24 August 2012