

# Communications Strategy for Health and Wellbeing Board

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# Background

The Health and Social care Act 2012 established health and wellbeing boards as a forum where key leaders from the health and care system would work together to improve the health and wellbeing of their local population and reduce health inequalities.

Each top tier and unitary authority has its own health and wellbeing board. Board members collaborate to understand their local communities' needs, agree priorities and encourage commissioners to work in a more joined up way. As a result, patients and the public should experience more joined-up services from the NHS and local councils in the future.

Health and wellbeing boards are a key part of broader plans to modernise the NHS to:

- ensure stronger democratic legitimacy and involvement
- strengthen working relationships between health and social care, and,
- encourage the development of more integrated commissioning of services.

As such, Lancashire's health and wellbeing board will help give communities a greater say in understanding and addressing their local health and social care needs.

# Objectives

- To increase awareness amongst the public of the outcomes achieved through the work of the board
- To publicise the progress of the Health and Wellbeing Board to all relevant partners both within and outside the NHS
- To present the board as a campaigning/lobbying body for the health and wellbeing of the people of Lancashire

# Target Audience

The board has a principally strategic role; therefore the majority of communications activity will be targeted at health professionals, partners and key influencers, to convey the board's vision for improving health and wellbeing across Lancashire and explain the role they have to play in helping to deliver it. Only high level messages will be communicated to the public when relevant and will be used to update on how Lancashire is achieving against its objectives for better Health& Wellbeing.

Key stakeholders will include;

### Member organisations of the board

- Clinical Commissioning Groups

- NHS trusts
- County Council (elected members, officers)
- District councils (elected members/officers)
- Healthwatch
- Health providers
- Third sector

### Other key stakeholders

- Health & Wellbeing Partnerships
- District Health Leads
- Lancashire Economic Partnership
- Community Safety partnership
- Children's Trust Partnerships
- MPs

### Members of the public

- General public
- In particular those who are affected by health & wellbeing issues that form part of the board's priorities

## Key Messages

- The Health and Wellbeing Board aims to be the driving force for health & Wellbeing in Lancashire, acting as the focal point for health and social care organisations and professionals to agree goals and lead change
- Our strategy to join up services will help avoid duplication amongst other health professionals and provide more efficient services to our communities
- We will listen to our communities' and patients' feedback to help ensure they have access to appropriate services that can help them improve their health

## Strategy and Approach

The content of the communications will primarily be produced and delivered by colleagues supporting the Health and Wellbeing board, while the Communications Service will set up and provide the tools to enable this to happen and lead on media activity. The following channels will be used to communicate with stakeholders and the general public:

### Brand

A new brand will be required to be used across all materials and distinguish the board as a separate body. This will be designed by the Communications Service and will need to be agreed by the board.

The agreed brand will flow across all visual materials included on-line and hard copy publications. Templates will be produced for an electronic newsletter, report document etc.

### Newsletter

A quarterly electronic newsletter will be produced to be sent to all key stakeholders and be added to the website. The electronic template will be designed by the Communications Service but the content of the newsletter will be produced and disseminated by officers providing direct support to the Health and Wellbeing board.

A six monthly electronic/hardcopy newsletter should also be considered for the public, which communicates the key performance/changes to frontline services, which has a local feel and is very much front line service focused.

### Media

Proactive media relations will be used at regular intervals throughout the year to highlight improvements and changes to the health & wellbeing of Lancashire residents, calls to action on how people can help themselves improve their health, and changes in services that will benefit communities. The work of the board will also be cross referenced in media relations carried out around campaigning activities where the link between the two stories is relevant.

The Communications Service will coordinate all proactive media activity and also handle reactive media enquiries, calling on members of the board to act as spokespeople when required.

### Events

Different events throughout the year could be held with key stakeholders to share ideas and update on progress. This could involve holding the Board meeting at different locations throughout the year and linking in with other activity happening in a particular area, that could also be used as a media opportunity.

Bite sized briefings will be arranged for councillors to update them on progress a couple of times a year.

Speaking opportunities for Board members could be identified and used as a channel to communicate the work of the board to different target groups.

Materials using the brand will be created to support such activity as and when required.

### Website

The website will be updated to convey the new brand and will be used to share relevant documents to the public and professionals. The website will also provide access to the archived quarterly newsletter updates. The website will be updated to reflect the new Lancashire County Council website style which is currently being implemented.

### Social media

A 'thought leader' on the Health and Wellbeing board will be identified to utilise Twitter as a means of updating professionals on the work of the board. Guidance will be provided on the use and set up of the account. The corporate Facebook and Twitter accounts will be used for general public messages in line with any media relations.

### Engagement of MPs

It is recommended that the Chair of the Board along with other key Health & Social Care influencers has a regular dialogue with Lancashire MPs on the progress of the board and challenges faced by Lancashire on the Health & Wellbeing issues. MPs could be included in the update newsletter but it is also recommended that a face to face meeting is arranged once a year.

## Assumptions

This strategy assumes a co-ordinated communications approach amongst professionals that represent the Board. Core scripts will be created for key issues to ensure a consistent message.

Campaigns that are delivered by the representative organisations on the Board, will be used as examples of the overall Board's achievement in a strategic context.

## Targets

- Four electronic newsletters issued annually
- £100k of media coverage (advertising equivalent) achieved annually for Health and Wellbeing Board messages

## Budget

TBC

## Contact Information

Please do not hesitate to contact us should you have any questions or would like to discuss any element of this strategy.

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