

HEALTH AND WELLBEING BOARD		AGENDA ITEM No. 11
11 DECEMBER 2014		PUBLIC REPORT
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REPORT: HEALTH & WELLBEING BOARD DRAFT COMMUNICATIONS STRATEGY 2014-2016

R E C O M M E N D A T I O N S	
FROM : Health & Wellbeing Programme Board Chair, Wendi Ogle-Welbourn	Deadline date : 11 December 2014
<p>The Board is requested to consider the draft HWB Communications Strategy 2014-2016 and comment accordingly.</p>	

1. ORIGIN AND PURPOSE OF REPORT

- 1.1 The purpose of this report is to table the draft Health & Wellbeing Board Communications Strategy 2014-16 for discussion.
- 1.2 The strategy includes a stakeholder communication map, a multi-partner calendar of communications for 2015 and examples of partner newsletters to demonstrate opportunities to deliver key HWB messages.

2. BACKGROUND

- 2.1 One of the key recommendations from the LGA peer review in February 2014 was the need for the HWB to have a comprehensive Communications Strategy in place.

3. RECOMMENDATION

- 3.1 HWB Members are asked to review the draft communications strategy and offer comments and/or recommendations.

4. CONSULTATION

- 4.1 The draft communications strategy was presented to Health & Wellbeing Programme Board members (HWPB) for consultation on 26 November 2014. Members present discussed the strategy and agreed a small number of amendments. The HWPB chair subsequently made the amendments.

5. ANTICIPATED OUTCOMES

- 5.1 Should members approve the communications strategy, a meeting will be convened with representatives from the PCC communications team as well as key partner communication contacts to commence action. Key actions will be included in the HWB action plan for progress monitoring.

6. REASONS FOR RECOMMENDATIONS

- 6.1 The aim of the communications strategy will allow the HWB to make greater use of networks and target specific issues through a mixture of channels and in line with the Board's priorities.

- 6.2 The strategy will aim to increase awareness and understanding of the role and delivery programme of the HWB among priority audiences as well as align associated partner communications plans to avoid gaps and duplication.

7. IMPLICATIONS

- 7.1 The delivery of the communications strategy will support the achievement of the outcomes in the Health and Wellbeing Strategy 2012-2015.

8. BACKGROUND DOCUMENTS

Appendix 1 - Draft HWB Communications Strategy 2014-16

Appendix 2 – HWB PCC/Partner Communications Calendar 2015

Appendix 3 – Cross Keys Homes and SPP newsletters