

PETERBOROUGH HEALTH & WELLBEING BOARD  
COMMUNICATIONS STRATEGY 2014-2016

## 1.0 Introduction

The aim of a strategic framework for communication will allow the Health & Wellbeing Board to make greater use of networks and target specific issues through a mixture of channels. The Board will be able to pull resource from across services to allow better joined up working and less duplication.

### Our Vision

*We want people in Peterborough to be as healthy as possible, living among supportive family, friendship and community groups, with high aspirations for their own and their children's futures. When people need help and support, we will provide information about sources of support available locally to them, enabling them to rebuild their resilience and wellbeing.*

*We will work with local groups, communities and the voluntary and community sector to build community resilience through co-production and give power to solve problems back to individuals and local communities where we can.*

*We will do all we can to support people's independence and wellbeing; preventing, postponing and minimising need for more specialist care and support. Where additional support services are needed we will ensure that people using them have as much choice and control as possible through things like personal budgets and direct payments, supported by clear information and advice, empowering individuals and their carers to make the choices that are right for them. These support services will be provided only for as long as necessary and be focused on enabling people to become independent once more.*

The Health & Wellbeing Board's five priorities, as outlined in the Health & Wellbeing Strategy 2012-2015 are:

- Securing the foundations of good health
- Preventing and treating avoidable illness
- Healthier older people who maintain their independence for longer
- Supporting good mental health
- Better health and wellbeing outcomes for people with life-long disabilities and complex needs

Given the Board's diverse membership and the importance and breadth of its work, there is a need for clear communications around its role and activities. This will help to ensure that the Board is positioned correctly with its stakeholders and audiences.

## 2.0 Legislation

Health and wellbeing boards are central to the government's vision of a more integrated approach to health and social care.

The Health and Social Care Act 2012 establishes health and wellbeing boards as a forum where key leaders from the health and care system work together to improve the health and wellbeing of their local population and reduce health inequalities. Health and wellbeing board members will collaborate to undertake their local community needs, agree priorities and encourage commissioners to work in a more joined up way.

### **3.0 Strategy Aims**

To increase awareness and understanding of the role and delivery programme of the Health and Wellbeing Board among priority audiences.

- Provide a coherent communications strategy for health and wellbeing activity throughout the city
- Focus on delivery and outcomes
- Set out core principles, messages and vision for communicating the agenda and strategy for the Health & Wellbeing Board
- Align associated partner/agency communications plans to avoid gaps and duplication
- Identify the key stakeholders and communicators to be involved with the delivery of the strategy
- Set out the 'core offer' and future communication activity around the Health and Wellbeing Board

**In the future our aspiration is to widen the communications network to cover all of the following areas:**

- Board members
- Health and social care providers
- City Council
- Clinical Commissioning Group
- Third sector / voluntary and other non-statutory organisations
- NHS and Public Health nationally
- Regional stakeholders
- Peterborough Schools
- Private sector health organisations
- Healthwatch
- Patient representative groups

As structural realignment of the health and wellbeing community progresses, working relationships with the many partners above will develop, from the current core including Public Health, CCG, adult and children's social care to encompass the broader range of partners.

### **4.0 Identifying the audience**

The stakeholder map (Appendix 1) provides a broad overview of the types of individual organisations who we aim to engage with about the work of the Board and the wider health and wellbeing agenda.

The primary audience must be the people of Peterborough and the communication strategy is designed to ensure that all stages of communication activity takes this into account by aligning with the outcomes and priorities of the Board.

The Board will work to fully understand our stakeholders so that communications can be effectively delivered and made appropriate and meaningful.

We recognise that some sections of our population will require tailored approaches and that we also need to target the groups who are in greatest need. We will use the JSNA data and other local intelligence including engagement activity to inform this work.

## **6.0 Health & Wellbeing Communications and Delivery**

At the heart of all communications will be the need to reflect the outcomes and priorities of the Health & Wellbeing Board. Individual messages, campaigns and activity should all be able to demonstrate that they will deliver in a way that reflects these. Appendix 2 summarises multi agency communications activity for 2015 and shows how this is aligned to the six key strands:

- Healthy starts
- Healthy workplaces
- Healthy schools
- Healthy communities
- Healthy places
- Healthy living

To ensure the HWB's priorities and Health & Wellbeing Strategy are promoted, the following activity is proposed to accompany the cycle of meetings and activities the Board undertakes:

- Create and regularly use a 'HWB' Twitter account
- Establish a HWB blog
- Include the HWB in the Leader's weekly media column
- Use internal and external PCC/partner newsletters to advertise HWB meetings
- Select press topics from the Board's meeting agendas to engage with the media
- Utilise the Board's open forum style of meetings to make connections with partners and the public
- Where possible set up items like a CVD awareness initiative that might attract media interest and attendance
- Tweet live interaction and engagement during Board meetings
- Health & Wellbeing members to engage with public attendees during meetings and by way of a public consultation (ask them what their interest in the Board is, how would they like to be involved etc)
- Create and distribute a regular HWB newsletter to include partner/member update columns/articles to be sent to all members and stakeholders and upload to the HWB Council webpage
- Refresh the HWB and JSNA webpages (include links to all Board member webpages)
- Facebook updates

## **7.0 Measuring Success/Monitoring performance**

We will assess the impact and effectiveness of our communications and engagement activity, review achievement of our objectives and identify the lessons learnt. A quarterly report will be prepared and presented to the Board for review.

As well as measuring the communication successes by way of outputs, outcomes and feedback, we will explore additional feedback evaluation mechanisms.

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**APPENDIX 1 – STAKEHOLDER MAP**

Stakeholder (individual or group)	Stakeholder role	Summary of interest with the HWB	Key messages / information to communicate to the stakeholder
The People of Peterborough	The people the HWB are ultimately working for	Each and every citizen is impacted by the HWB and can benefit from it	All messages and communication should recognise that this is the most important audience and all messages should be relevant to this audience
Clinical Commissioning Group (CCG)	Future of acute, specialist, community and mental health commissioning services in Peterborough	High interest and overall awareness/ engagement of health and wellbeing in the future policies and in the Board's outcomes, execution and delivery	Information about the board - remit, priorities, governance, plans for improvement and implications on this for the CCG at local level
Public Health		High interest and overall awareness/ engagement of health and wellbeing in the future policies and in the Board's outcomes, execution and delivery	Information about the board - remit, priorities, governance, plans for improvement and implications on this
NHS England (local)	Future of specialist and primary care commissioning services in Peterborough	High interest in order to make policies, outcomes and delivery align with the HWB	Commissioning intentions, HWB's priorities, engagement in collective workstreams
NHS England (national)	National NHS resource and management policy	General interest in order to shape policies, outcomes and delivery	Direction of travel for the HWB Board, key messages around allocations, funding and the 'Call to Action'
Elected members	Responsible for representing their constituents, including Health and Wellbeing	Interest, awareness and agreement/support of policies and HWB outcomes	Information about the board - remit, priorities and governance
HWB Scrutiny Committee	Scrutiny around commissioning intentions and service changes for both the NHS and Peterborough City Council	High interest and overall awareness/ engagement of health and wellbeing in the future policies and in the Board's outcomes, execution and delivery	Information about the board - remit, priorities, governance, plans for improvement, national policy changes and local implications
Adults and Childrens Social Care	Overall support, engagement with board and strategic contribution that may be required to deliver	High interest and overall awareness/ engagement of health and wellbeing in the future policies and in Board's	Information about what this means for them, who the board are, their remit, priorities and implication of new

	strategy	outcomes, execution and delivery	commissioning arrangements
NHS Providers	Provider for health services in the community	General awareness and support /of the project	General information about what this means for Peterborough, who the board are, their remit and priorities going forward
Third sector (voluntary, community and faith groups)	Engagement with board policies and outcomes (where relevant)	General awareness	General information about what this means for Peterborough, the board - their remit, priorities going forward and details of future engagement
Communication leads in key organisations and local businesses	Disseminating information as provided by nominated lead and encourage engagement/support with the project	High interest and overall awareness/ engagement with board and health and wellbeing provision in the future	Information about what this means for their respective organisations, board remit, priorities and implications of new commissioning arrangements and cross sector delivery arrangements
Healthwatch (local and national)	Membership on the board and general scrutiny of policies and outcomes	General awareness and involvement and supporting publicity through identifying examples of inequalities that may exist	Information about the board - remit, priorities, plans for improvement, national policy changes and local implications
Public Health England	National lead on various health and wellbeing promotion campaigns	Engagement and influence over promotions	Coordination with Public Health promotion campaigns, reciprocal sharing e.g. Stoptober
Key partnership boards	Leading key elements of the HWB	High interest in health and social care of children and adults	All pertinent news, policy, governance and delivery arrangements