

Health and Wellbeing Board

1. Reference Information

Paper tracking information	
Title:	Health and Wellbeing Strategy Communications Review and Future Planning
Related Health and Wellbeing Priority:	Relevant to Priority One, Two and Three
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Related papers	Annex 1 – Terms of Reference for the Health and Wellbeing Board Communications Sub-Group and Membership Annex 2 – Winter 2018/19 Communications Campaign Evaluation

2. Executive summary

2.1 Good, effective communications and engagement are essential part of the delivery of the Surrey Health and Wellbeing Strategy. The Health and Wellbeing Board Communications Sub-Group was set up in May 2013 to promote a partnership approach to communicating key messages on health and wellbeing to Surrey residents. This paper gives an overview of the background and role of the Communications Sub-Group to date, an overview of the impact of the Winter Campaign 18/19 supported by the Sub-Group, and sets out recommendations to be discussed by the Health and Wellbeing Board.

3. Recommendations

3.1 This paper recommends that:

- a) The Health and Wellbeing Board confirms the role of the Communications Sub-Group in coordinating key messages from the Health and Wellbeing Strategy and agrees that a communication plan supporting the communication elements of the strategy should return to the Board following the final implementation plans, together with options for joint resourcing and budget
- b) The Health and Wellbeing Board supports the repeat of the Winter Campaign in 2019/20
- c) The Health and Wellbeing Board identifies changes to ensure the Sub-Group reflects the membership of the current Health and Wellbeing Board (see appendix A)
- d) The Health and Wellbeing Board identifies a lead member to chair the sub-group, or nominate a chair for the Sub-Group from within their organisation

4. Reason for Recommendations

4.1 The draft implementation plans are starting to highlight a number of areas where the Communications Sub-Group could support delivery including new campaigns, a partnership approach to the existing campaigns and targeted campaigns to key

communities. The Communications Sub-Group would benefit from a steer on membership along with a board lead to ensure a strong link between the group and the Board activity is maintained. This will help further inform the development of joint communications opportunities and work to resolve issues such as lack of resources to develop communications materials.

5. Context

- 5.1 In 2013 the Director of Public Health asked for communications support for the new Health and Wellbeing Strategy, seeking a partnership approach. The Health and Wellbeing Board Communications Sub-Group was set up in May 2013, reflecting the membership of the Board at that time.
- 5.2 Initially the group was chaired by the ASC Communications Lead, followed by the Public Health Communications Lead. Most recently the chair was a communications representative from the relevant clinical commissioning group where the CCG also held the Joint Chair of the Board role which rotated annually. Most recently this was the Director of Communications and Engagement for Sussex and East Surrey Clinical Commissioning Groups. However, they have indicated they will not be able to continue in this role going forwards.
- 5.3 The work of the group has focused primarily on two seasonal health campaigns each year where all partners contribute to a joint communications plan and implement together using shared resources and skills, to create consistency of messaging, impact and reach to residents across Surrey. The summer and winter campaigns are evaluated each year and lessons learnt help build and improve future campaigns. Following the successful co-ordination of a communications campaign during previous winters, the Surrey Health and Wellbeing Board Communications Sub-Group delivered a similar campaign in winter 2018/19.

6. Surrey Winter Campaign 18/19

- 6.1 The aim of the campaign was to deliver a co-ordinated campaign across Surrey that encouraged residents to:
- a) Prepare for winter – such as stocking up on medications, having a boiler check, join the priority services register
 - b) Keep warm during winter – keep rooms heated to a minimum of 18°C, advice on how to keep warm, winter warm packs
 - c) Keep well during winter – such as getting flu vaccinations, getting early help, using NHS 111, using local pharmacy services, eating well and keeping active
- 6.2 The Surrey Winter Campaign, which was delivered with no additional resource, provided consistent messaging across Surrey and also complimented and built on the national ‘Help Us Help You’ Stay Well This Winter campaign by promoting local offers and services.
- 6.3 1,641 residents were surveyed as part of the Surrey residents’ survey between January and March 2019 to determine their awareness of the campaign. 73.6% of Surrey residents were aware of the campaign (compared with 56.5% in 2016, 67.4% in 2017 and 69.9% in 2018) – an average increase of over 5% year on year. For more information on the 2018/19 winter campaign see appendix B for the full evaluation report.

7. Challenges

7.1 No formal pooled budget has been available for communications support over the last six years. Some CCGs have pooled monies for tactical advertising during winter to raise profile of key health messages. However, if the group is to support additional key campaigns on wider issues as part of the strategy, it is felt that some additional pooling of budget / resources and staff commitment would be beneficial to enable this to be done comprehensively and reduce potential apathy caused by rolling out similar campaigns each year. An over reliance on free communications channels also means a risk of having limited impact on behaviour change and also upon more vulnerable groups who may not be online.

8. Next steps

- The Surrey-wide winter campaign to commence from the beginning of September 19 to end of March 2020, in line with PHE campaign when released
- To refresh Terms of Reference and align with the Health and Wellbeing Board membership for approval by the Board
- Develop a communication plan incorporating relevant communication elements within the final implementation plans for consideration by the Health and Wellbeing Board together with options for more jointly resourcing the work

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