

Terms of Reference for the Health and Wellbeing Board Communications Sub-Group and Membership

Background:

The vision of Surrey's Health and Wellbeing Board is: "Through mutual trust, strong leadership, and shared values, we will improve the health and wellbeing of Surrey people." Communications and engagement are essential to the delivery of this vision. We will work together to communicate and engage with Surrey people to encourage and support them to improve their health and wellbeing in a consistent and co-ordinated fashion.

Purpose:

- Review the action plans relating to the priorities set out in the Health and Wellbeing Strategy and as a group develop an appropriate communications and engagement plan to reach all key stakeholders. This will highlight the key areas of focus for communications and engagement activity to achieve greater value and impact with residents and patients.
- Provide strategic advice and support the implementation of communication plans in response to briefs from health and wellbeing priority lead officers
- Identify key stakeholders to communicate and engage with
- Agree and maximise communication channels to reach them (including the development of a new website)
- Identify appropriate level of resource and utilise existing resources in an efficient, co-ordinated and consistent manner wherever possible
- Support stakeholder groups to implement communications activities
- Help promote the new identity for the Board's programme of work to build a consistent and recognisable brand with the public (using design guidelines, where appropriate)
- Through greater information sharing and communication with each member organisation, maximise effective information provision, promotion and engagement to local residents
- Act as a peer support network on communications issues and challenges

Key principle

By working together and pooling experience, resources and communication channels we can achieve better communications and engagement outcomes on health and wellbeing priorities in Surrey than working as single organisations.

Membership

The communication lead from each of Surrey's six Clinical Commissioning Groups (CCGs):

East Surrey CCG

Guildford and Waverley CCG

North East Hants and Farnham CCG

North West Surrey CCG

Surrey Downs CCG

Surrey Heath CCG

The communication leads from the following Surrey County Council directorates:

Adult Social Care

Children, Schools and Families

Corporate Communications

Public Health

The Health and Wellbeing Programme Manager responsible for strategically supporting the Health and Wellbeing Board

Borough and District Councils (representing all borough and district councils):

Two communications leads from Borough and District Councils in Surrey

Public / Patient Groups:

Healthwatch Surrey

Extended membership:

Membership will be extended to invite additional members as deemed appropriate by the group

Frequency of meetings

Bi-monthly.

Chairperson

The Chairperson will reflect that of the Health and Wellbeing Board.