

Health and Wellbeing Board Paper

1. Reference Information

Paper tracking information	
Title:	Health and Wellbeing Communications Priorities
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Related papers	Annex 1 - Communications Plan

2. Executive summary

The Health and Wellbeing Board communications sub-group has produced a draft Communications Plan (Annex 1) to support the work of the board over the next six to nine months.

The Plan, which outlines three priority areas of focus, is intended to ensure a coordinated approach across the system building on strong partnership working that has already developed.

The Plan is intended to reflect the COVID-19 context and align with and complement programmes within the Health and Wellbeing Strategy.

3. Recommendations

The Health and Wellbeing Board is asked to support the proposed communications plan and endorse the approach within their respective organisations.

4. Reason for Recommendations

A coordinated approach to communications across the system will help achieve the greatest impact for residents.

The plan builds on strong partnership working during the winter of 2019/20 which helped ensure consistent communications activity and avoided duplication of effort.

This way of working has progressed rapidly during the COVID-19 outbreak enabling a cohesive approach to supporting the county-wide response effort.

5. Detail

The Health and Wellbeing Board communications sub-group, which is formed of communications representatives from the board's member organisations, meets regularly to support the work of the board.

At the group's meeting on 14 July, it discussed the need for a set of communications priorities to guide the work of the group and help ensure activity is aligned across partners.

The group identified three key priority areas of focus which reflect the COVID-19 context and complement programmes of work within the Health and Wellbeing Strategy.

A draft "plan on a page" was developed and sent to members of the group for further comment. The tactics, channels, opportunities and audiences identified in the plan are not intended to be exhaustive and will be developed and kept under review.

6. Challenges

The changing broader landscape, particularly developments relating to the COVID-19 pandemic, poses a challenge to the plan which will need to reflect the situation at any given time and will be kept under review.

7. Timescale and delivery plan

The plan is intended to guide the work of the Health and Wellbeing Board communications sub-group over the next six to months to spring 2021.

Delivery tactics and evaluation measures will form part of campaign plans for various elements of the wider communications plan.

8. How is this being communicated?

The draft plan has been discussed at a meeting of the Health and Wellbeing Board communications sub-group and has been communicated to all members of the group.

9. Next steps

- The Health and Wellbeing Board communications sub-group will take forward the activity outlined in the plan.