

Health and Wellbeing Board (HWB) Paper

1. Reference Information

Paper tracking information	
Title:	Health and Wellbeing Board Communications Plan 2023
HWBS Priority - 1, 2 and/or 3 (delete as appropriate):	<ul style="list-style-type: none"> • Priority 1 Supporting people to lead healthy lives by preventing physical ill health and promoting physical well-being • Priority 2 Supporting people's mental health and emotional well-being by preventing mental ill health and promoting emotional well-being • Priority 3 Supporting people to reach their potential by addressing the wider determinants of health
Outcomes/System Capabilities:	All outcomes
Priority populations:	All
Principles for Working with Communities:	<ul style="list-style-type: none"> • Community capacity building: 'Building trust and relationships' • Co-designing: 'Deciding together' • Co-producing: 'Delivering together' • Community-led action: 'Communities leading, with support when they need it'
Interventions for reducing health inequalities:	All: <ul style="list-style-type: none"> • Civic/System Level interventions • Service Based interventions • Community Led interventions
Author(s):	<ul style="list-style-type: none"> • Sarah Archer - Communications Account Manager – Public Health, Surrey County Council • Giselle Rothwell - Director of Communications and Engagement, Surrey Heartlands Integrated Care System
Board Sponsor(s):	Tim Oliver - HWB Chairman and Leader of Surrey County Council
HWB meeting date:	21 December 2022
Related HWB papers:	N/A
Annexes/Appendices:	Annex 1 - Health and Wellbeing Board Communications Plan 2023

2. Executive summary

The Health and Wellbeing Board Communications Group has developed the Health and Wellbeing Board Communications Plan which outlines joint priorities for communications activity in 2023. The plan builds on successful work from the previous year as well as making sure that the refreshed Health and Wellbeing (HWB) Strategy is reflected in the priorities within the Communications Plan.

3. Recommendations

The Health and Wellbeing Board is asked to:

1. Note the alignment of the Communications Plan with the refreshed HWB Strategy and the stronger links between the Communications Plan priorities and the HWB Strategy outcomes.
2. Approve the refreshed Communications Plan for 2023.
3. Share and endorse the priorities within members' respective organisations.
4. Ensure representation on HWB Communications group.
5. Consider appetite and capacity for considering allocated money or formally pooled budgets for the Communications Plan.

4. Reason for Recommendations

A joined-up approach to communications across the system is key and will ensure our campaigns and engagement has the greatest impact on residents. Approving the Health and Wellbeing Board Communications Plan and the priorities will help us ensure that cohesive and targeted communications activity takes place with one voice across Surrey.

Our Communications Plan will play an integral part in our system ambition to reduce health inequalities by ensuring our priority populations and key neighbourhoods are reached with the right information in the right place.

5. Detail

The Health and Wellbeing Board Communications Group, which is attended by communications representatives from Board members' organisations, meets every six weeks to discuss and coordinate the communications activity that will deliver on Surrey's HWB Strategy.

Since 2020, the Communications Group has developed a Communications Plan which sets out its priorities for the coming year. The Plan ensure partners are working together to deliver cohesive and consistent messaging on themes that align with the HWB Strategy.

A range of joint communications activity has been developed over the past year to deliver on Surrey's HWB Strategy. Examples of this work can be seen on the first page of the new 2023 Communications Plan where some key campaigns and

engagement that has taken place in 2021/2022 are shared. The intention is to build on these successes over the next twelve months.

Page two of the proposed 2023 Communications Plan outlines our ambitions and priorities going forward while page three details how the Communications Group will work on these priorities: who are our key audiences, what are our main milestones, how will success be measured and what are they key tactics and channels?

The content of the 2023 Communications Plan was developed and agreed via a Communications Group Workshop that took place back in September 2022. Members from organisations across the system fed back about where to focus attention and how to ensure the Communications Plan reflected the refreshed HWB Strategy. Some key changes to the 2023 Communications Plan that came out of that workshop are:

- Closer alignment between the priorities in the Plan and the three HWB Strategy priorities. The first page is now structured around Priority One, Two and Three of the HWB Strategy.
- Moving past the Covid context, references to activity that was focused on priorities during the pandemic have been taken out.
- Reference has been made to some of the current big challenges- ensuring residents know where to access support during the cost-of-living crisis and supporting residents to know where and how to access the right health and social care support.
- The focus on mental health support has been enhanced. There is now a whole priority on mental health and emotional wellbeing, aligning with Priority Two of the HWB Strategy.
- The Plan includes much more detail on how communications activity will help to address the wider determinants of health, including poverty, housing and the environment.
- There is greater focus on our priority populations, including key neighbourhoods, through our extended key audience list.
- References have been made to how our organisations will work closely with communities to share key messages, including by using external and internal community resources to amplify our campaigns and engagement.
- Detail has been added around working across directorates and with other organisations, including the VCSE sector, to deliver meaningful communications and engagement.

6. Challenges

The Communications Group will need to remain responsive to changes happening in the health and social care landscape to focus attention on the most urgent issues. This will mean that the plan will need to be kept under review

The plan contains three overarching priorities with many aspirations underneath for communications activity that will take place. It will be challenging to focus the same amount of attention across all of these areas. There will therefore have to be attention paid to how to choose which areas will receive what time and resource from the Communications Group and its member organisations.

There are no agreed budgets for the work listed in the Communications Plan currently. This means that the money and resource for campaigns will depend on organisations and directorates' ability and inclination to fund.

7. Timescale and delivery plan

The Communications Plan is intended to guide the work of the Communications Group over the next year- until January 2024.

8. What communications and engagement has happened/needs to happen?

The Communications Plan has been developed with the Health and Wellbeing Board Communications Group which invites representatives from across the health and social care system. If endorsed, members of this Board are asked to share the Communications Plan with relevant colleagues in your organisations.

9. Next steps

- The Health and Wellbeing Board Communications Group will continue to meet to take forward the priorities in this plan and continue to refine our tactics and channels etc.
 - Look at choosing which of the areas of the plan will be the focus in the short-term and outlining how the Communications Group will deliver on these.
 - Evaluation will be an integral part of understanding how well the Communications Plan has been delivered. Time will be needed to set out what measures will be used to determine success.
 - A particular focus will be on reaching our priority populations. The Communications Group will therefore be looking at how and where to best reach our key audiences.
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