

# SURREY HEALTH AND WELLBEING BOARD COMMUNICATIONS PLAN

## Healthy Surrey



Accessing health and social care support



Supporting both adults and children



### SUPPORTING PEOPLE TO LEAD HEALTHY LIVES

We will work together as system partners to support people to stay healthy and independent for longer.

### SUPPORTING PEOPLE'S MENTAL HEALTH AND EMOTIONAL WELLBEING

We will support residents to access the services and support that they need to maintain good mental health. Reducing stigma and tackling loneliness and isolation will help to promote good mental health.

### SUPPORTING PEOPLE TO REACH THEIR POTENTIAL

We will focus on people's basic needs and the wider determinants of health to ensure our residents have the right foundations for health and well-being.



Cross Directorate integration – Active Travel



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Raising awareness of preventative actions



Promoting early intervention

Supporting survivors of Domestic Abuse



Improving outcomes for adults experiencing multiple disadvantage

# COMMUNICATIONS PLAN

## Healthy Surrey

### SUPPORTING PEOPLE TO LEAD HEALTHY LIVES

*We will work together as system partners to support people to stay healthy and independent for longer.*

#### Areas of focus:

- Supporting seasonal health messages, including around winter wellness and heatwaves.
- Supporting residents and carers to understand how and where to access the right health and social care support in their communities (including promoting online tools).
- Raising awareness of the importance of immunization/vaccination and increasing informed uptake.
- Promoting screening services.
- Supporting residents to lead healthy lifestyles and avoid illness via the promotion of physical activity, good brain health, healthy eating, reduced alcohol consumption and smoking cessation.
- Supporting initiatives to tackle and prevent homelessness and raising awareness of multiple disadvantage.
- Promoting messaging that supports older people to lead healthier and more independent lives.

### SUPPORTING PEOPLE'S MENTAL HEALTH AND EMOTIONAL WELLBEING

*We will support residents to access the services and support that they need to maintain good mental health. Reducing stigma and tackling loneliness and isolation will help to promote good mental health.*

#### Areas of focus:

- Raising awareness of the mental health and emotional wellbeing support available for children, young people and adults.
- Promoting opportunities for early intervention, including therapy support, safe havens and suicide prevention.
- Helping to connect people in their communities to support to reduce loneliness and isolation.
- Promoting mental wellbeing in the workplace.
- Using story sharing and lived experience to reduce the stigma around mental health issues.

### SUPPORTING PEOPLE TO REACH THEIR POTENTIAL

*We will focus on people's basic needs and the wider determinants of health to ensure our residents have the right foundations for health and well-being.*

#### Areas of focus:

- Directing residents to support to combat financial pressures during the cost-of-living crisis, including fuel poverty, food insecurity and access.
- Aligning communications about opportunities for community-led action e.g., Make it Happen.
- Promoting community safety and safeguarding through supporting initiatives and action to combat exploitation and abuse.
- Working with partners to raise awareness of domestic abuse support, with a focus on under-reported groups (LGBTQ+, older people, men).
- Promoting active travel (cycling, walking, scooting etc.) and its positive effect on health and the environment, including air quality.

*We will flex within the plan to react to health and wellbeing priorities. Communications will also need to be considered in the context of the pandemic for the foreseeable future.*

## TACTICS AND CHANNELS

### We will...

- Make sure our work is aligned with the Health and Wellbeing Strategy, including the Principles for Working with Communities.
  - Share key milestones and work with the Health and Wellbeing Board.
  - Agree collective messaging and comms leads for prioritised strands of work.
  - Consider all tactics and channels at our disposal including public awareness campaigns, social media targeting, the Next Door social networking service, text messaging via GPs, digital toolkits for partners to share.
- We will also use traditional offline channels for residents that need or want to access information this way.
- Focus on accessibility, ensuring residents and staff receive communications in a language and format that works for them.
  - Mobilise a tactical sub-group to coordinate winter comms work across agencies.
  - Share updates with partners through the Surrey Communications Group and additional groups as necessary.
  - Make use of internal and external community resources to share and amplify our messages, for instance Community Link Officers and the leaders of community groups.
  - Work closely with VCSE organisations to ensure communications are shared with our communities.

## OPPORTUNITIES / MILESTONES

- To amplify health messages through selected national awareness days.
- Work closely with communities to deliver key messages in the places our residents live and work.
- Use real stories and lived experience to bring our communications to life.
- Use data and insights to focus our attention on the issues and opportunities that matter most in Surrey.
- Tailor campaigns for Surrey- childhood immunisations, sexual health.
- Use staff events to raise awareness– Macmillan coffee morning, know your numbers week (health checks).
- Harness local community events to share health messaging e.g. Pride Surrey and let's talk events
- Work across directorates to deliver health messaging to residents e.g. Active Travel, Energy Initiatives.
- Promote new system-wide strategies as they develop.

## KEY AUDIENCES

- [Health and Wellbeing Strategy Priority Populations](#)
  - Carers and young carers
  - Looked after children and adults with care experience
  - Children with additional needs and disabilities
  - Adults with LD and/or autism
  - People with long-term health conditions, disabilities or sensory impairment
  - Older people 80+ and those in care homes
  - Black and Ethnic Minority groups
  - Gypsy Roma Traveller Community
  - Young people out of work
  - People experiencing domestic abuse
  - People with serious mental illness
  - People with drug and alcohol problems
  - People experiencing homelessness
  - People living in geographic areas which experience the poorest health outcomes – Surrey's [Key Neighbourhoods](#)
- [Our staff](#)

## SUCCESS

- We communicate with one voice across Surrey so that residents receive consistent messaging.
- Campaigns evaluated and insights shared to inform future work.
- Behaviours and attitudes influenced so that more people access testing, screening, vaccination and other preventative services.
- Residents know what health and social care services to use and when to use them.
- People who are experiencing mental health difficulties access services which can help them.
- People are able to easily access health and welfare support, especially during times of economic hardship.

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