

Health and Wellbeing Board Paper

1. Reference Information

Paper tracking information	
Title:	Health and Wellbeing Communications Plan 2021/22 Review
Related Health and Wellbeing Priority:	All (Priorities 1-3)
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Sponsor:	Tim Oliver, Chairman of the Health and Wellbeing Board / Leader of Surrey County Council
Paper date:	9 September 2021
Related papers	<ul style="list-style-type: none"> Draft Communications Plan 2021/22 - Appendix 1 Communications Highlights Information - Appendix 2

2. Executive summary

The Health and Wellbeing Board communications sub-group has updated its communications plan for 2021/22 to build on its work during the previous year and make sure upcoming activity is aligned with the refreshed Health and Wellbeing Strategy.

3. Recommendations

It is recommended that the Health and Wellbeing Board:

1. Supports the refreshed communications plan for 2021/22 and endorses the approach within their respective organisations.
2. Notes the communications highlights information.

4. Reason for Recommendations

A coordinated approach to communications across the health and care system will enable us to achieve the greatest impact for residents.

The updated plan will help us continue with strong partnership working which has helped ensure cohesive and consistent communications activity.

5. Detail

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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.

The membership of the group recently expanded to reflect the inclusion of community safety representatives on the board.

Last year the group drew up a set of priorities for communications to guide the work of the group and help ensure activity is aligned across partners.

By focusing on these core areas the group was able to ensure its work was complementing the Health and Wellbeing Strategy.

A range of communications activity has been delivered over the past year in line with the core areas, to further the board's objectives.

Following discussion at its meeting, the group has now put forward a refreshed "plan on a page" to build on the progress over the previous year.

The three main focus areas remain, with an even stronger focus on the strategic aim of tackling health inequalities so no one is left behind.

As before, the tactics, channels, opportunities and audiences identified in the plan are not intended to be exhaustive and will be developed and kept under review, including in the light of the Covid-19 context at the time.

6. Challenges

The group will need to remain responsive to the changing broader landscape, including developments relating to the ongoing pandemic. The plan will need to reflect the situation at any given time and 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 year to September 2022.

8. How is this being communicated?

Discussions about the draft plan have taken place at meetings of the Health and Wellbeing Board communications sub-group. If endorsed, the plan will be circulated among the members for sharing to relevant people within their organisations.

9. Next steps

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