

# Health and Wellbeing Communication and Engagement Group Action Plan 2018-19



PRI ORI TY	ACTION	Further detail	WHO?	DATE	Measur ent and Milestones
<b>Outcome 1 Local residents feel that they are well-informed about health and social care services across Shropshire and feel confident in knowing how to access them</b>					
1	<b>Supporting access through information, advice and guidance</b>	Engaging the population and delivering information to ensure that the public are aware where they can go for services. Partners work together to ensure web based and printed information is current and communicated through individual communication channels.	All HWB Communication and Engagement Group organisations represented*	Ongoing	
<b>Outcome 2: Partners are working collaboratively to communicate and engage effectively with each other and with the public</b>					
2	Partners to develop consistent messages for the public, which will be easily understood and have meaning. For example; what the 'Healthy Lives' programme is.  Consistent, straightforward health messages and campaigns for Shropshire people.  Deliver consistent and regular communications to alleviate public concerns e.g. around Sustainability and Transformation Partnerships (STPs)	Agreed wording, and method of communicating to people.  Programme of monthly themed health campaigns, based on the STP Neighbourhoods Programme; Partnership Prevention Programme: Healthy Lives. 3 agreed key campaigns to be focussed on for 2018/19 <b>See calendar plan below</b>  Clear project management approach for carrying out the work from the HWBB and local campaigns. Networking and working together. Developing protocols for deciding upon and delivering campaigns. This will include supporting the communication and engagement of key programmes such as Sustainability and Transformation	All HWB Communication and Engagement Group organisations represented*  All HWB Communication and Engagement Group organisations represented*  All HWB Communication and Engagement Group organisations represented*		

		<p>Partnerships (STPs, NHS Future Fit and the Better Care Fund. (BCF) and associated service change projects.</p> <p>Tools such as; a shared social marketing and communications resource platform, single consultation portal, news story feed through to the HWBB website (Shropshire Together), local network for working together (communication and engagement leads), agreed media protocol (including across social media), shared photo library, a regular health column in newspapers, shared evaluation tools to monitor effectiveness of communication and engagement</p> <p>Individual organisations sharing information about individual campaigns, events or updates via an effective forum or platform.</p> <p>These actions will lead to joint working and promotion of health and wellbeing across the health economy.</p> <p>*Shropshire Council, Shropshire CCG, Shropshire &amp; Telford Hospitals (SaTH), Healthwatch, Shropshire Patients Group (SPG), South Staffordshire and Shropshire Foundation Trust (SSSFT), West Midlands Ambulance Service (WMAS), Shropshire Local Pharmacy Committee (LPC), Shropshire Partners in Care (SPIC), Voluntary and Community Sector Assembly (VCSA), Shropshire Community Health Trust (SCHT) Shropshire Transforming Partnerships (STP)</p>	All HWB Communication and Engagement Group organisations represented*		
<b>Outcome 3: Local residents feel that they are able to have their say and to influence key decisions about health and social care services</b>					
<b>4</b>	<b>Develop tools for evaluation</b>	To generate an understanding of the most effective methods of communication and engagement and to ensure that we achieve the outcomes we set.			

5	<b>Determine the best way to engage those who are not routinely engaged</b>	Linking with the locality Joint Strategic Needs Assessment to understand better the population, making a targeted approach to ensure inclusion and consideration is given. This includes considering how best to engage with children and young people, vulnerable persons and those with protected characteristics.			
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### Health Campaign Calendar 2018/19

Month	Programme stream	Activity	Date	Partner Activity	Lead
March	Diabetes (including pre-diabetics) & Cardio-Vascular Disease (CVD) prevention Social prescribing, Mental Health, Carers Dementia, Falls Prevention, NHS Health check Future Planning, COPD and Respiratory Prevention	Prostate Cancer Awareness month			
April	Diabetes (including pre-diabetics) & Cardio-Vascular Disease (CVD) prevention Social prescribing, Mental Health, Carers Dementia, Falls Prevention, NHS Health check Future Planning, COPD and Respiratory Prevention	World Health day  Carry over next year – World Autism Awareness	07/04/18		

<b>May</b>	Mental Health	Mental Health Awareness week <a href="https://www.mentalhealth.org.uk/campaigns/mental-health-awareness-week">https://www.mentalhealth.org.uk/campaigns/mental-health-awareness-week</a> <b>High Level Partner campaign</b>	14 <sup>th</sup> to 20 <sup>th</sup> May 2018		
	Carers Dementia Mental Health Future Planning	Dementia Awareness Week <a href="https://www.alzheimers.org.uk/info/20167/dementia_awareness_week">https://www.alzheimers.org.uk/info/20167/dementia_awareness_week</a>	21 <sup>st</sup> to 27 <sup>th</sup> May 2018		
	Carers Dementia Mental Health Future Planning	Dying matters <a href="http://www.dyingmatters.org/AwarenessWeek">http://www.dyingmatters.org/AwarenessWeek</a>	14 – 20 May 2018		
<b>June</b>	Diabetes (including pre-diabetics) & Cardio-Vascular Disease (CVD) prevention	Diabetes Week www.diabetes.org.uk <b>Key campaign</b>	12 <sup>th</sup> to 18 <sup>th</sup> June 2018		
	Carers, Dementia Mental Health	Child Accident Prevention Week	4 <sup>th</sup> to 10 <sup>th</sup> June 2018		
	Mental Health, Carers Dementia,	Carers Week <a href="http://www.carersweek.org">www.carersweek.org</a> <b>High Level Partner campaign</b>	11 <sup>th</sup> to 17 <sup>th</sup> June 2018		
		World Elder Abuse Day	15 <sup>th</sup> June 2018		
<b>July</b>	Diabetes (including pre-diabetics) & Cardio-Vascular Disease (CVD) prevention Social prescribing, Mental Health, Carers Dementia, Falls Prevention, NHS Health check Future Planning, COPD and Respiratory Prevention	Health Information Week	2 <sup>nd</sup> to 8 <sup>th</sup> July 2018		

<b>August</b>	Diabetes (including pre-diabetics) & Cardio-Vascular Disease (CVD) prevention Mental Health Future Planning, COPD and Respiratory Prevention	World Breastfeeding Week	1 <sup>st</sup> to 7 <sup>th</sup> August 2018		
<b>Sept.</b>	Diabetes (including pre-diabetics) & Cardio-Vascular Disease (CVD) prevention Social prescribing, Mental Health, Carers Dementia, Falls Prevention, NHS Health check Future Planning, COPD and Respiratory Prevention Mental Health	<b>High Level Partner campaign-</b> Families, Children and young people focus  Stay Well This Winter  UK Recovery Walk 2018.  World Suicide prevention Day  Sexual Health Week	From Sept. 2018  8 <sup>th</sup> Sept. 18  10 <sup>th</sup> Sept. 2018  11-17 Sept 2019		
<b>Oct.</b>	COPD and Respiratory Prevention, Social prescribing, NHS Health check  Diabetes (including pre-diabetics) & Cardio-Vascular Disease (CVD) prevention Social prescribing, Mental Health, Carers Dementia, Falls Prevention, NHS Health check	Stoptober  Older Peoples' Day- All categories  Women's Sports Week World Mental Health Day	October 2018  1 <sup>st</sup> October 2018  2-8 Oct 2018 10/10/18		

	Future Planning, COPD and Respiratory Prevention Mental Health				
<b>Nov.</b>	Diabetes (including pre-diabetics) & Cardio-Vascular Disease (CVD) prevention  COPD and Respiratory Prevention  COPD and Respiratory Prevention, Carers Diabetes (including pre-diabetics) & Cardio-Vascular Disease (CVD) prevention, Dementia  Carers  Social prescribing, Mental Health, Carers, NHS Health check, Future Planning	World Diabetes Day  COPD Awareness month  Stay Well This Winter – Flu vaccinations  Carers rights day  Alcohol Awareness Week <a href="https://www.alcoholconcern.org.uk/alcohol-awareness-week">https://www.alcoholconcern.org.uk/alcohol-awareness-week</a> <b>Key campaign</b>	14 <sup>th</sup> November 2018  Mid Nov 18  30 <sup>th</sup> November 2018  No dates as yet		Carers Trust4All?
<b>Dec.</b>	NHS Health check, Social prescribing, Mental Health  Diabetes (including pre-diabetics) & Cardio-Vascular Disease (CVD) prevention Social prescribing, Mental Health, Carers Dementia, Falls Prevention, NHS Health check Future Planning, COPD and Respiratory Prevention	Dry January planning  Stay Well This Winter – Prescription collection  World AIDS Day	January 2019  All month  1 <sup>st</sup> Dec 2018		

<b>Jan 19</b>	<b>Carers</b>	Young Carers Awareness Day National Obesity Awareness Week	End Jan 19		
<b>Feb 19</b>					
<b>Other Activity</b>	PHE campaigns: Sepsis, Be clear on cancer, Top tips for teeth, One You, Change4life, Sexual health				