

Health and Wellbeing Communication and Engagement Group Action Plan 2017-18



PRIORITY	ACTION	Further detail	WHO?	DATE	Measurement and Milestones
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					
1	Supporting access through information, advice and guidance	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 Communication and Engagement leads	Ongoing	
Outcome 2: Partners are working collaboratively to communicate and engage effectively with each other and with the public					
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 Plans (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. See calendar plan below 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	Communication and Engagement leads from: Shropshire Council/Healthwatch, CCG, CSU, VCSA, SaTH, Shropshire Together Communication and Engagement leads from: Shropshire Council/ Healthwatch, CCG, CSU, VCSA, SaTH, Shropshire Together		

		<p>as Sustainability and Transformation Plans (STPs, NHS Future Fit and the Better Care Fund. (BCF)</p> <p>Tools such as; a shared social marketing and communications resource platform, single consultation portal, news story feed through to the HWBB website, 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>Communication and Engagement leads from: Shropshire Council/ Healthwatch, CCG, CSU, VCSA, SaTH, Shropshire Together</p> <p>Communication and Engagement leads from: Shropshire Council/ Healthwatch, CCG, CSU, VCSA, SaTH, Shropshire Together</p>		
Outcome 3: Local residents feel that they are able to have their say and to influence key decisions about health and social care services					
4	Develop tools for evaluation	To generate an understanding of the most effective methods of communication and engagement and to ensure that we achieve the outcomes we set.			
5	Determine the best way to engage those who are not routinely engaged	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.			

Month	Programme stream	Activity	Date	Partner Activity
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	One You brisk walk app.	20 th March 2017	
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 One You brisk walk app.	7 th April 2017	Libraries highlighting Reading Well Books on Prescription collections for mental health, available in all libraries.

<p>May</p>	<p>Mental Health</p> <p>Carers Dementia Mental Health Future Planning</p> <p>Carers, Future Planning</p>	<p>Mental Health Awareness week https://www.mentalhealth.org.uk/campaigns/mental-health-awareness-week</p> <p>Dementia Awareness Week https://www.alzheimers.org.uk/info/20167/dementia_awareness_week</p> <p>Carer Voice conference</p> <p>One You brisk walk app.</p> <p>Falls prevention campaign launch</p> <p>Dying matters http://www.dyingmatters.org/AwarenessWeek</p>	<p>8th to 14th May 2017</p> <p>9th May 2017</p> <p>14th to 20th May 2017</p> <p>25th May 2017</p> <p>May to mid - June 2017</p> <p>May 2017</p> <p>8 – 14 May 2017</p>	<p>Libraries – Mental health theme: Surviving or thriving?</p> <p>Shropshire Council Positive Mental Health event day for staff held at the Shirehall.</p> <p>Libraries - Dementia Friends information session delivery to CEO team at Shirehall. Talk to GPs at the Royal Shrewsbury Hospital on Friday 19 May, possible reminiscence session at Market Drayton Library and Whitchurch Library (dates and times tbc). Promotion of Reading Well Dementia collections.</p> <p>HWB Team All Age carers voice conference</p> <p>Shropshire Council <i>Get up offa that thing</i> steps staff team challenge.</p> <p>Help2Change Let's talk about the F word campaign launch 22/05/17.</p> <p>CCG/Severn Hospice event in the square in Shrewsbury Friday 12th May 2017</p>
<p>June</p>	<p>Diabetes (including pre-diabetics) & Cardio-Vascular Disease (CVD) prevention</p> <p>Carers, Dementia</p>	<p>Diabetes Week www.diabetes.org.uk</p> <p>Child Accident Prevention Week</p> <p>Carers Week</p>	<p>11th to 17th June 2017</p> <p>5th to 11th June 2017</p>	<p>Tweets scheduled through Shropshire Together. Communication plan to be discussed at meeting 6/6/17</p> <p>Press release</p> <p>Tweets scheduled through Shropshire Together</p>

		www.carersweek.org	12 th to 18 th June 2017	<p>Libraries Weds 14th June: Oswestry Library, Tea and Cake</p> <p>HWB Team Tweets scheduled through the Shropshire Together site</p> <p>HWB Team HWB newsflash and tweets</p> <p>HWB Team Bookmarks to go into all pharmacy dispensing bags. Being distributed w/c 05/06/17 in preparation for carers week. (T & W /Shropshire. Council joint venture)</p> <p>HWB Team/Shropshire Choices Strategy on website</p> <p>HWB Team/Shropshire Council Press release Carers Trust4all/ASC – 4 x events. Shrewsbury, Bridgnorth & Ludlow</p> <p>ASC and SPIC holding joint event on preventing abuse and neglect to mark World Elder Abuse Awareness Day 2017.</p>
	Mental Health, Carers Dementia,	World Elder Abuse Day	15 th June 2017	
July	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 http://learning.wm.hee.nhs.uk/HIWevents	w/c 3 rd July 2017	

August	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	Shrewsbury Flower Show?	11 th & 12 th August 2017	
Sept.	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	Stay Well This Winter	September 2017	HWB team Shropshire Council – HWB newsletter, tweets and website promotion
Oct.	Carers Dementia Falls Prevention Mental Health	Older Peoples' Day World Mental Health Day	1 st October 2017 10 th October	
Nov.	Diabetes (including pre-diabetics) & Cardio-Vascular Disease (CVD) prevention COPD and Respiratory Prevention Carers	World Diabetes Day COPD Awareness month Stay Well This Winter – Flu vaccinations Alcohol Awareness Week	14 th November 2017	HWB team Shropshire Council – HWB newsletter, tweets and website promotion <i>Contact:</i>

	All		13 - 19 November 2017	https://www.alcoholconcern.org.uk/alcohol-awareness-week
Dec.	<p>NHS Health check, Social prescribing, Mental Health</p> <p>Diabetes (including pre-diabetics) & Cardio-Vascular Disease (CVD) prevention</p> <p>Social prescribing, Mental Health, Carers</p> <p>Dementia, Falls Prevention, NHS Health check</p> <p>Future Planning, COPD and Respiratory Prevention</p>	<p>Dry January planning</p> <p>Stay Well This Winter – Prescription collection</p>	January 2018	<p>HWB team Shropshire Council – HWB newsletter, tweets and website promotion</p> <p>Contact:</p>

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