

Health and Wellbeing Communication and Engagement Group Action Plan 2019-20



PRI ORI TY	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 HWB Communication and Engagement Group organisations represented*	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 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 2019/20 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 as Sustainability and Transformation Partnerships (STPs, NHS Future Fit and the Better Care Fund. (BCF) and associated service change projects.	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>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 & Telford Hospitals (SaTH), Healthwatch, Shropshire Patients Group (SPG), Midlands Partnership Foundation Trust (MPFT), 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 (SCHAT) Shropshire Transforming Partnerships (STP) , West Mercia Police</p>	All HWB Communication and Engagement Group organisations represented*		
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.			

HWBB Comms & Engagement Group Health Campaign Calendar 2019/20

Month	Healthy Lives Programme stream (Health and Wellbeing Board Prevention Programme)	Campaign and date	Partner Activity N.B activity known, all may not be recorded	Lead
<p>3 key campaign areas agreed;</p> <ul style="list-style-type: none"> • Mental health incl. perinatal mental health, suicide prevention and autism • Carers • Diabetes including pre-diabetes 				
<p>March</p>	<p>Diabetes (including pre-diabetics) & Cardio-Vascular Disease (CVD) prevention Social prescribing, Mental Health, Carers Dementia, Physical activity/MSK NHS Health check Future Planning, COPD and Respiratory Prevention</p>	<p>Cervical Screening</p>	<p>Shrewsbury & Telford Hospital Trust (SaTH)</p>	
<p>April</p>	<p>Diabetes (including pre-diabetics) & Cardio-Vascular Disease (CVD) prevention</p>	<p>Diabetes Prevention Week 1st to 7th April 2019 https://campaignresources.phe.gov.uk/resources/campaigns/72-diabetes-prevention-week/overview</p>	<p>Shropshire Council Shropshire Clinical Commissioning Group (CCG)</p>	
	<p>Diabetes (including pre-diabetics) & Cardio-Vascular Disease (CVD) prevention Social prescribing, Mental Health, Carers Dementia, Physical activity/MSK NHS Health check Future Planning, COPD and Respiratory Prevention</p>	<p>World Autism Awareness Day – 07/04/19 Week – 01/04/19 to 08/04/19 https://www.autism.org.uk/get-involved/world-autism-awareness-week.aspx <i>World Autism Awareness Day is an internationally recognised day taking place on 2 April every year. In the week surrounding this day, we encourage the public to take part in World Autism Awareness Week – a full seven days where people across the UK take part in</i></p>		

		<p>activities to raise money and awareness for the National Autistic Society.</p> <p>World Health day 07/04/19 <i>World Health Day's message is simple: giving people access to healthcare without the prospect of financial hardship. This is regardless of where they're from; they could be in Africa, Asia, South America or the United States. What matters to the World Health Organisation (WHO), the group behind it, is that there's "Health for All".</i></p>		
May	Mental Health	<p>Mental Health Awareness Week 13th to 19th May 2019</p> <p>https://www.mentalhealth.org.uk/campaigns/mental-health-awareness-week <i>The theme for 2019 is Body Image – how we see ourselves and how that makes us feel.</i></p>	Partner activity from; Adult Social Care, West Midlands Ambulance Service Shropshire Council Feelgood Team (for employees), Healthwatch, Shropshire libraries, Midlands Partnership Foundation Trust (MPFT), Public Health	
	Carers Dementia Mental Health Future Planning	<p>Dementia Awareness Week 20th to 26th May 2019</p> <p>https://www.alzheimers.org.uk/get-involved/dementia-action-week <i>We all have a role to play in making the UK a dementia-friendly place to live and that's what Dementia Action Week is all about.</i></p>	Shropshire Council	
June		<p>Volunteers Week https://volunteersweek.org/</p>	Shropshire Council	
	Diabetes (including pre-diabetics) & Cardio-Vascular Disease (CVD) prevention	<p>Diabetes Week – See April also 11th to 17th June 2019</p> <p>https://www.diabetes.org.uk/get_involved/raising_funds/diabetes-week</p>		
	Carers, Dementia Mental Health	<p>Child Safety Week 3th to 9th June 2019</p> <p><i>The theme is Family life today: where's the risk? It highlights the new dangers facing families today from our modern lifestyles and offers simple solutions to keep children safe.</i></p>		

	Future Planning and Housing	Refugee Week 17-23 rd June 2019 http://refugeeweek.org.uk/ <i>The theme of Refugee Week 2019, 'You, me and those who came before', is an invitation to explore the lives of refugees – and those who have welcomed them – throughout the generations.</i>	Shropshire Council	
	Mental Health, Carers Dementia,	Carers Week 10 th to 16 th June 2019 https://www.carersweek.org/about-us <i>During Carers Week 2018, we looked at ways to support carers to be Healthy and Connected. In 2019, our focus will be <u>Getting Carers Connected</u>.</i>	Carers Trust4All, Shropshire Council (Public Health and Adult Social Care), VCSA	
	Mental Health, Carers Dementia	World Elder Abuse Day 15 th June 2019 http://www.un.org/en/events/elderabuse/ <i>The World Elder Abuse Awareness Day (WEAAD) happens each year on June 15th. It was officially recognized by the United Nations General Assembly in its resolution 66/127, December 2011, following a request by the International Network for the Prevention of Elder Abuse (INPEA), who first established the commemoration in June 2006. It represents the one day in the year when the whole world voices its opposition to the abuse and suffering inflicted to some of our older generations.</i>		
		Learning Disability Week 17 th to 23 rd June 2019 <i>This year, Learning Disability Week (17 to 23 June) will be all about sport and inclusion.</i> https://www.mencap.org.uk/get-involved/learning-disability-week-2019	Shropshire Council	
July	Diabetes (including pre-diabetics) & Cardio-Vascular Disease (CVD) prevention Social prescribing, Mental Health, Carers	Health Information Week		

	Dementia, Physical activity/MSK NHS Health check Future Planning, COPD and Respiratory Prevention			
		Rural Housing Week 1 st – 5 th July <i>This year's Rural Housing Week is taking place from 1-5 July. want to continue to highlight the positive impact housing associations make to our market towns and villages, and build on the success of last year in showing how affordable housing can keep rural communities alive.</i> https://www.housing.org.uk/get-involved/celebrating-our-sector/rural-housing-week/		
		World Hepatitis Day (WHD) 29.7.19 <i>World Hepatitis Day (WHD) takes places every year on 28 July, bringing the world together under a single theme to raise awareness of the global burden of viral hepatitis and to influence real change.</i> http://www.worldhepatitisday.org/		
		Be clear on cancer https://campaignresources.phe.gov.uk/resources/campaigns/43-blood-in-pee/overview		
August	Diabetes (including pre-diabetics) & Cardio-Vascular Disease (CVD) prevention Mental Health COPD and Respiratory Prevention	World Breastfeeding Week 1 st to 7 th August 2019 <i>World Alliance for Breastfeeding Action (WABA) is a global network of organisations and individuals who believe breastfeeding is the right of all children and mothers and who dedicate themselves to protect, promote and support this right.</i>		
		International Overdose Awareness Day (IOAD) 31 st August <i>International Overdose Awareness Day (IOAD) is a global event held on August 31st each year and aims to raise awareness of overdose and reduce the stigma of a drug-related death</i>		

		https://www.overdoseday.com/		
	NHS Health check, COPD and Respiratory Prevention, Diabetes (including pre-diabetics) & Cardio-Vascular Disease (CVD) prevention	NHS Health Check https://campaignresources.phe.gov.uk/resources/campaigns/10-nhs-health-check		
Sept.		National Recovery Month <i>Annual month campaign, held every September to increase awareness and celebrate successes of those in recovery.</i>		
		We are undefeatable' 2 nd Sept to 13 Oct Sport England/Richmond Group 'Physical Activity campaign.		
	Mental Health	World Suicide Prevention Day 10 th Sept. 19 https://www.iasp.info/wspd2019/		
	Diabetes (including pre-diabetics) & Cardio-Vascular Disease (CVD) prevention Social prescribing, Mental Health, Carers Dementia, Physical activity/MSK NHS Health check Future Planning, COPD and Respiratory Prevention	Stay Well This Winter From Sept. 2019		
	Housing	Gas Safety week 16 September 2019		
		Sexual Health Week FPA 09-15 Sept 2019		
Oct.	COPD and Respiratory Prevention, Social prescribing, NHS Health check, Diabetes (including pre-diabetics) & Cardio-Vascular Disease (CVD) prevention	Stoptober https://campaignresources.phe.gov.uk/resources/campaigns/6-stoptober		

		National dementia Carers Day 9 th Oct 2019		
		Housing Day https://www.housing.org.uk/get-involved/promoting-our-sector/housing-awareness-days-weeks-calendar/		
		International Day of Older Persons 1 st October 2019 <i>The campaign aims to raise the visibility of older people as participating members of society committed to improving the enjoyment of human rights in many areas of life and not just that affect them immediately.</i> http://www.un.org/en/events/olderpersonsday/		
		World Homeless Day 10 th October 2019 http://www.worldhomelessday.org/		
	Mental Health, Social prescribing	World Mental Health Day 10/10/19 <i>World Mental Health Day is observed on 10 October every year, with the overall objective of raising awareness of mental health issues around the world and mobilizing efforts in support of mental health. The Day provides an opportunity for all stakeholders working on mental health issues to talk about their work, and what more needs to be done to make mental health care a reality for people worldwide.</i>		
Nov.	Diabetes (including pre-diabetics) & Cardio-Vascular Disease (CVD) prevention	World Diabetes Day 14 th Nov 2019 https://www.diabetes.org.uk/get_involved/world-diabetes-day		
	COPD and Respiratory Prevention	COPD Awareness month 20 th Nov 19 https://www.blf.org.uk/copdday		

	COPD and Respiratory Prevention, Carers Diabetes (including pre-diabetics) & Cardio-Vascular Disease (CVD) prevention, Dementia	Stay Well This Winter – Flu vaccinations All month https://campaignresources.phe.gov.uk/resources/campaigns/34-stay-well-this-winter-/resources		
	Carers	Carers rights day End Nov. 2019 <i>Make carers aware of their rights</i> <i>Let carers know where to get help and support</i> <i>Raise awareness of the needs of carers</i> https://www.carersuk.org/news-and-campaigns/carers-rights-day		
		Occupational Therapy Week 11.11.19 https://www.rcot.co.uk/promoting-occupational-therapy/ot		
	Diabetes (including pre-diabetics) & Cardio-Vascular Disease (CVD) prevention Social prescribing, Mental Health, Carers Dementia, Physical activity/MSK NHS Health check Future Planning, COPD and Respiratory Prevention	November https://uk.movember.com/		
	Social prescribing, Mental Health, Carers, NHS Health check, Future Planning	Alcohol Awareness Week 11-17 Nov <i>Is a chance for the UK to get thinking about drinking. It's a week of awareness-raising, campaigning for change, and more.</i> https://alcoholchange.org.uk/get-involved/campaigns/alcohol-awareness-week		
		Hunger and Homelessness Awareness Week No date yet		
		National HIV testing week 17 th Nov 2019		

Dec 19	<p>Diabetes (including pre-diabetics) & Cardio-Vascular Disease (CVD) prevention</p> <p>Social prescribing, Mental Health, Carers</p> <p>Dementia, Physical activity/MSK</p> <p>NHS Health check</p> <p>Future Planning, COPD and Respiratory Prevention</p>	<p>Stay Well This Winter – Prescription collection</p> <p>All month</p> <p>https://campaignresources.phe.gov.uk/resources/campaigns/34-stay-well-this-winter-/resources</p>		
		<p>International day of persons with disabilities</p> <p>3/12/19</p> <p><i>The aim of the campaign is to promote the rights and well-being of persons with disabilities in all spheres of society and development and to increase awareness of the situation of persons with disabilities in every aspect of political, social, economic and cultural life.</i></p> <p>https://www.una.org.uk/get-involved/learn-and-teach/international-days/international-day-persons-disabilities</p>		
Jan 20	Carers	Young Carers Awareness Day		
	<p>Diabetes (including pre-diabetics) & Cardio-Vascular Disease (CVD) prevention</p> <p>Social prescribing, Mental Health, Carers</p> <p>Dementia, Physical activity/MSK</p> <p>NHS Health check</p> <p>Future Planning, COPD and Respiratory Prevention</p>	National Obesity Awareness Week		
		Dry January		
Feb 20		World Cancer Day		

		Time to talk		
March 2020		Cervical screening 5 th March		
		No smoking day 13 th March		