

Suffolk Health and Wellbeing Board

A committee of Suffolk County Council

Report Title:	Effective communication and collaboration
Meeting Date:	13 March 2014
Chairman:	Councillor Joanna Spicer
Board Member Lead(s):	Councillor Joanna Spicer
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Brief summary of report

- Following the Board's approval of an outline communications strategy in December 2013, this paper provides an update on progress to date, setting out proposed channels for communication and campaign activities for the coming months.

Action recommended

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| <ol style="list-style-type: none"> The Board is asked to: <ol style="list-style-type: none"> endorse and comment on proposals for key campaigns for 2014 agree the approach to developing a campaign-based website and event planner |
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Reason for recommendation

- To ensure effective joint working and communication with all target audiences.

Who will be affected by this decision?

- Suffolk people, representatives of partner organisations, businesses, community and voluntary groups and other Suffolk agencies.

Main body of report

1. Identity

A key component of the communications strategy is to establish an identity for the work of the Health and Wellbeing Board. At the December meeting, the Board approved the principle that the focus should be on promoting positive health and wellbeing outcomes, rather than the mechanics of the Board.

As a result of listening to feedback from the Board, we have agreed a parent logo, and an approach to identifying campaigns associated with the work of the board (see figure 1).



Figure 1 – Parent logo for Suffolk Health & Wellbeing (various presentations)

This logo has already been applied to the health and housing event in February 2014, and will continue to be a regular fixture at Board meetings and other associated occasions. It is featured on Board papers, and A4 information packs.

2. Forward planning

With finite resources, but with the many advantages associated with working across all partner organisations, forward planning is critical to our success.

The Health & Wellbeing Board communications sub-group will continue to be the delivery mechanism for the strategy, meeting on a monthly basis to monitor progress and implementing the communications plan.

The group's work will be guided by the direction of the Board, and also by the following:

2.1 2014 forward planner

An event planner for the coming year, including national events, for example Dementia Awareness Week, updated with local partner campaigns. The communications sub-group will use the planner as a basis for planning their activities and campaigns, specifically for joint press releases, blog posts, staff updates and campaigns. (See Appendix 1 – Health & Wellbeing event planner 2014)

2.2 Shared campaigns

The communications strategy proposes agreeing a series of core campaigns under the Health and Wellbeing banner. In addition to opportunities for joint messages, such as the recent warning about the social media 'NekNominate' trend and health and housing events which yielded joint press releases – the focus of the communications group will be these joint campaigns.

3. Communication channels

It's important to share resources, and take advantage of established channels, including local media contacts and online channels - from websites to social media.

Specific proposals to support the work of the Board are as follows:

3.1 Joint press releases / Health supplement

We need to maintain close links with the local media to share our messages with Suffolk people. We have already established a precedent for joint Health and Wellbeing Suffolk press releases, which will continue to be used to promote the work of the Board and its priority outcomes. The content of these press releases will be informed by the event planner (see above).

The East Anglian Daily Times' monthly health supplement is an important channel, and we have an opportunity to include regular contributions from all partners. One such example was the recent feature on the health and housing event, complemented by Dr Dan Poulter's article.

3.2 Blog

I have established a dedicated blog entitled 'healthydebatesuffolk' which is available on the Wordpress platform:

<http://healthydebatesuffolk.wordpress.com/>

This is a combination of national and local health news, videos and, most importantly, contributions from partner organisations on a variety of subjects from the Workplace Challenge to the county council's staff weight loss programme. In combination with social media, which can highlight new content on the blog and encourage people to visit it, I believe this is an opportunity for Board members and others to maintain a regular flow of information to encourage discussion.

3.3 Electronic newsletter

One of the key target audiences in our strategy is staff at each of our respective organisations. Using a service to which Suffolk County Council subscribes, called 'GovDelivery', I am proposing an electronic newsletter, circulated by email to staff at each partner organisation. This is a simple, and hugely cost-effective means of sharing information with a large number of people at one time. The communications sub-group will work with me to ensure regularly updated content for this publication, which I propose includes a combination of links to the blog (see above), health and wellbeing in the news and updates on local campaigns. I am proposing this enewsletter is entitled 'Healthy Interest' (see Figure 2).

Figure 2 – A screenshot from the electronic newsletter



WELCOME TO THE FIRST EDITION



Food for thought

Pupils at Ickworth Park Primary School are celebrating after receiving a coveted silver award from the Food For LifePartnership for excellence in school meals as a result of growing and enjoying fresh fruit and vegetables at the school. [Find out more](#)



Call for fresh approach to housing in Suffolk

Read our in depth briefing about a countywide call to consider the links between housing and health, and how a combined effort to work with developers, housing organisations and the public sector will pay dividends in future. [Find out more](#)

4. Developing the website

At the December Board meeting, members approved the development of a website about health and wellbeing outcomes.

I am working with the communications sub-group to scope our requirements to develop a website for release later this year. This would comprise two phases:

4.1 Phase 1

Developing and populating the website to include Health & Wellbeing Board and Joint Strategic Needs Assessment (JSNA) sections. At this stage, we would use the website to provide updates about Health & Wellbeing news and information.

4.2 Phase 2

Developing the interactive section of the website, closely aligned with our campaigns.

The current proposal is that the interactive, and principal element of the site, is based around a map of the county, with people able to interact with others where they live and take part in a number of activities and challenges related to our core campaigns.

5. Joint campaigns

I propose that we select a minimum of four joint campaigns for 2014, linked to national and local initiatives in the 2014 forward planning calendar. These campaigns should also be aligned to the four outcomes in Suffolk's Health and Wellbeing strategy. Each campaign will feature on the Suffolk Health and Wellbeing website (see above) and complemented by partners' established communication channels.

Some initial ideas proposed by the communications sub-group are as follows:

5.1 Every child in Suffolk has the best start in life

To tie in with: National Breastfeeding Week: 20-26 June 2014

Objective: To raise awareness of the important health benefits of breastfeeding, working with health visitors and peer support schemes (where established). This would potentially build on successful schemes in Hadleigh and elsewhere to encourage Suffolk businesses to sign up to become breastfeeding-friendly venues.

5.2 Suffolk residents have access to a healthy environment and take responsibility for their own health and wellbeing

To tie in with: National Walking Month: May 2014

Objective: To encourage people to boost their physical activity and understand the importance of regular exercise. This has potential links with the Suffolk Walking Festival and our ambition for Suffolk as the Most Active County.

5.3 Older people in Suffolk have a good quality of life

To tie in with: International Day of Older Persons: 1 October 2014

Objective: To raise awareness of social isolation among older people, and consider a partnership with the voluntary sector to encourage community

volunteers to support older people by offering help with day-to-day tasks, and social contact.

5.4 People in Suffolk have the opportunity to improve their mental health and wellbeing

To tie in with: National Mental Health Awareness Week: 12-18 May 2014

Objective: To work with mental health organisations to highlight support available and to start a Suffolk conversation – building on last month's *Time to Talk* event – to break the stigma of discussing mental health.

6. Sponsorship

A further opportunity to raise the profile of the Health and Wellbeing Suffolk brand is to associate it with high-profile events over the coming months. Opportunities for this include the Suffolk Show in May 2014, The Suffolk Walking Festival in May/June 2014 and the Women's Tour: the five-day international stage race that will take place between 7 and 11 May.

Increasing physical activity is a key component of Suffolk's health and wellbeing strategy, and I feel we have opportunities to forge stronger links with the Most Active County work, which could further strengthen the Health & Wellbeing Suffolk brand.

Sources of Further Information

No other documents have been relied on to a material extent in preparing this report.

