

HEALTH AND WELLBEING BOARD

13TH JUNE 2012

Brief: Telford and Wrekin Health and Wellbeing Board (HWB) Communication and Engagement Framework - 2012/13

This document provides a strategic framework within which the HWB can coordinate and deliver high quality communication and engagement with stakeholders and local people; to drive, support and promote the work of the Board.

The framework has been developed in consultation with NHS Telford and Wrekin, Telford and Wrekin Clinical Commissioning Group, Telford & Wrekin Local Involvement Network (LINK) and Telford & Wrekin Council.

The framework sets out to:

- Establish a common understanding of what we mean by communication and engagement.
- State a clear commitment and specific standards of communication and community engagement that all members of the HWB are signed up to.
- Identify our target audience.

Through communication and engagement, local people should feel they know about how to access services and where to find assistance and information, how to stay healthy and independent and how to get involved in decision making.

The HWB Communication and Engagement Framework links to the following:

- HWB Communications and Engagement Plan 2012/13
- Communications and Engagement Plan 2012/13 for the Telford and Wrekin Clinical Commissioning Group
- Communications and Engagement Strategy 2012/13 – part of the Public Health Transition Plan for Telford and Wrekin.

We have identified that our audience is local people and stakeholders and that communication and engagement needs are different in different settings and we need to be creative and flexible. One size will not fit all and one method will not work for all. We hold a contact list of our target audience, which is a list which continues to be updated. For the purposes of the framework, we have identified categories of our target audience and offered a description (which is not exhaustive).

We ask that the HWB:

- Agree the shared definitions
- Agree the commitment and standards for communication and community engagement
- Note the HWB communication and engagement action plan
- Think about the process of how the HWB will identify its key communication messages for both stakeholders and local people