

Telford and Wrekin
Health and Wellbeing Board (HWB)

Communication and Community Engagement
Action Plan
2012/13

Logo's to be confirmed

Date	Action	Comments	Progress	Lead
June 2012	Develop a HWB webpage			Initial lead - Julie Gradwell – on going support to be agreed
	Ensure all communication and community engagement methods are appropriate for the target audience	Work within the following: <ul style="list-style-type: none"> • T&W Council's Community Engagement Good Practice Toolkit • T&W Council Communication Support Toolkit • Corporate communication protocols, house-styles and identity • Health and local authority research governance requirements as and when applicable 		Communication and Engagement Working Group (CEWG) – specific leads Andy Challenor and Nigel Newman
	Communicate early key messages	<ul style="list-style-type: none"> • Membership details, who the Board are and what it aims to do • Context in which the Board is working – whole system approach • What the Board is and what it is not • Accountability amongst the board, governance and links to other partnerships and decision making boards e.g. Local Strategic Partnership • Links to stakeholders 		Communication and Engagement Working Group (CEWG) - specific leads Andy Challenor and Nigel Newman
	Agree and communicate consistent key messages	For example: We want to improve the health and well-being of Telford and Wrekin residents and reduce inequalities in health		Communication and Engagement Working Group (CEWG)

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		<p>The need (some of this is a mandatory requirement imposed by central govt) to change has given us an opportunity to reassess the way we deliver our health and care services to our most vulnerable</p> <p>We want to provide robust, high quality services that meet the health needs of our local communities</p> <p>We are working to ensure that health services are 'fit for the future' and are better tailored to local people's changing demands and preferences</p> <p>This is a new role which the council is embracing and we will meet our extended responsibilities through bold, innovative and co-operative ways of working</p> <p>We will ensure that we fully understand the budgetary allocation given to us to serve Telford and Wrekin and we will communicate clearly the impact that will have on our ability to deliver local public health services in the future</p> <p>Working with partners is crucial to</p>		

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		<p>achieving our aims. We are committed to working together to deliver more joined-up and efficient services that achieve the best possible outcomes</p> <p>We are working closely with the Clinical Commissioning Group to ensure we retain our close links to NHS providers</p> <p>Need to say</p> <ul style="list-style-type: none"> • who the current stakeholders are • opportunities for others to get involved • refer to service users and carers being partners/active involvement sought – “No decision about me without me” 		
By 20 July	Communicate and consult with stakeholders the HWB priorities	Through Community Panel – linking with CCG engagement questions Through forums and partnership groups		Communication and Engagement Working Group (CEWG) - specific leads Andy Challenor and Nigel Newman
3 July	Stakeholder event	<p>Inform and ask for views on:</p> <ul style="list-style-type: none"> • Future governance/structure of HWB • Healthwatch for Telford and Wrekin • Priorities for the Health and Wellbeing Strategy • Development of the Public Health Vision for Telford and Wrekin 		Communication and Engagement Working Group (CEWG) - specific leads Paul Taylor, Clare Hall-Salter, Andy Challenor, Chris Harrison, Helen Onions

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	Inform and consult on the Public Health Vision	See Communication and Engagement Strategy for Public Health transition		PH Transition Communication and Engagement work stream – Jenny Fullard, Nigel Newman, Andy Challenor, Sian Huszack
	Monthly staff newsletter begins. This is a combined bulletin within cluster newsletter to ensure consistency and avoid duplication. It will be branded as joint	Staff and stakeholder bulletin Telford & Wrekin Council intranet PCT intranet LINK website Facebook		Nigel Newman, Jenny Fullard
	Regular stakeholder bulletin	Stakeholder bulletin to be prepared, to keep partners informed (be clear about what) - when does information shift towards engagement/involvement/influence?		Nigel Newman, Jenny Fullard
	Review of joint commissioning and partnership groups	To help to identify representation on the HWB, future sub structure and appropriate future methods of engagement with stakeholders		Christine Harrison, Viv McKay, Helen Onions, Sian Huszack
	Understanding and promotion of what channels we use for communication and engagement	For clarity on how we communicate and engage with our stakeholders and local people – what is the pathway – what is the landscape Ensure a more coordinated approach		Communication and Engagement Working Group (CEWG) – Andy Challenor, Nigel Newman, Sian Huszack, Jenny Fullard
	Inform and consult on the draft HWB Strategy	<ul style="list-style-type: none"> • Is it easily understood/clear • Have we got this right 		Communication and Engagement Working Group

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		<ul style="list-style-type: none"> • Is there anything missing from the strategy • Are all organisation and partners of the HWB clear on what they need to do to deliver the strategy 		(CEWG) – Andy Challenor
	Identify and scope key communication and engagement requirements/activities for each of the priority outcomes	<p>Priority outcomes sponsors and lead professionals to work with leads for communication and engagement to scope requirements</p> <p>On completion of asset mapping against the proposed priority outcomes (to understand how services and resources are currently focussed on them) we will then need to seek stakeholder views on how services can be improved, reshaped and refocused to improve the priority outcomes and better meet the needs of service users</p> <p>This process will need to be agreed in advance to ensure stakeholders can have real influence:</p> <ul style="list-style-type: none"> • What rights/powers do service users have? • What commitments can be made – resource issues and decision-making /gate-keepers • Competing – conflicting priorities are a reality • 		Priority sponsors and leads with Communication and Engagement Working Group (CEWG)

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From 3 July 2012 to April 2013	Healthwatch development	<ul style="list-style-type: none"> • Support and drive a clear communications plan for the development of a local Healthwatch, including things like; its statutory duties, functions, social principles, relationship with Healthwatch England and the transition arrangements for LINK. • Develop and deliver a clear and transparent process for development proposals for an emerging local model through a robust 'Community Dialogue'. • Sustain and maintain mutual dialogue with Stakeholders, Public and Interested Parties through the process of commissioning a local model. • Support and drive communication and awareness-raising about the agreed local HW model, which will inevitably evolve and develop over time. 		Healthwatch Pathfinder Group
	Refresh the JSNA - awareness raising both internally and externally of the new JSNA			Jon Power
	Agree how communication and community engagement is measured/evaluated to evidence success and identify changes	Need to avoid just measuring inputs.... and outputs But is it within the gift of the HWB or LHW to make it happen/ensure		Communication and Engagement Working Group (CEWG) – Andy Challenor

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		outcomes? Need to be honest and pragmatic - if it is the CCG and local providers who have the will/ power / resources make a difference then the HWB has to manage expectations accordingly		
	Develop a coordinated forward plan for communication and engagement requirements/activities for both the HWB and Public Health transition	<ul style="list-style-type: none"> • Assess communications and engagement capacity requirements – understand impact on workloads • Publish forward plan • Consider capacity building of staff involved as well as stakeholders (change management – culture/values and infrastructure, mind sets, knowledge and skills) 		Communication and Engagement Working Group (CEWG) – Andy Challenor, Nigel Newman
	Coordination of the range of communication and engagement frameworks and action plans. Do we need one or a number of action plans?	<p>Currently we have the following:</p> <ul style="list-style-type: none"> • HWB Communications and Community 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. 		Communication and Engagement Working Group (CEWG) – Andy Challenor and Nigel Newman