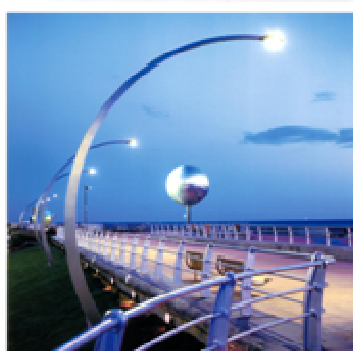
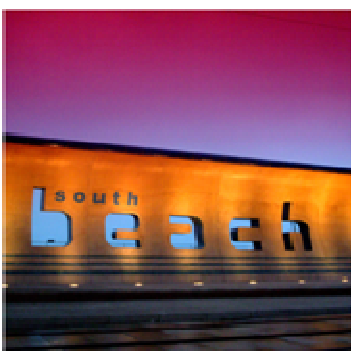


# Draft Blackpool Health and Wellbeing Board Communications and Involvement Plan

Blackpool Council



## Background

The national and local context for the establishment of Health and Wellbeing Boards (H&WBBs) is described in Blackpool Health and Wellbeing Boards terms of reference. H&WBBs are a key part of the Coalition Government's reforms to the NHS, public health and social care systems as set out in the Health and Social Care Act 2012 and were formally established in April 2013.

As an early implementer Blackpool Health and Well-being Board was established in 'shadow form' by Blackpool Council and the local Clinical Commissioning Group in December 2011.

Blackpool Health and Wellbeing Board will operate in 'Live' form from June 2013.

## The role of Health and Wellbeing Boards

H&WBBs will lead on the strategic planning of NHS, public health, social care, and related children's services, and act as a forum for public accountability of these services and other policies, services and activities which influence the health and well-being of the community.

The key purpose and role of H&WBB's is to:

- Lead and build partnerships for health and wellbeing across local organisations and the wider community;
- Establish a shared understanding of health and wellbeing needs and how these can be met;
- Secure better health outcomes, quality of care and value for money;
- Support joint working and integration of services across the Council, NHS and other partners – including the further development of joint commissioning and pooled budgets;
- Lead strategic planning and drive commissioning of NHS, public health, social care and related children's services;
- Strengthen democratic legitimacy by enabling elected Members and the public to influence the strategic planning and commissioning of services;
- Become a forum for public discussion and accountability of policies, services and activities which influence the health and wellbeing of the community;
- Develop a consensus around major service change.

## Vision of Blackpool Health and Wellbeing Board:

The vision of Blackpool Health and Wellbeing Board is simple but ambitious:

**“TOGETHER we will make Blackpool a place where ALL people can live long, happy and healthy lives”**

To realise this vision for the future of Blackpool, the Health and Wellbeing Board will deliver against its agreed priorities under three themes:

- Healthy Lifestyles
- Health and Social Care
- Wider Determinants of Health

## Communications and involvement objectives

The communications and involvement objectives of the plan are:

1. To raise awareness and understanding of the new health and well-being system among elected Members, stakeholders and the public so that they are able to shape how strategies and services are developed and hold the Board and individual organisations to account.
2. To enable elected Members, stakeholders and the public to comment on the work of the Board and on health and well-being issues in general.
3. Specifically to consult and raise awareness of the Joint Health and Well-being Strategy setting out a framework that will enable key stakeholders/partners to contribute to its implementation and future development.
4. To identify and develop a cadre of elected Members and other community leaders (as broad definition) to enable them to play a full and active role in promoting health and wellbeing in their own constituencies and neighbourhoods.
5. To ensure that staff and residents have access to information about health and wellbeing and are empowered to take responsibility for their own health.

## Key messages

There are three sets of key messages:

- 1. About the health and wellbeing system:**
  - The health and social care reforms and how the new system will operate both at a national and local level.
  - What it will mean for Blackpool.
  - The role of the Board and the Joint Health and Well-being Strategy.
  - How people can contact the Board, have their say and get involved.
- 2. About the state of health and well-being:**
  - Key facts and figures about health and wellbeing overall and in specific groups and communities.
- 3. About what people can do to improve their own health and well-being:**
  - The evidence base for improving health and well-being.
  - Sharing of good practice within Blackpool.
  - Practical tips and signposting to further support where appropriate.

## Communications and involvement programme

The objectives of this plan will be delivered through an integrated programme of related activities. The activities will use a common set of core messages as above with additional detail depending on their particular focus.

Activities	Timing	Focus of messages		
		Health and well-being system	State of health and well-being	What people can do to
<b>Stakeholder events and associated media briefings</b>	September 2013 then 6 monthly	X	X	X
<b>Stakeholder networking</b> – to include creation of an interactive health and well-being website and access to Knowledge Hub	September 2013 and then ongoing	X	X	X
<b>JHWS awareness raising</b> – raising the profile of the JHWS locally with a focus on how stakeholders can contribute to its implementation	August 2013 and then ongoing	X	X	
<b>Community leadership programme</b> – to include briefing materials, dedicated learning sessions and shared practice for Elected members and other community leaders	TBD	X	X	X
<b>Health and Well-being Board development programme</b> – to deliver bespoke learning and training to develop the skills and knowledge of the Board so that it can continue to operate effectively	March 2013 and then bi-annually to 2014	X	X	X
<b>JSNA communications</b> – to raise the profile of the JSNA amongst stakeholders and the wider public	Ongoing		X	
<b>Health Information and social marketing campaigns</b> – to provide frontline staff and local people with a range of health information and resources	Ongoing (Public Health)			X

Further information on the above programmes, and the work associated with these, is available on page 8.

## Governance

The plan will need to be reviewed and its effectiveness monitored by ***Communications and Involvement Project Group (to be agreed and formed)***. Changes and additions to the plan can be agreed at those meetings. Effectiveness will be monitored on the basis of:

- Clear and detailed programme of activities in place.
- Attendance at events and briefings.
- Evaluation forms and feedback from events and briefings.
- Traffic through the website and associated social media.
- Feedback on the quality of information.

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## Key officers

<p><b>CLlr Ivan Taylor, Cabinet Member for Health and Well-being.</b> Chair of HWB, overall responsibility for the Health and Well-being Board Communications and Involvement plan</p>
<p><b>Dr Arif Rajpura, Director of Public Health.</b> Overall responsibility for Public Health information and advice</p>
<p><b>Carmel McKeogh, Deputy Chief Executive, Human Resources, Communication and Engagement</b> Overall responsibility for Communication and Marketing – Blackpool Council</p>
<p><b>Lynn Donkin, Senior Public Health Specialist</b> JSNA link and first point of contact for the Health and Wellbeing Project Officer</p>
<p><b>Nicola Stubbins, Head of Commissioning, Contracts &amp; Systems Development</b> Overall line management responsibility for the Health and Wellbeing Project Officer</p>
<p><b>Traci Lloyd-Moore, Health and Wellbeing Project Officer</b> Manages day to day co-ordination of the Health and Well-being Board Communications and Involvement plan</p>
<p><b>Lennox Beattie, Democratic Team Leader</b> Oversees administration of the Health and Well-being Board responsible for minutes/agenda setting and circulating information to Board members</p>
<p><b>Blackpool Council Communications Officer.</b> Lead for Health and Well-being communications including urgent press enquiries</p>
<p><b>Helen Kay, Health &amp; Wellbeing Manager (Groundwork) on behalf of Healthwatch Blackpool</b> To work with the Health and Wellbeing Project Officer to implement the Communication and involvement plan</p>
<p><b>Blackpool Council Web Development Team</b> To work with the Health and Wellbeing Project Officer to update the Health and Well-being Board webpage.</p>
<p><b>Blackpool Council, Corporate, Business Intelligence and Performance.</b> Responsible for producing and updating the electronic JNSA</p>
<p><b>Blackpool Teaching Hospitals NHS Trust Marketing &amp; Communications Manager.</b> To liaise and work with the Health and Wellbeing Project Officer and Blackpool Council communications team on joint communications opportunities</p>
<p><b>Blackpool CCG Marketing &amp; Communications Manager.</b> To liaise and work with the Health and Wellbeing Project Officer and Blackpool Council communications team on joint communications opportunities</p>
<p><b>NHS East Lancashire Marketing &amp; Communications Manager</b> To liaise and work with the Health and Wellbeing Project Officer and Blackpool communications team on joint communications opportunities</p>

## Timescales

The communications plan should be implemented immediately and will remain in effect whilst the Board is in existence.

## Budget

There will be costs for the booking venues and the hiring rooms for events. There will also be costs for any design and production of briefing materials including information packs and newsletters. To be agreed.

## Risk Management

A risk and impact assessment has been carried out to identify the main threats and/or opportunities associated with successful delivery of the plan and how these can be mitigated against or encouraged should they be of benefit. A Risks and Impact assessment is shown as Appendix 1.

## Stakeholder Management

In order to develop appropriate and meaningful engagement and involvement activities a stakeholder analysis has been undertaken to assess individual and organisational expectations, interests, involvement and level of influence on the work of the Health and Wellbeing Board and the appropriate communication methods or approach required.

Stakeholders are listed in the table below and categorised as follows: **internal, wider, national and public**. A stakeholder analysis is shown as Appendix 2

**Internal stakeholders**

Blackpool Council Executive  
Health and Wellbeing Board  
BSCB  
BSAB  
Blackpool Council staff  
Blackpool Council Elected Members

**Wider stakeholders**

Blackpool Clinical Commissioning Group  
Blackpool Teaching Hospitals NHS Foundation Trust  
Lancashire Care NHS Foundation Trust  
Healthwatch Blackpool  
Learning Disability Partnership  
Lancashire Health and Wellbeing Board  
B:Safe Blackpool  
NHS England (Lancashire)  
PPI Forum  
Third and VCS Sector organisations and groups  
Fairness Commission  
MPs/MEPs  
Lancashire Constabulary (Western Division)  
Lancashire Fire & Rescue  
North and Western Lancashire Chamber of Commerce  
Diocese of Blackburn  
GPs & LMC  
Pharmacies & LPC  
Schools and colleges  
Youth Cabinet

**National**

NHS England  
Public Health England  
Health Protection Agency  
Healthwatch England

**Public**

Media  
Direct to public



## Programme details

### **Stakeholder events and associated media briefings**

The first event is planned for September 2013. Future events are expected to run six monthly thereafter on a thematic basis. Events will be aimed at internal and wider stakeholder groups to include members of the public. It will be important to understand and take regard of the different communication and involvement mechanisms used by different organisations all of whom contribute to the work of the Health and Wellbeing Board, in doing so, this will enable as many stakeholders as possible to engage, understand and work collaboratively with the Board going forward.

### **Stakeholder Networking**

To include the creation of an overarching health and well-being website (that will sit separately to Blackpool Council website) with access to the LGA Health and Wellbeing Board Knowledge Hub\*. Work will commence during Summer 2013. The suggested approach includes the development of the existing JSNA website and design of a Health and Wellbeing Board 'Brand'. Site facilities will include an interactive Messageboard, Twitter and Facebook page for 'Health and Wellbeing' to encourage discussion – particularly following each Board meeting. Healthwatch may consider creating a Facebook site which could interact with this site.

### **JHWS Consultation**

Consultation on the JHWS took place between 9 July and 14 September 2012 and the subsequent final version was approved in April 2013. A schedule of activity now needs to be devised to continue to promote the JHWS locally and showcase the achievements of the Board to date. This will include individual Board members raising the profile of the JHWS in their own organisations; encouraging organisations to upload the Board's website link onto their own sites; signposting stakeholders to the new website where the JHWS will be available; production of a post-consultation 'You Said We Did' report and periodic articles for local press. An article is currently being written for the forthcoming summer 2013 edition of Your Blackpool. An easy-read version of the strategy will also need to be produced.

### **Community Leadership Programme**

This will involve creating a repository of health and wellbeing learning materials, resources and shared practice for Senior Managers, Elected Members and wider community leaders. Seminar type events could also be offered (where appropriate). This programme will enable Senior Managers, Elected members and other community leaders to understand the purpose and function of the Board within the new health system; the role they can play in promoting good health in their communities (as broad definition). Information will be made available on the Council (internal and external) and Health and Wellbeing Board website. Materials should be made available in written, electronic and verbal form.

### **Health and Wellbeing Board Development Programme**

This will comprise of public and private meetings. The media will be invited to public meetings from June 2013 which are held monthly and media releases will be issued. Media briefings will be held when needed - potentially immediately following Board. Sessions to support the development of the Board will take place bi-annually and in private, with associated email updates disseminated to Board members along with a schedule of learning.

### **JSNA Communications (NOT DISCUSSED BUT KEPT IN AS AN EXAMPLE)**

This stream of work will be led by the JSNA Steering Group. Briefings will be held as and when needed. This will involve training sessions for staff, Elected Members and stakeholders to demonstrate how to use the mapping tools and providing up to date information about health and wellbeing overall and in specific groups and communities. This data is already accessible on the existing JSNA website but going forward this will form part of the new Health and Wellbeing website.

### **Health Information and social marketing campaigns (Blackpool Council)**

Communications for health initiatives are produced with specialist Public Health consultant leadership which is now a Council function. This will focus on providing local people and frontline staff with a range of information and resources to empower people to take responsibility for their own health and to equip frontline staff to signpost to specialist support where needed. A schedule of campaigns for 2013-14 is in place. A link to Public Health section of the Council website will be included on the new Health and Wellbeing site.

## Communications Plan(s)

The plans below detail specific comms related activity for each of the eight inter-related programmes listed above for which individual communication plans will be produced.

### Stakeholder events and associated media briefings.

Audience	Objective	Activity	Timescale	Cost	Owner
<b>Internal and External Stakeholders</b>	<b>HWB Stakeholder event (September 2013)</b> – to launch the JHWS and introduce the HWB. The event will bring together all those working to the health agenda to understand role & responsibilities, accountability lines. Events to be run on 6 monthly basis	<ul style="list-style-type: none"> <li>Stakeholders identified and email invitation to be sent</li> <li>Email reminders and circulation of event programme and draft JHWS to be sent</li> <li><b>Detailed Comms plan to be developed</b></li> </ul>	July – September 2013	£2100 (approx.)	Traci Lloyd-Moore with Communications & Marketing Team

### Stakeholder networking

Audience	Objective	Activity	Timescale	Cost	Owner
<b>Media, Internal and wider stakeholders and public</b>	<b>Launch of new health and well-being website</b> – to officially announce and introduce the new health and well-being site	<ul style="list-style-type: none"> <li>Release issued to the media and shared with all stakeholders.</li> <li>Access to JSNA, knowledge hub/message board</li> <li>Access to updates on HWB (local and national)</li> <li>Access to further health information and learning</li> <li>All staff update on the HUB</li> </ul> <b>Detailed Comms plan to be developed</b>	September 2013	N/A	Traci Lloyd-Moore with Web and Communications & Marketing Team
<b>Internal and wider stakeholders and public</b>	<b>Social Media</b> - to engage with the Board via Social Media	<ul style="list-style-type: none"> <li>Following Board meetings and ongoing</li> <li>Updates posted on Health and Well-being and Facebook site.</li> <li>Also to be Tweeted</li> </ul>	September 2013	N/A	Traci Lloyd-Moore with Communications & Marketing Team

## JHWS consultation

Audience	Objective	Activity	Timescale	Cost	Owner
Internal, wider stakeholders and public	<b>JHWS Consultation</b> - to consult on the draft vision and priorities of the JHWS	<ul style="list-style-type: none"> <li>Report and comms plan produced by Blackpool LiNK September 2012 and disseminated</li> </ul>	July – September 2012	N/A	Blackpool LiNK and Blackpool Advocacy
Internal and wider stakeholders and public, media	<b>JHWS Sign off</b> – to officially announce sign off	<ul style="list-style-type: none"> <li>Post release to be issued to the media and shared with all stakeholders.</li> <li>Also to be Tweeted.</li> </ul>	September 2013	N/A	Traci Lloyd-Moore with Communications & Marketing Team
Internal and wider stakeholders and public	<b>Dissemination of JHWS</b>	<ul style="list-style-type: none"> <li>Uploaded onto HWB website</li> <li>Link to JHWS disseminated to internal and wider stakeholders via email</li> </ul> <p><b>Detailed Comms plan to be developed</b></p>	September 2013	N/A	Traci Lloyd-Moore with Communications & Marketing Team
Internal and wider stakeholders and public	<b>Dissemination of JHWS</b>	<ul style="list-style-type: none"> <li>Summary report of responses to consultation and You Said we Did Report uploaded onto HWB website</li> </ul> <p><b>Detailed Comms plan to be developed</b></p>	September 2013	N/A	Traci Lloyd-Moore with Communications & Marketing Team
Internal and wider stakeholders and public	<b>JHWS Awareness Raising</b>	<ul style="list-style-type: none"> <li>Create a standard briefing and presentation that can be tailored to relevant audiences</li> <li>Create a timetable of events/meetings within which to present the JHWS</li> <li><b>Detailed Comms plan to be developed</b></li> </ul>	July 2013 and ongoing	N/A	Traci Lloyd-Moore & Board members

## Community Leadership programme

Audience	Objective	Activity	Timescale	Cost	Owner
Senior Managers & Elected Members	To raise awareness and understanding of the new health and well-being system and HWB issues amongst Elected Members	<ul style="list-style-type: none"> <li>Develop link from Councillor pages (internal and external) to new health and wellbeing website to include</li> <li>Board business</li> <li>links to DH website</li> <li>LGA (Knowledge Hub)</li> <li>Updates on Public Health &amp; NHS England</li> <li><b>Detailed Comms plan to be developed</b></li> </ul>	September 2013	N/A	Traci Lloyd-Moore with Democratic Services Team & Communications & Marketing Team

<b>Senior Manager, Elected members &amp; local community leaders</b>	To run seminar (learning events) to raise awareness and understanding of the new health and well-being system and HWB issues amongst	<ul style="list-style-type: none"> <li>• Letter and invitation from HWB Chair detailing the Seminar/events</li> <li>• To deliver sessions locally at a wide range of meetings and events as appropriate</li> <li>• Information made available on Cllr pages</li> <li>• Also to be tweeted</li> </ul>	December 2013 onwards	TBC	Traci Lloyd-Moore with Democratic Services Team & Area Forums
<b>Elected Members</b>	To embed health and well-being in induction and development of all Elected Members	<ul style="list-style-type: none"> <li>• Launch of new induction programme to include health and well-being</li> </ul>	TBC	N/A	Traci Lloyd-Moore with Democratic Services Team

## Health and Well-being Board Development programme

<b>Audience</b>	<b>Objective</b>	<b>Activity</b>	<b>Timescale</b>	<b>Cost</b>	<b>Owner</b>
<b>HWB Members</b>	<b>Health and Well-being Board Development Meetings</b> – to enable the Board to operate effectively	<ul style="list-style-type: none"> <li>• A schedule of learning to meet HWB's skills and knowledge requirements will be devised. The first session was held on 22 March 2013.</li> <li>• Circulation of emails, reports, briefings (both national and local) pertaining to the development of the Board</li> </ul> <p>These sessions to run bi-annually. Dates to be agreed</p>	March 2013 onwards	TBD	Traci Lloyd-Moore
<b>HWB Members &amp; public</b>	<b>Health and Well-being Board Public Meetings</b> – the official convening of the Board to conduct its business	<ul style="list-style-type: none"> <li>• Circulation of agenda, minutes and reports, pertaining to the business of the Board (at least two weeks in advance of the meeting)</li> </ul> <p>Public meetings will run in 2013-14 as follows</p> <ul style="list-style-type: none"> <li>• Wednesday 19th June 2013</li> <li>• Wednesday 17th July 2013</li> <li>• Wednesday 21st August 2013</li> <li>• Wednesday 18th September 2013</li> <li>• Wednesday 16th October 2013</li> <li>• Wednesday 20th November 2013</li> </ul>	June 2013 –onwards	N/A	Democratic Services Team with Traci Lloyd-Moore

		<ul style="list-style-type: none"> <li>Wednesday 18th December 2013</li> </ul> Public participation - Members of the public wishing to take part should notify Legal and Democratic Services no later than one week before the meeting.			
<b>Media and Internal and wider stakeholders</b>	<b>Health and Well-being Board Public meetings</b> – awareness raising before and after convening of the Board	<ul style="list-style-type: none"> <li>Pre- and post release issued to the media and shared with all stakeholders</li> <li>Meetings will run monthly as above.</li> </ul>	June 2013 onwards	N/A	Communications and Marketing Team

### JSNA communications (not agreed but included as an example)

Audience	Objective	Activity	Timescale	Cost	Owner
<b>Internal and wider stakeholders</b>	<b>JSNA Data Mapping event</b> - to introduce and showcase the JSNA data mapping tools	Hosting a JSNA event aimed at a wide range of internal and external stakeholders to ensure that stakeholders understand the tool, can use it confidently and cascade to other members of staff <b>THIS SECTION HAS NOT BEEN DISCUSSED BUT HAS BEEN KEPT IN AS AN EXAMPLE</b>	TBD	N/A	JSNA Steering Group

### Health Information and social marketing campaigns

Audience	Objective	Activity	Timescale	Cost	Owner
<b>Internal, wider stakeholders and public</b>	<b>Public Health Campaigns</b> – to provide health information for local people and resources for frontline staff	2013-14 planner to be included <b>Comms Plan already in place</b>	April 2013		Blackpool Council/DPH- Public Health

## Appendix 1 Risk and Impact Assessment

Risk (‘Event & Result’)	Initial assessment		Action taken	Residual risk
	Likelihood VH=Very High H=High M=Medium L=Low VL=Very Low Al=Almost Impossible	Impact E=Extreme C=Critical S=Substantial N=Negligible		
Development of communication and involvement requirements are not facilitated by someone with appropriate skills/ experience	L	C	Marketing and Communications Teams and Democratic Services will support the Health and Wellbeing Project Officer to identify appropriate communication and involvement techniques/activities, which fall in line with Blackpool Council’s corporate requirements	
Communications and Involvement Plan is not led by Blackpool Council and/or CCG/NHS Foundation Trust Communications Teams	M	C	The relevant Marketing and Communications Teams will take a lead role on this piece of work	
The Communications and Involvement Plan activities are not delivered in line with the programme	L	C	A robust communications and involvement programme will be developed in collaboration with the Blackpool Council, CCG, NHS Marketing and Communications Teams and shared with those identified to help deliver it. This will be closely monitored by the Health and Wellbeing Project Officer and Blackpool Council Communications Lead	
Email updates are not provided to the Board on a regular basis	L	S	The Board receive dedicated administrative support from Democratic services and the Health and Wellbeing Project Officer – who will take a lead in this area	
Partner organisations do not Upload link to H&WBB website onto their respective websites	L	N	Development of the Health and Well-being website will commence in June 2013 and launched at the first Stakeholder Event in September 2013. Additional promotion will take place leading up and subsequent to the event.	
PR and media relationships are handled poorly	L	C	Full PR and Media activities will be led by Blackpool Council Marketing and Communications Team	

## Appendix 2 Stakeholder Analysis

Who are the stakeholders?	Current position	Preferred position	Analysis:				How	
			Power and Interest (see above for interpreting the analysis)					
	Perceived attitudes: do they support or oppose the project?	What does the project need from them?	High Power/ High Interest	High Power/ Low Interest	Low Power/ High Interest	Low Power/ Low Interest	what information or engagement do they need	what is the best method to communicate and engage with them
Internal stakeholders	Support	Awareness and understanding. Full and active support	Y				H&WBB role & responsibilities vision & priorities Updates on key HWB issues JHWS Strategy Public Health	Briefings, Stakeholder events, Intranet and e-newsletter
Wider stakeholders	Support	Awareness and understanding. Full and active support and ongoing collaboration on areas of mutual interest			Y		H&WBB role & responsibilities, vision & priorities Updates on key HWB issues milestones, timelines JHWS Strategy Public Health	Press release, Public meetings, Briefings Stakeholder & Joint events, Facebook, twitter Message board, Website feature and Radio
National	Support	Ongoing collaboration on areas of mutual interest	Y				Establishment of H&WBB responsibilities, opportunities for working together, impacts	Letters/briefings from HWB Chair
Public	Mixed/Neutral	Awareness and understanding, Full and active support				Y	H&WBB vision and responsibilities, what it means, accountability, how it will engage and consult with local people JHWS Strategy Public Health	Press release, Public meetings, Stakeholder events, Surveys, Facebook, Twitter Community roadshows, Messageboard, Website feature and Radio