

## Health and Wellbeing Board

17 October 2016

### Health and Wellbeing Board 2015/16 review

#### 1. Purpose

The members of the Health and Wellbeing Board agreed that it was important to promote the work of the Board to professionals who have not previously been engaged as well as the wider public in Walsall.

A review of the work of the Health and Wellbeing Board was developed and distributed digitally, through HWB member organisations, in the autumn of 2015 and members felt this was valuable. As a result, members wanted the project repeated this year to highlight the work of the HWB in 15/16.

#### 2. Recommendations

2.1. That the members of the Health and Wellbeing Board consider and approve the overall layout and content of the review

2.2 That the members of the HWB agree on the method of distribution.

#### 3. Report detail

##### Content:

A draft of the 15/16 review copy and layout will be tabled at the Health and Wellbeing board meeting on Oct 17<sup>th</sup>. As last year, the layout is in the style of a newspaper with the articles laid out in paragraphs. The articles cover the span of the work of the HWB in 15/16 and explain that a new Health and wellbeing Strategy is being developed as part of that work.

The articles include:

- The role of the HWB - HWB infrastructure and governance including allied boards
- HWB development sessions for members: five sessions in total during 15/16 - in June, Nov, Jan, Feb and April; general content covered
- Strategic Advisory Group
- Health Protection Forum
- Healthy Walsall Partnership
- Integration and Sustainable Transformation Plan (STP)/Walsall Together
- Health Watch – remit and input to HWB
- JSNA and Health and Wellbeing Strategy:
  - Performance dashboards and 19 priorities
  - Task and Finish Groups – Infant mortality and diabetes

- Better Care Fund and pooled budget
- Safeguarding
- CAMHS needs assessment and strategy
- PH Transformation Fund
- Walsall Site Allocation Document (SAD)
- Maternity Services at Walsall Healthcare Trust.

The articles are generally between 100 – 350 words in length. They do not cover the work in depth but, where appropriate, links are provided to other reports/work for further information. Contributions have been received from a number of partners including Walsall Clinical Commissioning Group, Healthwatch Walsall, Planning dept, Children's Services, Adult Social care and Public Health. In addition, the Communication team in the LA has been fully involved.

#### Distribution:

It is proposed that the HWB adopt the same 'digital first' approach for distribution as last year where the publication is primarily designed and formatted as a PDF. The document will be offered to partners in a digital format so it can be placed on their own website(s). By acting collaboratively the document can be shared to audiences that would not be easily reached by print or centralised online pages.

This should not be considered as the only format as print will play a part if we are to ensure HWB messaging has the widest possible reach, although our approach to embracing digital communications should be *the* main consideration for distribution.

It is important that we use the leverage that the strengths of the HWB network brings and this can be done with the support of HWB members and the organisations they represent..

#### **Authors:**

Kate Goodall  
Media and communications Officer  
☎ 654619  
✉ [Kate.Goodall@walsall.gov.uk](mailto:Kate.Goodall@walsall.gov.uk)

Cath Boneham  
Health and Wellbeing Programme Manager  
☎ 653738  
✉ [bonehamc@walsall.gov.uk](mailto:bonehamc@walsall.gov.uk)