

Health and Wellbeing Board – 7 September 2015

Health and Wellbeing 2014/15 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 in 2014/15 was decided as the focus for a piece of work to be distributed in Autumn 2015.

2. Recommendation

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 discuss the proposals for distribution and agree on the method(s).

3. Report detail

Content:

The first draft of the review copy and layout will be tabled at the Health and Wellbeing Meeting on Sept 7th. The layout is in the style of a newspaper with the articles laid out in paragraphs. The majority of the paper concerns the work covered by the HWB in 14/15; there is also a section at the end covering planned work in 15/16. The range of articles is shown below:

- The role of the HWB - HWB infrastructure and governance including allied boards
- HWB development days for members: 4 during 14/15 in July, Nov, Jan and March, general content covered
- Urgent and Emergency Care Vision and Strategy
- Health Watch – remit and input to HWB
- JSNA and Health and Wellbeing Strategy:
 - Performance dashboards and 19 priorities
 - Task and Finish Groups – Alcohol and Healthy Weight
- Better Care Fund and pooled budget
- Safeguarding – protocol and links
- Pharmaceutical Needs Assessment
- Primary Care Co-commissioning

- CCG Operational Plan refresh
- PH Transformation Fund
- Planned work for 15/16, including Infant Mortality and Diabetes Task and Finish groups.

The articles are between 100 – 350 words in length and will have headings intended to draw the eye and interest the audience. The articles 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, the Joint Commissioning Unit, Children's Services and Public Health. In addition, the Communication leads in both LA and CCG have been fully involved.

Once the broad layout and model of distribution has been approved by the HWB, images will be inserted, as appropriate, with the aid of partners. The final draft is expected to be ready by end of September and this will be approved by a number of key officers/partners, as well as Cllr. Ian Robertson, the Chair of the HWB during 15/16 and Cllr. Rose Martin, the current chair of the HWB, before distribution in early October.

Distribution:

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

Although 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 our approach to embracing digital communications should be *the* main consideration for distribution. It is therefore proposed that the HWB adopt this approach and that it actively encourages its partners to participate. It is important that we use the leverage that the strengths of the HWB network brings.

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