

Developing the Health & Wellbeing Board – Communications proposals

September 2016

Background

Following the July Development Session, facilitated by the LGA, members have identified that potential to increase public involvement and debate as one element of the future development of the HWBB Agenda.

There is a desire for the Board to be a proactive force for change, facilitating discussion and consensus on key issues, and maximising the contribution of the public to the health and care arena. It has therefore been proposed that the Board use the 8th December meeting to run a public debate on a key issue, such as obesity, alcohol or end of life.

This paper sets out some initial options for discussion and some key decision points.

Objectives – key considerations

Before engaging the public in debate on key health issues, the Board needs to be clear what outcome we are trying to achieve. What is the intended result of the debate, how will public views be captured and used to shape future policy or action? To ensure continuous engagement, it is essential that those taking part can see the benefit of their involvement. Something must change as a result.

In terms of the issues, the lead up to Christmas may not be the best time to discuss end of life. The recommendation would be to choose obesity and potentially link to New Year resolutions (eg peak time for new gym memberships).

Proposed strategy

To raise awareness through stakeholders and professionals of the changing nature of the Board, utilise the media to promote (and potentially facilitate) the meeting itself, and start the conversation on social media ahead in advance, to continue with live web/social media interaction from the meeting itself.

Consideration needs to be given to the location and timing of the meeting to enable meaningful public involvement. It needs to start after 5pm, at a suitable venue, for instance, a local school would be ideal if the discussion is focused on childhood obesity / young people.

Indicative timeline

- By end September
 - Identify and book suitable venue – plan for preparation on the day/night
- By mid November

- Secure presenter for Q&A session – approach BBC Midlands Today, BBC Radio Stoke, Sentinel / Express & Star
- Comms to stakeholders, including MPs and members

- 24th Nov – media / social media launch of the HWBB debate
 - Preparation of Fact Pack, describing the issues in Staffordshire
 - Potential for online survey
 - Social media Q&A
 - Promotion of the meeting on 8th Dec

- 8th Dec – HWBB Meeting
 - Include live Q&A
 - Questions to be taken via dedicated Twitter/Facebook page

Delivery

Healthwatch Staffordshire is hosting a series of engagement events this autumn on the Sustainability & Transformation Plan.

Given their networks and the timing, does Healthwatch Staffordshire have the capacity to deliver and promote the public debate?

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