

Health and Wellbeing Board

Leicestershire Health and Wellbeing Strategy 2022-
2032

Communications plan

Contents

Background

- Scope

- Effective communications

Aims of the board

- Communications objectives

Target audience

- Stakeholder analysis

Strategy

- Key messages

- Tools

Implementation plan

Evaluation

Background

The creation of statutory Health and Wellbeing Boards (HWB) was a central feature of the Health & Social Care Act 2012. The role of the HWB is to lead and direct work to improve the health and wellbeing of the population of Leicestershire through the development of improved and integrated health and social care services.

The board is responsible for:

- Preparing and publishing the Leicestershire Joint Strategic Needs Assessment to identify the needs and priorities across Leicestershire so that future commissioning/policy decisions and priorities are based on evidence
- Preparing and publishing a Joint Health and Wellbeing Strategy (JHWS) and associated plan on behalf of the County Council and its Integrated Care System partners
- Publishing and refreshing the Pharmaceutical Needs Assessment to assess the need for pharmaceutical services in Leicestershire and providing an evidence base for future policy and commissioning decisions
- In conjunction with all partners, communicating and engaging with local people on how they can achieve the best possible quality of life and be supported to exercise choice and control over their personal health and wellbeing

Scope

The HWB aim to communicate or engage with 2 key audiences:

- **Residents of Leicestershire** – to understand need and how to make a positive impact on health and wellbeing, to communicate information e.g. about services or self-care and to influence behaviour. To support coproduction of services where appropriate.
- **Stakeholder agencies and partners** – to ensure people are informed, engaged and working together to achieve improved health and wellbeing and reduced health inequalities across Leicestershire

The HWB Communications and Engagement Strategy will support the delivery of the JHWS along with the Health and Wellbeing Board's wider objectives. It will support regular check in with residents and communities to ensure that the JHWS is reflective of their experiences and what matters to them.

The strategy and delivery plan will be revised, according to the shape and focus for the board and its partners – and will therefore remain a live, working document and outputs and outcomes will be monitored and reported back into the HWB on a quarterly basis together with a performance report.

An annual review of the strategy progress and delivery plan will be undertaken to ensure that resource is targeted appropriately, working effectively, and helping the board to achieve its aims. A more thorough review of the Strategy will take place every three years to ensure it is still reflective of the overarching health and care needs of Leicestershire.

Effective communication

The HWB is a public forum shaped by the experiences of residents and communities and requirements of partners, and as a result it is vital that we understand the context in which we are attempting to engage our target audiences. Knowing how best to communicate with and engage our audiences will help us influence and create meaningful dialogue and service change.

A range of existing communication and engagement activities take place. Some examples of this include the below:

- The JSNA is published and publicly available for partners and the local population to view at: <https://www.lsr-online.org/leicestershire-2018-2021-jsna.html> ensuring JSNA information is transparent and accessible. Contact details are included on the website to enable people to find out more.
- The JHWS is also influenced by the views of local residents, communities and partners in Leicestershire through the broad consultation approach undertaken during November 2021 – January 2022. This consultation approach included the draft strategy being presented at key partnership meetings and Public Health Local Area Coordinators facilitating conversations and workshops with members of the public.
- In addition to the above activities, the Board also enables the voices of residents to be heard through the membership of the Board. Two representatives of Healthwatch Leicestershire are members of the Board, with Healthwatch having a specific remit around understanding the needs and experiences of local health and care users and speaking out on their behalf. This is in addition to elected members on the Board, including in their roles as community spokespeople, having been elected to represent local people.
- Meetings of the Health and Wellbeing Board are also public meetings, with provision for local people to attend the Board or watch via the County Council YouTube channel.
- Social media
 - Health and wellbeing Board Twitter 1,123 followers
 - Leicestershire County Council Twitter 21,500 followers, Facebook 7,751 followers, Instagram 2,610 followers, LinkedIn 12,782 followers
 - NHS (CCG, LPT and UHL combined) Twitter 42,907 followers, Facebook 27,940 followers, LinkedIn 13,986 followers, Instagram, 8,448 followers
 - Healthwatch Twitter 2414 followers, Facebook 779 friends and 345 followers, Instagram 680 followers
 - Leicestershire Police Twitter 121,097 followers, Facebook 138,307 followers, Instagram 24,400 followers, LinkedIn 6,527 followers
 - District councils across Leicestershire Twitter 38,753 followers, Facebook 48,337 followers, Instagram 1,666 followers, LinkedIn 2,800 followers

- Organisations represented on the Board have individual channels to communicate with stakeholders, including:
 - Leicestershire Matters (Leicestershire County Council)
 - NHS Citizens' Panel, LPT People's Council and UHL Patient Partners (CCG, UHL, LPT), GP practice patient participation groups
 - A range of focus groups and steering groups
 - Individual organisation websites
 - Organisational newsletters
- What are the best approaches to communicating with residents of Leicestershire:
 - Communications tailored to their needs and access requirements
 - the different services to talk to one another and for us to be more 'joined up' across the system
 - reliable and relevant information about prevention, self-care and support
 - Information that's easily accessible and all in one place

Better communication & closer working needed between Health & Social Care. It is improving, but still needs to be better joined up with better understanding & appreciation of each other's roles, with less complicated processes & more of a Whole Team Approach to achieve best outcomes for patients/service users

People need easy to access information all in one place

Services need to be better joined up, making them better services for everyone, meaning they are quicker to access.

QUOTES TAKEN FROM THE HEALTH AND WELLBEING STRATEGY CONSULTATION 2022

- We are already aware that in Leicestershire...
 - BBC TV East Midlands Today regional 6.30pm slot is the most-watched half-hour on the BBC
 - 12,000 copies of the Leicester Mercury are sold daily, with 13 million monthly views to their website
 - 13,000 weekly papers are sold
 - 70.9% of people find out about local news from Tv, 45.4% from local papers and 32.9% from the Leicester Mercury

Aims of the Health and Wellbeing Board

The main responsibilities of the Health and Wellbeing Board requiring involvement of the local population are:

- Producing the JSNA (which looks at the current and future health and care needs of the local population to inform the planning of local health and care services).
- Producing the JHWS (a framework for improving local health and wellbeing). Leicestershire County Council and Integrated Care System partners are jointly responsible for this.
- Producing the PNA (which looks at pharmaceutical current and future needs, to inform future planning.)

Communications Objectives

The objectives of this communications plan are to raise awareness, understanding and increase visibility of the Health and Wellbeing Board, to inform residents and communities in Leicestershire and take continual feedback to inform priorities:

- Improve understanding of the HWBs purpose, benefits and successes – highlighting how the board is adding value to the work of partners
- To have a greater understanding of the local communities across Leicestershire and the health and wellbeing challenges that they face
- To inform people of services and self-care options across Leicestershire
- To bring about changes in behaviour and influence wider determinants that can have a positive impact on people's health and wellbeing
- To co-ordinate and integrate our activity across partners to improve the experience and outcomes for local people
- To demonstrate the work of the HWB and the impact this has on individuals and communities

Communications should explicitly support the Joint Health and Wellbeing Strategy for improving health and wellbeing in Leicestershire.

Audience

how we want them to feel

Internal	External
Board members	Patient participation groups
Organisations represented on the board	Community groups
Elected members	Equality groups
Children and family partnership board	Sports clubs and associations
Staying healthy partnership board	Residents
LLR board for health protection	Taxpayers
Substance misuse board	Children and young people
	Families with young children

Partner organisations not represented by HWB Board	Elderly
Leicester City Council	Males
Rutland Council	Social care users
Parish councils	Patients of health services
Schools/colleges	Carers
Universities	Travelling families
Active Together	BME groups
Voluntary Action Leicester	LGBT groups

Strategy

The Health and Wellbeing Board will communicate and engage with its audiences in the context of the wider strategy for health and care in Leicestershire.

- The board will need to target a range of stakeholders – including professionals working in different sectors – so we will need to tailor our communications and make it meaningful. We are also likely to have a variety of contact points within an organisation – at both a strategic and operational levels. Our narrative must be consistent, but our communications will need to be tailored.
- We will gather feedback at every opportunity, where appropriate to do so, maintaining two-way communication with all stakeholder groups.
- We will engage our partners and audiences via established networks using email updates or briefings. Contact with partners and stakeholders will be mapped to avoid inconsistency of message.
- We will demonstrate how we are working together helping to reshape and improve care and health services. Through media work, social media and stakeholder engagement we will seek to improve our reputation and seek to influence policy decisions and other issues at the national and local levels.
- Internally within the board, we will communicate clearly and regularly, ensuring that we equip spokespeople with key messages, and we maintain – making the most of low-cost digital communications.
- We will work with volunteers to champion messages when engaging with residents and communities about health and wellbeing linking in with the Leicestershire communities' approach which focuses on prevention, engagement and catalysts.
- Local Area Coordinators will be an important link into the community to understand local issues and liaise with those hard to reach audiences.
- We will continue to strengthen our social media to reach stakeholders – including the media, via Twitter @leicshealthwellbeing and share through social media accounts of all organisations represented on the Board to promote positive news and encourage debate where appropriate.

- We will look to introduce a newsletter representing the board to reach stakeholders and keep partners/wider stakeholders informed.
- Wider health promotional campaigns will be identified from organisations represented on the board and will be included in engagement throughout the year.
- Our media relations will be proactive as well as responsive to national or local news stories. For example, we will scan for national and local media coverage which we can lever for the benefit of the board.
- Key spokespeople for campaigns will be Mrs Richardson, Chairman of the Health and Wellbeing Board and Dr Vivek Varakantam, Chairman of the Integration Executive. The HWB will actively promote key spokespeople and will be active on social media. Other 'subject matter experts' will be fielded as appropriate from the board's membership.

Messaging and style

- Our key messages will be tailored according to the purpose of communication.
- Engagement with seldom heard groups will be tailored according to the purpose of the communication.
- Our style of communication will be clear, transparent, and direct.
- Case studies will be used to bring examples to life. Complex financial information will be distilled – using graphics where needed to illustrate key points.
- We will always avoid jargon – explaining terms simply and using plain English.
- We will improve our web offering to ensure we have a central hub to communicate messages making it easier for stakeholders to source information.
- We will explore making board papers more accessible for the range of diverse audiences.
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- The Joint Health and Wellbeing strategy focuses on a life course approach and is split out into four stage:
 - **Best start for life:** To allow our children to have the best start for life, we will prioritise a range of actions covering the broader children's age range of 0-19 years (or 0-25 years for Special Educational Needs and Disability).
 - **Staying healthy, safe and well:** Prevention is always better than cure, and good health and wellbeing is an asset to individuals, communities and the wider population. Therefore, we want to give everyone in Leicestershire the opportunity to live happy, healthy, safe and long lives without illness or disease for as long as possible.
 - **Living and supported well:** As people age, become unwell or develop one or more Long Term Conditions, it is important that they are supported to live as independently as possible, for as long as possible while maximising their

quality of life. We will help them live as well as possible for as long as possible.

- **Dying well:** End of life is an inevitable part of the life course, but we know that it is a difficult subject for many people to openly acknowledge and discuss. We want to support Leicestershire to understand, normalise and plan for this stage of life to ensure everyone has choice about their care and treatment, and support for loved ones and carers.

This life course approach will provide a key theme throughout communications to stakeholders.

High-level implementation

	Mar '22	Apr '22	May '22	Jun '22	Jul '22	Aug '22	Sep '22	Oct '22	Nov '22	Dec '22	Jan '23	Feb '23	Mar '23
H&W Board dates													
Campaigns/ key dates		World health day World immunisation week	Mental health awareness week	Carers week Wellbeing week			World suicide prevention day	World mental health day Stoptober	Diabetes day Movember				
Engagement	Identifying engagement opportunities with stakeholder groups												

A detailed implementation plan will sit underneath the high-level plan and will be fed back on quarterly at each Health and Wellbeing Board, showing progress made and evaluating campaigns.

Evaluation

	Target/measure	Outputs
Awareness	Website visits Social media traffic Media coverage	Analytics from social media content Number of website visits
Action	Number of attendees at events Level of participation from internal stakeholders Social media engagement – views, click throughs, comments	Number of responses for event attendance Number of internal stakeholders present at events Social media engagement linked to events
Feedback	Evaluation from engagement sessions Survey/consultation results Social media comments/messages	

The communication and engagement strategy will be reviewed as part of the annual strategy and delivery plan review that is presented to the HWB.