

HEALTH AND WELLBEING BOARD

Date: Thursday 30 January 2014

Report Title: Communications and Engagement Strategy

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1. SUMMARY

Attached is a draft Communications and Engagement Strategy to manage communications relating to local health and wellbeing issues following government health reforms. This includes managing messages emanating from the work of the Health and Wellbeing Board, those relating to the Council's new Building a Better Bromley priority of 'A Healthy Bromley' and those relating to the Council's public health responsibilities. Such an approach should also cover messages reflecting the Council's and the Bromley Clinical Commissioning Group's business objectives concerning the further integration of health and social care services, particularly work relating to the Better Care Fund and the Proactive Management of Integrated Services for the Elderly (known as the ProMISE programme).

2. REASON FOR REPORT GOING TO HEALTH & WELLBEING BOARD

To ensure health and wellbeing communications and engagement is aligned to the governance of how work is managed in this area through the Bromley Health and Wellbeing Board.

3. SPECIFIC ACTION REQUIRED BY HEALTH & WELLBEING BOARD AND ITS CONSTITUENT PARTNER ORGANISATIONS

To agree the following recommendations:

- Endorse the attached draft communications and engagement strategy including the overarching objectives and messages
 - Agree a communications and engagement plan is developed informed by a communication structure of target audiences and the strategy's objectives and messages
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Health & Wellbeing Strategy

1. Related priority: Diabetes, Hypertension, Obesity, Anxiety & Depression, Children with Complex Needs and Disabilities, Children with Mental & Emotional Health Problems, Children Referred to Children's Social Care, Dementia, Supporting Carers, Not applicable

Financial

1. Cost of proposal: This would be from existing budgets and resources
 2. Ongoing costs:
 3. Total savings (if applicable):
 4. Budget host organisation:
 5. Source of funding:
 6. Beneficiary/beneficiaries of any savings:
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Supporting Public Health Outcome Indicator(s)

Not applicable

4. COMMENTARY

It is important to ensure robust communications planning around health and wellbeing messages in Bromley is aligned to the existing communications strategy and planning of the Council. Any communication strategy and planning will need to be reviewed in a timely manner to ensure it evolves alongside the work and priorities of the Bromley Health and Wellbeing Board.

5. FINANCIAL IMPLICATIONS

There are no financial implications as this will be funded through existing budgets.

Non-Applicable Sections:	Financial/Legal/Governance, Board and Partnership Arrangements
Background Documents: (Access via Contact Officer)	Communication's Foundation Strategy