

HEALTH AND WELLBEING BOARD: 17th JULY 2014

REPORT OF LEICESTERSHIRE COUNTY COUNCIL

HEALTH AND WELLBEING BOARD COMMUNICATIONS STRATEGY

Purpose of report

1. The purpose of this report is to outline the draft communications and engagement strategy for the Health and Wellbeing Board – incorporating the work of the Integration Executive.

Policy Framework and Previous Decisions

2. The draft strategy was taken to the Integration Executive in June; the executive's feedback will be incorporated into the ongoing development of the implementation strategy.

Background

3. Each Health and Wellbeing Board has a statutory duty to communicate and engage with the public, particularly with respect to the outcomes prioritised within the local Joint Health and Wellbeing Strategy. With the recent introduction of the Better Care Fund, each Health and Wellbeing Board is now also engaged in promoting integration.
4. In March 2014, the Health and Wellbeing Board agreed to prepare a communications strategy for consideration.
5. The draft strategy has been aligned to the Better Care Together communications plan.

Proposals/Options

6. The communications strategy has been drafted and will be updated in line with the emerging priorities and detailed proposals arising from the work of the board and the executive.

Resource Implications

7. The communications team at Leicestershire County Council will develop and implement the strategy within existing resources, with advice from the Better Care Together communications lead, Local HealthWatch and the communication leads in the County CCGs.

Conclusions/Recommendations

8. The Health and Wellbeing Board is asked to offer its feedback at this stage and support the ongoing work as outlined.

Officer to Contact

Name: Jo Morrison
Job Title: Corporate Communications Manager
Organisation: Leicestershire County Council
Telephone Number: 0116 305 5850
Email: Joanna.morrison@leics.gov.uk

List of Appendices

Appendix 1 - Draft Communications Strategy