

## **Health and Wellbeing Board**

### **DRAFT Communications Plan**

#### **Background**

The Health and Social Care Act 2012 transfers the NHS' public health functions to local authorities, and gives them the duty to advance the health and wellbeing of people who live and work in that area. Local authorities are also required to set-up Health and Wellbeing Boards, responsible for producing an annual Joint Strategic Needs Assessment (JSNA) and Joint Health and Wellbeing Strategy (JHWS).

Whilst the City will maintain its focus on the residential population, it is also keen to also have a positive impact on the health of workers in the Square Mile.

The JSNA has already identified priorities for both residents and workers, and the Strategy for 2012/13 to 2015/16 is in alignment with those priorities. We want City audiences to have their say about the priorities, particularly the importance they place on each of them, and to explain how they can provide feedback.

#### **Strategy**

The Health and Wellbeing communications strategy has the following aims:

- To encourage key audiences to have their say on the priorities (the importance they place on each of them) and how they can do so;
- To encourage key audiences to complete the JHWS questionnaire;
- To raise awareness amongst key audiences of the new public health responsibilities of the City of London Corporation;
- To raise awareness, amongst appropriate audiences, of the Health and Wellbeing Board and its work;
- To inform residents and workers of the public health needs that have been identified and what actions will be taken.

It is important to note that the communications will need to be targeted to different audiences, as not all messages are relevant to everyone.

## **Key Messages**

Our key messages have three purposes: to inform relevant audiences of the changes in public health responsibilities; to inform the same audiences of the priorities that have been identified; and to invite people to have their say – the importance they place on each of the priorities.

The messages should be clear, concise and jargon-free to encourage as much engagement as possible.

The key messages can be characterised as follows:

- The City of London Corporation now has responsibility for public health provision in the Square Mile;
- We are responsible for public health provision for residents and want to have a positive impact on those who work in the Square Mile;
- We have identified the following health issues as priorities for our residents:
  - More support for people with mental health issues;
  - More people in the City know where to go for support;
  - Rough sleepers can get health care;
  - People in the City are regularly screened for cancer, children are vaccinated, and older people have health checks;
  - More people are warm in winter months;
  - Children grow up with economic resources;
  - City air is better;
  - More people in the City are physically active;
  - The City is more peaceful.
- If we receive additional funding for workers, we will prioritise the following health issues:
  - Fewer City workers live with stress, anxiety or depression;
  - More City workers have healthy attitudes to alcohol and City drinking;
  - More City workers quit or cut down smoking;
- You can have your say by attending an event, emailing your comments, or answering the questionnaire.

## **Audiences**

Our messages will need to be targeted to a number of different audiences:

- Residents
- City workers
- City Businesses
- Members
- City Corporation employees
- Civic City (Livery Companies, Churches, etc)
- Public bodies, e.g. health services

## **Communications Channels**

We can use a number of communications channels to deliver our messages:

- Internet (including online questionnaire)
- eShot
- Twitter
- City View
- City ResidentCity AM adverts
- Residents' events
- Livery contacts
- Intranet
- The Leader / eLeader
- Members' Briefing

## **Timeframe**

Formally, the Health and Wellbeing Board commences its work in April 2013, but work will begin in advance to raise awareness of the changes and to encourage participation in the online questionnaire in the New Year.

	<b>January 2013</b>	<b>February</b>	<b>March</b>	<b>April</b>
<b>Press release</b>				X
<b>City AM adverts</b>	X			X
<b>Website</b>	X	X	X	X
<b>eShot</b>	X			
<b>Twitter</b>	X	X	X	X
<b>City Resident</b>		X		
<b>Residents' events</b>		X		
<b>Intranet</b>	X	X	X	X
<b>The Leader</b>	X		X	
<b>Members' Briefing</b>	X			X