

**DUDLEY HEALTH AND WELLBEING BOARD**

**Agenda Item No. 8**

**REPORT SUMMARY SHEET**

<b>DATE</b>	28th June 2017
<b>TITLE OF REPORT</b>	Launch of HWB Strategy final consultation and development of HWBB website & community of practice
<b>Organisation and Author</b>	Shelley Brooks, Communications, Dudley Council
<b>Purpose of the report</b>	<ul style="list-style-type: none"> <li>• To recommend an approach to launching the HWBB draft strategy and seek final views before formal launch</li> <li>• an approach to communicating the work of the HWBB to the public and partners (communities of practice)</li> </ul>
<b>Key points to note</b>	<ul style="list-style-type: none"> <li>• The draft DHWB strategy needs to go out to final consultation before formal launch.</li> <li>• The proposed consultation is to be carried out over the summer through above the line promotion and via an online survey taking into account existing consultation mechanisms across partners</li> <li>• A final launch event will be organised in the autumn alongside the launch of a HWBB website and community of practice.</li> <li>• The HWBB proposed website will help to communicate the work of the Board to the public and partners (communities of practice)</li> <li>• It is proposed that the Board's Collective Commissioning Group will oversee the work of the launch and the website</li> </ul>
<b>Recommendations for the Board</b>	<ol style="list-style-type: none"> <li>1. To note the contents of the report.</li> <li>2. Approve the approach for the launch and the website.</li> <li>3. Agree the defer the overseeing of this activity to the Collective Commissioning Group</li> </ol>
<b>Item type</b>	Strategy
<b>H&amp;WB strategy priority area</b>	All

## **DUDLEY HEALTH AND WELLBEING BOARD**

**DATE**            28 June 2017

**TITLE:**            Launch of HWB Strategy final consultation and development of HWBB website & community of practice

### **1. PURPOSE OF REPORT**

- To recommend an approach to launching the HWBB draft strategy and seek final views before formal launch
- an approach to communicating the work of the HWBB to the public and partners (communities of practice)

### **2. BACKGROUND**

- The Dudley Health and Wellbeing Board has over, several months, reviewed its overall vision and strategy and is now in a position to go out to consultation one final time with a view to launch the strategy in the Autumn.

### **3. MAIN ITEMS OF THE REPORT**

#### **2.1 Draft Strategy Launch**

##### **2.1.2 Launch objectives**

- To ensure all partners and stakeholders are aware of the vision and commitment within the strategy and have an opportunity to comment before formal launch
- To raise awareness of the HWBB vision and strategy to the general public during final consultation and launch

##### **2.1.3 Messages**

###### **Primary**

Dudley Health and Wellbeing Board is made up of all those agencies who play a part in making improving the health and wellbeing outcomes for all people in the borough.

Our health and wellbeing strategy is about how we can make Dudley a place where people live

“longer, safer, healthier lives’

A key component of achieving this is through how we can improve people’s wellbeing. This is about:

- Us as individuals and our connections with families, friends and community
- The way we look after ourselves and others
- How we will make Dudley a great place to live

As a borough we face a number of challenges:

- Only the richest in the borough can expect to get to 70 years old in good health. Some people in the borough can only expect to reach 55 years before having health problems
- People’s expectation and demand for services is growing, but the money we have to spend is reducing - so we need to do more with less money

Information about people’s lives in Dudley is telling us that we could make the biggest difference to people’s health and wellbeing by focussing our resources and energies on 3 goals:

1. Promoting healthy weight
2. Reducing the impact of poverty
3. Reducing loneliness and isolation

We all have a role to play in helping to achieve these goals – individuals, families, communities, organisations and local politicians. We are inviting everyone to play an active part in making Dudley borough a place where everyone can live longer, safer and healthier lives.

### **Call to action**

We want as many people as possible to tell us their views on our draft vision of how we can improve the health and wellbeing of people in the borough by completing a short questionnaire or via twitter using #dudleyhwb before 8 September 2017.

### **Secondary**

We have identified 4 principles that will inform the way we work together to achieve our vision. These are about how we will:

- support individuals help them to take an active role in looking after themselves, and make healthy choices

- support communities to use their valuable skills to do more from themselves
- continue join up health and care services
- know whether the strategy has changed people's lives for the better.

#### **2.1.4 Publics**

- Public
- Partners – all staff
- Voluntary sector
- Members
- Press

#### **2.1.5 Marketing options/tools**

News release(s)

Social media #DudleyHWB

Dudley iZone

Community Council E-bulletin - circulation 80,000 borough residents

Partner mailing lists

Early Help Mailing lists

Article for partner bulletins/newsletters

Keep it Brief (Council bulletin)

Carers Alliance

Safe and Sound

<http://www.dudley.gov.uk/community/initiatives/health-wellbeing/>

#### **2.1.6 Timescales**

To commence July to 8 September 2017

#### **2.1.7 Next steps**

To devolve coordination of the launch to the HWBB Collective Commissioning Group

### **2.2 Health and Wellbeing website and community of practice**

With the launch of the HWB strategy and vision there is a pressing need for an online presence (social media and website) and community of practice to promote and support the Health and Wellbeing Board and its constituent alliances..

Currently there are some text pages on the [council website](#)

The benefits of this would:

- Be a one stop shop for all information regarding the HWBB

- Be a site that individuals can subscribe and receive information on a request basis and at an information category specific level
- Be a partnership site for members (protected/extranet) to include partnership meeting details, papers, discussion forums etc.
- Provide an engagement platform so that partners, local stakeholders, staff and the wider public can have their say about future improvements to health and wellbeing in Dudley
- Have direct links to social media, twitter, facebook

### **2.2.1 Next steps**

A web design brief together with a potential landing page has been drafted (see *Appendices A,B*).

It is proposed (subject to Health and Wellbeing Board approval) to test the feasibility of the design with web developers, (including Psiams which may give additional functionality) during June & July.

It is also recommended to devolve coordination of this activity to the HWBB collective commissioning group.

## **4. FINANCE**

It is estimated that the cost of the platform will range from £5-20k (to be approved by the Health and Wellbeing Board)

## **5. LAW**

No legal issues identified by this report.

## **6. EQUALITY IMPACT**

The website will be developed in an inclusive manner with information being made available electronically for all and will comply with accepted web accessibility standards

## **7. RECOMMENDATIONS**

1. To note the contents of the report.
2. Approve the approach for the launch and the website.
3. Agree to defer the overseeing of this activity to the Collective Commissioning Group

### **Contact officer details:**

**Shelley Brooks, Senior Account Manager, Communications and Public Affairs**