

North Tyneside Health & Wellbeing Board Report Date: 29 October 2015

<p style="text-align: center;">ITEM 15 Title: Communications and Engagement Strategy for the Health and Wellbeing Board</p>
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Report from : North Tyneside Council

Report Author: Laurie Watts, Communications Officer (Tel: 643 5076)

1. Purpose:

Given the breadth of the Health and Wellbeing Board's work, and its broad and varied membership, it is important there is a clear and coherent communications and engagement strategy.

2. Recommendation(s):

The Board is recommended to receive and note the strategy.

3. Policy Framework

This item will help to meet the priority set out by the Joint Health and Wellbeing Strategy (H&WS) to engage with and listen to local communities, ensuring their needs are considered and, wherever possible, addressed. However, at the heart of the communication and engagement work will be the need to reflect the all priorities of the Joint H&WS.

4. Information:

The attached strategy has been written by North Tyneside Council in partnership with communication and engagement leads from North Tyneside Clinical Commissioning Group and Northumbria NHS Foundation Trust, and representatives from Healthwatch North Tyneside.

The strategy sets out the core messages, vision and principles for communicating the role of the Health and Wellbeing Board to the widest possible audience and maximising engagement opportunities.

It also addresses several recommendations from the 'peer review' undertaken by the Local Government Association (LGA) in February 2015, as part of its Health and Wellbeing Improvement Programme.

The communications and engagement group that meets regularly to oversee such activity for the Health and Wellbeing Board will manage the implementation of this strategy and development of a forward plan of activities, with updates provided to the Board whenever appropriate.

5. Decision options:

Not applicable – the report is for information only.

6. Reasons for recommended option:

N/A

7. Appendices:

Appendix 1: Communications and Engagement Strategy for the Health and Wellbeing Board.

8. Contact officers:

Laurie Watts, Communications Officer, North Tyneside Council.
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9. Background information:

The following background documents have been used in the compilation of this report and are available from the author:-

- [North Tyneside Health and Wellbeing Board – a protocol for joint working](#)
- [North Tyneside Council Engagement Strategy 2012-2015](#)
- [Joint Health and Wellbeing Strategy, 2013-2023](#)
- Joint Strategic Needs Assessment
- Peer Review Challenge, February 2015, as part of the Local Government Association's Health and Wellbeing System Improvement Programme.
- Integration – draft communications and engagement plan

COMPLIANCE WITH PRINCIPLES OF DECISION MAKING

10 Finance and other resources

The strategy has been prepared using existing council and partner resources at no additional cost. There are no specific engagement opportunities identified at present arising from this strategy. If the board identifies any such engagement opportunities or communications/marketing materials, such as brand development, in the future, that have financial implications, the details would be presented to members for approval in advance of expenditure being committed.

11 Legal

There are no known legal implications directly arising from this report.

12 Consultation/community engagement

This strategy has been written in consultation with communication and engagement leads from Northumbria NHS Foundation Trust and North Tyneside Clinical Commissioning Group, and representatives from Healthwatch North Tyneside.

13 Human rights

There are no human rights implications directly arising from this report.

14 Equalities and diversity

There are no equalities and diversity implications directly arising from this report.

15 Risk management

Page 10 and 15 of the Communications and Engagement Strategy identifies any risks – these can be managed by following the council’s risk processes.

16 Crime and disorder

There are no crime and disorder implications directly arising from this report.

SIGN OFF

Director of Public Health

Chair/Deputy Chair of the Board

Chief Finance Officer

Head of Law & Governance