



Surrey Health and Wellbeing Board

**Approach to Communications and
Engagement**

2016



**Health and
Wellbeing
Surrey**



Background

Health and Wellbeing Boards were set up around the country in 2013 as part of the Government's changes to the NHS. The Board is the place for the NHS, Public Health, children's and adult social care, local councils and service user representatives to work together to improve the health and wellbeing of the people of Surrey.

The Board sets direction and makes sure that direction is translated into activity, supporting each partner organisation. This direction is outlined in the [Joint Health and Wellbeing Strategy](#). Some areas are led by specific partners and some are led by the Board as a whole. Communicating and engaging with the people of Surrey on this activity adopts a similar technique.

Vision

The vision of Surrey's Health and Wellbeing Board is: "Through mutual trust, strong leadership, and shared values, we will improve the health and wellbeing of Surrey people"

Communications and engagement are essential to the delivery of this vision. We will work together to communicate and engage with Surrey people to encourage and support them to improve their health and wellbeing.

Aim

This document sets out Surrey's approach to communicating and engaging with the widest audience possible on matters relating to the health and wellbeing in a consistent and co-ordinated fashion. By working together greater value and outcomes for communications and engagement on health and wellbeing priorities can be achieved.

What do we mean by communications?

The way information is exchanged. To be successful in communicating we must ensure the most appropriate ways have been selected for the target audience. We'll know it has been successful when the received meaning is the same as the intended meaning.

What do we mean by engagement?

The ways in which people and organisations are involved with the work of the Surrey Health and Wellbeing Board and the Joint Health and Wellbeing Strategy. How we can make best use of the information received from people and organisations to shape the work we are doing.

Objectives

- To support the priorities of Surrey's Joint Health and Wellbeing Strategy by working together to amplify/maximise the impact of health and wellbeing messages to people in Surrey (residents, workforce and partners), specific to the relevant audience.
- To communicate specific health and wellbeing messages (both local and national) in a co-ordinated manner
- To listen to and engage with people (residents, workforce and partners) in a timely and transparent way on matters relevant to the Board.
- To use existing communication and engagement mechanisms as much as possible.
- To increase awareness to all people of Surrey (residents, workforce and relevant partners) of the outcomes achieved through the work of the Health and Wellbeing Board.

We want local people to have confidence in the local health and care system, and be knowledgeable about how to access services, how to stay healthy and independent, where to find assistance and how to get involved. We also want to make sure that we support our communities to get involved in the services they receive and giving local people greater influence over decisions that affect them and their communities.

Target Audience

The following list provides a high level snapshot of the target audience for communications. This is not an exhaustive list and specific communications will be targeted to the appropriate audience for each individual communication. Hard to reach groups will be targeted accordingly:

- **Residents** – including the general public and people affected by a specific issue identified by the Board as a priority.
- **Workforce** – all people employed by a business in Surrey, especially, but not exclusively, the health and social care sector.
- **Partners/ stakeholders** – any person or organisation with an interest or concern in health and wellbeing in Surrey e.g. clinical commissioning groups, NHS trusts, Healthwatch Surrey, county councils, borough and district councils, Surrey Police, Surrey Fire and Rescue Service, health providers, voluntary and community organisations and others.

Targeting

Communications and engagement activity will be targeted to the appropriate audience. These will be dependent upon the purpose for the communication or engagement and the outcomes we want to achieve.



Roles and Responsibilities

- **Surrey Health and Wellbeing Board Members (collectively and individually):** Responsible for setting the strategic direction for the communications and engagement activity of the Board. They are responsible for signing off the monthly Health and Wellbeing Board public updates and cascading information to their respective organisations.
- **Surrey Health and Wellbeing Strategy Group:** Identified leads for the Health and Wellbeing Strategy priorities are responsible for engaging with relevant people and organisations on their action plans and communicating key messages from these.
- **Surrey Health and Wellbeing Communications Group:** The group is responsible for working together to pool experience, resources and communication channels in order to achieve better communications and engagement outcomes on health and wellbeing priorities in Surrey than working as single organisations. The group Terms of Reference can be found in Appendix 1.
- **Surrey County Council Health and Wellbeing Lead / Health and Wellbeing Programme Manager:** Responsible for drafting monthly Health and Wellbeing Board public updates and publishing online, communicating key communication and engagement issues to the Health and Wellbeing Board.

Approach - General principles

The following are general principles that will underpin the approach to engagement and communication:

- **Annual plan** - An annual plan will be produced to include agreed activity for the coming year, allowing for extra capacity to enable ad hoc actions to be adopted when needed. Appendix 2 has the most recent Surrey Health and Wellbeing Board Communications and Engagement Work Plan.
- **Links to national health and wellbeing communications** – Communications and engagement will, where possible, support national activity and the sub-group will maintain close links with the national health communications and engagement team.
- **Planning process** – All communication and engagement activity will be clearly planned using the five steps planning process: Consultation, research and auditing, planning (to include a comprehensive stakeholder analysis), action and evaluation and review.
- **Resources** – *There is no separate budget allocated for this work.* Communications and engagement officers will endeavour to utilise existing resources in an efficient, co-ordinated and consistent manner wherever possible to support agreed activity.
- **Insight and evidence** – Wherever possible, communications and engagement will be based upon insight and evidence, which will be sought if gaps exist.

- **Branding** – Wherever possible and sensible work in relation to the Boards programme of work will utilise the ‘Health and Wellbeing Surrey’ brand in order to provide a consistent and recognisable brand. Where national campaigns are supported locally, the national branding will be adopted.
- **Stakeholders** – Stakeholder involvement and consideration is crucial and a comprehensive stakeholder analysis will be undertaken for all communication and engagement activity. Stakeholders will all use their own existing communications channels to promote messages of the Board.
- **Co-design of services and strategies** – Involving people (stakeholders, workforce and residents) at the heart of all discussion when shaping future services, strategies and policies. This will be led by Joint Health and Wellbeing Strategy priority leads with support from the Health and Wellbeing Board Communications and Engagement Sub-Group.

Approach to communication

The following channels of communication will be used to communicate with stakeholders, residents and workforce in Surrey:

- **Healthy Surrey website** – Board information will be available on the Healthy Surrey Website www.healthysurrey.org.uk. This will include latest health

news items, public updates, joint campaigns, and general information about the Board.

- **Public update** - A bi-monthly electronic public update will be produced which summarises the Board meeting discussions and actions. This will be available on the Healthy Surrey website, will be promoted on social media and will be circulated to distribution lists
- **Staff/ manager/ partner meetings and conferences** – Communicate the work, key messages and priorities of the Board at various meetings e.g. having the Health and Wellbeing Board update as a regular agenda item on team meetings/staff briefings as appropriate.
- **Social media** – Build a presence on social media (see appendix 3 for more detail on how social media will be utilised) to enable two-way communication and engagement with people (stakeholders, workforce and residents) in Surrey.
- **Media** – We will utilise the media as and when appropriate and sub-group members will share any media activity relating to health and wellbeing with each other.
- **Partner channels of all member agencies involved in the Health and Wellbeing Board ie publications, newsletters, websites, social media.**
- **A calendar of communication activity** – A calendar of communication activity that is relevant to the Board will be produced to ensure a co-ordinated and consistent approach to communication.



Approach to engagement

The following channels of engagement will be used to ensure effective two-way engagement occurs with people (stakeholders, workforce and residents) in Surrey:

- **A calendar of engagement activity** - A calendar of engagement activity that is relevant to the Board will be produced to ensure a co-ordinated and consistent approach to engagement.
- **Events** - Events will take place to engage on specific activity related to the Board to ensure that as many people as possible can input e.g. a consultation event with all stakeholders on the development of the Joint Health and Wellbeing Strategy
- **Healthwatch Surrey** – Support the strategic direction of the engagement plan and feed in public views to the Board on a regular basis e.g. at Board meetings as part of the priority updates.
- **Board meeting public questions** – Members of the public are encouraged to ask questions at the Health and Wellbeing Board meetings held in public. Board meetings will be moved around the county and publicised more widely to increase the reach.
- **Social Media**- Social media will be used to engage with people in Surrey on relevant topics to gather their views and inform health and social care in Surrey (see Appendix 3 for more detail on how social media will be utilised).

Assumptions

Each organisation represented on the Health and Wellbeing Board is in agreement with this approach and will adhere to the principles, roles and responsibilities within it.

Measuring success

Outcomes

Success will be measured against specific objectives for any activity jointly agreed in advance and implemented by the sub group.

This will be done via a variety of means such as a residents' surveys, workforce surveys and stakeholder surveys.

Output measures

- Number of public updates published (target six per year)
- Number of website hits
- Number of social media interactions
- Number of people interacted/engaged with (e.g. number of people attending events, meetings, sent public updates)
- Number of co-ordinated communications campaigns a year (target two per year)
- Evaluation of campaigns
- Survey among staff around health and wellbeing priorities
- Evidence of impact to services promoted
- Media publicity



Budget

There is no additional allocated budget for this work. However, by working together to pool budgets, resources and experience, greater value, greater impact and awareness and improved health and social care outcomes for residents can be achieved.

Contact

Victoria Heald
Health and Wellbeing Programme Manager
Surrey County Council
victoria.heald@surreycc.gov.uk

DRAFT

Appendix 1: Surrey HWB Communications Sub-group Terms of Reference

Background:

The vision of Surrey's Health and Wellbeing Board is: "Through mutual trust, strong leadership, and shared values, we will improve the health and wellbeing of Surrey people"

Communications and engagement are essential to the delivery of this vision. We will work together to communicate and engage with Surrey people to encourage and support them to improve their health and wellbeing in a consistent and co-ordinated fashion.

Purpose:

- Review the action plans relating to the priorities set out in the Health and Wellbeing Strategy and as a group develop an appropriate communications and engagement plan to reach all key stakeholders. This will highlight the key areas of focus for communications and engagement activity to achieve greater value and impact with residents and patients.
- Provide strategic advice and support the implementation of communication plans in response to briefs from health and wellbeing priority lead officers

- Identify key stakeholders to communicate and engage with
- Agree and maximise communication channels to reach them (including the development of a new website)
- Identify appropriate level of resource and utilise existing resources in an efficient, co-ordinated and consistent manner wherever possible
- Support stakeholder groups to implement communications activities
- Help promote the new identity for the Board's programme of work to build a consistent and recognisable brand with the public (using design guidelines, where appropriate)
- Through greater information sharing and communication with each member organisation, maximise effective information provision, promotion and engagement to local residents
- Act as peer support network on communications issues and challenges.



Key principle

By working together and pooling experience, resources and communication channels we can achieve better communications and engagement outcomes on health and wellbeing priorities in Surrey than working as single organisations.

Membership

The communication lead from each of Surrey's six Clinical Commissioning Groups (CCGs):

East Surrey CCG
Guildford and Waverley CCG
North East Hants and Farnham CCG
North West Surrey CCG
Surrey Downs CCG
Surrey Heath CCG

The communication leads from the following Surrey County Council directorates:

Adult Social Care
Children, Schools and Families
Corporate Communications
Public Health

The Health and Wellbeing Programme Manager responsible for strategically supporting the Health and Wellbeing Board

Borough and District Councils (representing all borough and district councils):

Two communications leads from Borough and District Councils in Surrey.

Public / Patient Groups:

Healthwatch Surrey

Extended membership:

Membership will be extended to invite additional members as deemed appropriate by the group.

Frequency of meetings

Bi-monthly

Chairperson

The Chairperson will reflect that of the Health and Wellbeing Board.

Terms of Reference to be reviewed in September 2017.

Appendix 2: Surrey HWB Communications and Engagement Work Plan 2016



Project/ campaign	Project lead	January	February	March	April	May	June	July	August	September	October	November	December
Winter communications campaign	Karen Simmonds			Initial findings presented to the Health and Wellbeing Board	Final report completed								
Public update - 'Spotlight on'	Victoria Heald	(Include top	Stakeholder engagement (SA/NK)										
Joint Health and wellbeing Strategy refresh promotion	Victoria Heald			Approved by Board formally									
Health and Wellbeing Board approach to engagement (to include social media plan)	Victoria Heald/ Lauren ter Kuile							HWB Workshop (Healthwatch)		Approved by Board formally			
Joint Campaign - Right services, right place, right time					Planning workshop								
Health and Wellbeing Board Communications Group meetings	Karen Simmonds/ Victoria Heald		09/02/2016		12/04/2016		07/06/2015	19/07/2016		06/09/2016		15/11/2016	
Health and Wellbeing Board meetings	Victoria Heald			10/03/2016			09/06/2016			08/09/2016			08/12/2016



Appendix 3: Twitter Communications Plan – for @healthysurrey

Objectives

- Promote buy in for the brand Healthy Surrey
- Secure positive stakeholder relationships
- Encourage resident behaviour change in support of the Health and Wellbeing Strategy
- Encourage consistency and support national health and wellbeing messages and campaigns where appropriate to our audiences.

Audiences

- Surrey residents
- Health and social care stakeholders (primarily in Surrey)

Messages

To Surrey residents:

- Staying healthy
- Promoting health and wellbeing
- Recovering from poor health and wellbeing

To stakeholders:

- Updates on the board's work
- Key updates from other health and social care areas
- Opportunities to get involved

Note: Residents could turn away from the page if it is 'technical' or requires pre-existing knowledge about health and social care. Therefore all messages should be easy for everyone to understand. Detailed information can be provided in links.

Timings

The page should be updated every 3-4 days.

Note: It is often easier to update twitter in bulk. Therefore, wherever possible tweets will be scheduled to arrive at different times using <https://hootsuite.com/>

Tweets will be scheduled to arrive when people are most likely to see them. This can be seen through <https://analytics.twitter.com>.

Actions

To Build Up Following:

1. The Twitter handle will be added to as many things as possible:
 1. Email signatures
 2. The Public Update
 3. Public documents (e.g. the Health and Wellbeing Strategy).
2. Follow people and organisations in the following areas:
 1. The CCGs
 2. NHS England
 3. Central government
 4. Local government
 5. Public health and social care organisations

This draws people's attention to the page, and encourages them to follow the page.

3. Engage with comms teams- the internal SCC communications team runs both the Surrey Matters and Surrey News pages. Both of these, Surrey Matters in particular, have very large followings. To gain attention for the page or for specific areas, contact this team and request that they post about the page/area on their twitter pages. Retweet their posts on the Healthy Surrey page.



Similarly, ask other people working in communications both at SCC and in related organisations to follow the page.

4. Follow people who follow the page back – this encourages them to continue being a follower.

5. Retweet and compliment- retweet other organisations to draw attention to the page. Similarly compliment other organisations, as people frequently retweet tweets that are favourable about them or their own tweets. This in turn helps the page to get more followers.

6. Hashtag- Where possible, include trending hashtags in your tweets (they are on the right-hand side of the twitter page). These are hashtags that a lot of people are tweeting and searching for. This can get new followers who would otherwise never come across the page.

7. Be interesting – Provide interesting information about the areas being focused on. E.g. links to articles about new ways of combating illnesses and so on. Twitter accounts that heavily emphasise ‘selling’ of the organisation can be really off-putting. The account is far more likely to be followed if it provides real, helpful information.

8. Be consistent and informal – The tone of the tweets will be consistent and informal, taking a chatty/ friendly tone to appeal to residents.

9. Themes – To gain traction on an area tweets will be focussed on one issue for a period of one or two weeks. This also makes it easier to think of twitter material.

10. Avoid arguments – it is SCC protocol to avoid public arguments over social media. If someone is heavily critical on the page, or asks critical questions, responses will be by direct message or email only. If the tone is inappropriate, tweets will be deleted.