



AI 7b

## Report to Sheffield First Health & Well-being Partnership Board

<b>Title</b>	Sheffield First Health & Well-being Partnership Communication Plan
<b>Author(s)/Presenter</b>	Kieron Williams, Health Partnership Manger
<b>Date of Meeting</b>	26 July 2006
<b>Lead Partnership</b>	Sheffield First Health & Well-being
<b>Purpose of Paper</b>	To seek endorsement from SFHW on Communication Planning for the Partnership
<b>Key Messages (Maximum 5)</b>	
<ul style="list-style-type: none"> <li>This paper provides a set of proposals around a light touch communication plan for SFHW involving working with the communication leads of all of the SFHW partners.</li> </ul>	
<b>Summary of Decisions for SFHW Partnership Board</b>	
<ul style="list-style-type: none"> <li>To note and endorse the communication plan</li> </ul>	
<b>Related Sheffield First Health and Well-being 2010 Strategy Objectives/Priorities</b>	
<b>Objectives</b> (Please place an X in the box next to each relevant objective, see Strategy for full description)	
1. Develop strategic approach to public health	<input type="checkbox"/>
2. Ensure healthy approach to ageing	<input type="checkbox"/>
3. Develop healthy approach to policy & planning	<input type="checkbox"/>
4. Improve partnership working for health	<input checked="" type="checkbox"/>
5. Share learning & raise Sheffield's profile	<input type="checkbox"/>
6. Work jointly with other Partnership Boards	<input type="checkbox"/>
<b>Priorities</b> (Please detail relevant priorities from Strategy, e.g. 2.2. Re-engineer health and social care services for older people)	
<b>How does this work support the reduction of inequalities?</b>	
<p>The purpose of the plan is to support the delivery of the 2010 Health and Well-being Strategy by:</p> <ul style="list-style-type: none"> <li>Engaging partners and beneficiaries in development and delivery of the Strategy.</li> <li>Ensuring we maximise opportunities (external and internal to the city) which may arise</li> </ul>	
<b>Other key points to note including details of key background papers</b>	

# Sheffield First Health & Well-being Partnership Communication Plan

## Background Summary

SFWW has a clear vision and set of priorities focused on reducing health inequalities, which the partners agreed through the 2010 Strategy in July 05. Since then the partnership has been engaged in the development and delivery of this strategy, e.g. the Enhanced Public Health Programmes, Strategy for an Ageing Population and Health and Worklessness work streams.

It has been recognised that in order to achieve the ambitions of this strategy a wider range of decision makers, delivery agents and stakeholders in the city need to be aware of and engaged in the work of SFWW.

It is also important to acknowledge that there are no SFWW resources or budget allocated directly to communications, however the Partners all have a wealth of communication resources and mechanisms which could potentially support the work of the partnership.

Following the decision to develop a light touch communication plan at the last SFWW meeting, the Health Partnership Team has been working with some of the communication leads from partner organisations to develop this set of proposals.

## Proposed Communication Plan

### Aim of Communication Plan

- § To use communication activities to support the delivery the 2010 Health and Well-being Strategy

### Objectives:

- § To engage partners and beneficiaries in development and delivery of the Strategy
- § To ensure we maximise opportunities (external and internal to the city) which may arise

### Cross Cutting Underlying Principles:

- § Focus on improving health in priority communities
- § Widespread engagement and ownership of health issues and solutions

### Key Messages:

- § The Vision: Ensuring good health and well-being for all our communities by 2010
- § Sheffield leading the way at regional, national and international level
- § Partnership approach

### Key Audiences:

**PRIMARY AUDIENCE:** City Stakeholder Partners – decision makers and deliverers

Primary Care Trust/s	Exec/Non Exec/Middle Managers
Sheffield City Council	Senior/Middle Managers/Members
Sheffield Teaching Hospital Foundation Trust/Children's Hospital Trust/Care Trust	Senior Decision Makers
Learning Institutions: Sheffield College, Sheffield University, Sheffield Hallam University	Relevant staff/students in health and well-being fields
Voluntary Community and Faith Sector	Relevant organisations

**PRIMARY AUDIENCE:** *Funders/Policy Decision Makers*

Government Office for Yorkshire and Humber, Strategic Health Authority, Yorkshire and Humber Public Health Observatory and other Key Regional Agencies, NHS, Department of Health/Office for Deputy Prime Minister, European Commission

**SECONDARY AUDIENCE:** *Beneficiaries*

Priority Communities, i.e. those with poorest health in Sheffield

**Actions:**

1. The Health Partnership Team will provide a brief monthly bulletin for partner communication leads including:
  - § Update of activities/discussions/decisions from SFHW and sub boards meetings
  - § Relevant info from communication leads, e.g. joint publicity opportunities
  - § Specific community focused activities

Communication leads to pick up on relevant information and disseminate through organisational communication mechanisms as appropriate

Communication Leads and Health Partnership Team to meet on an annual basis to review this work and share any useful information.

Draft Bulletin Timetable for 06/07

July	Health Impact Assessment, Public Health Vision, Sharrow
Aug/Sept	Adult Protection, Maternal Health, Netherthorpe
Oct	Core Cities, Culture and Sport, Burngreave
Nov	Healthy Ageing, Enhanced Public Health Programmes, Wybourne
Dec	Planning and Transport, Environment, Health Compact, Low Edges
Jan	Healthy City Conference, Norfolk Park
Feb	City Centre
Mar	Enhanced Public Health Programmes, Southey

2. SFHW website is currently undergoing a review of content to update and make more accessible and useful to target audience. This site is serviced by the PCT's and content is managed by the Health Partnership Team.
3. The following communication tools/materials are available to SFHW and partners:
  - § SFHW and Healthy City Logos
  - § Display Boards with Strategy/Priorities
  - § Website
  - § Headed note paper/complement slips/generic business cards
  - § Leaflet (tbc)
  - § Event pack for partners attending/speaking at relevant events (tbc)
  - § Powerpoint presentation standards format
4. Activities and Partnerships acting on behalf of SFHW to use the SFHW branding where appropriate, e.g. Active Sheffield included SFHW logo in bill boards for peoples movement campaign.
5. Miscellaneous activities include: Your Sheffield, meetings, networks, events etc

**Communication Leads:**

<b>PARTNER</b>	<b>CONTACT NAME</b>
Health Partnership Team	Roz Davies/Kieron Williams
Sheffield City Council	Laura Shaw
North Sheffield PCT	Alison Baldock
West Sheffield PCT	Sue Laing
South East PCT	Kay Lean
South West PCT	Leonie Redfern/ Deborah Hopkinson
Sheffield Care Trust	Carl Thornton
Sheffield Teaching Hospital Trust	Helen Gregg/Fran Hewitt
South Yorkshire Ambulance Trust	Debbie Dyer
Sheffield VCF Sector	Jasmine Warwick
Sheffield Children's Hospital	?
Sheffield Hallam:	Richard Pilgrim
Sheffield University	Sarah Gandy
Sheffield College	Vaun Cutts