

Oxfordshire Health and Wellbeing Board – 15 November 2018

Date of Meeting: 15 November 2018

Title of Paper: Engagement Plan for the Health and Wellbeing Strategy

Paper for:	Discussion	✓	Decision		Information	
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Purpose and Executive Summary:

This paper sets out an outline engagement plan for the updated Health and Wellbeing Strategy.

Recommendations:

Members of the Health and Wellbeing Board are invited to consider the approach to engagement.

It is recommended that the Health and Wellbeing Board approves this plan.

Financial Implications of Paper:

Costs associated with hosting an engagement event for stakeholders.

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1 November 2018

Health and Wellbeing Strategy Engagement Approach

The Oxfordshire Joint Health and Wellbeing Strategy (JHWBS) continues to provide a focus on important priorities for the county. The Oxfordshire JHWBS was first agreed in 2012 following extensive discussions among partners and a formal public consultation. This strategy has been subject to annual revision since then, drawing from the annual report on the Joint Strategic Needs Assessment to identify emerging priorities in the population and considering performance against targets in the previous year.

The JHWBS has been refreshed for 2018 and will form the foundation for strategies across health and social care to improve the physical and mental health and wellbeing of all residents of Oxfordshire.

Engaging the public and key stakeholders on the renewed strategy will ensure its profile remains high and will help to indicate where further communications will be necessary to ensure all those with an interest are familiar with the challenges and priorities.

It is proposed that a short survey is used to set the scene for a stakeholder workshop. It will be developed on behalf of all Health and Wellbeing Board partners that will be made available on the OCC website and the OCCG Talking Health website. People from across Oxfordshire will be encouraged to respond to the survey. The questions will aim to:

- Seek feedback on the aims and content of the strategy.
- Check understanding of the shared responsibility and what individuals can do.
- Invite suggestions for what personal commitments individuals may want to make to support delivery of the strategy.

The short survey will be developed by OCCG communications and engagement team working with the lead officer for the Health and Wellbeing Board and final sign-off will be with the Chair and Vice-Chair of the Health and Wellbeing Board.

In liaison with Healthwatch Oxfordshire, an event will be organised for key stakeholders who together will have a role to play in delivering the strategy. This event will provide an opportunity for participants to refresh their understanding of the issues and priorities set out in the strategy and how they relate to their community and organisation. The event will be a mix of presentations, information sharing and discussion. The results of the survey will be shared at the event and there will be an opportunity to reflect on the role the JHWBS has for other strategies that impact on health and wellbeing for people of Oxfordshire.

A communications plan will be developed using the output from the survey and the event. The aim of the communications plan will be to build on the knowledge and understanding of the JHWBS and the shared responsibility for delivery.

Outline timeline

Dec 2018 – Jan 2019	Mid Jan – mid Feb 2019	Feb 2019	Late Feb 2019	Early March 2019	21 March 2019
Develop survey					
Plan event					
	Survey goes live				
		Analyse survey results and summarise for stakeholder event			
			Stakeholder engagement event		
				Consider outcomes of engagement and if any revisions need to be made to strategy	
					Present outcome of engagement and strategy for final approval