

# Development of the Health and Wellbeing Board Engagement Group Communications Toolkit

**Report being considered by:** Health and Wellbeing Board

**On:** 22 July 2021

**Report Author:** Kamal Bahia

**Item for:** Discussion

## 1. Purpose of the Report

To present the first draft of the West Berkshire Health and Wellbeing Board Engagement Group Communication Toolkit.

## 2. Recommendation(s)

2.1 For the Board to review the content of the draft Health and Wellbeing Board Engagement Group Communication Toolkit.

2.2 For the Board to support the proposal to launch the draft toolkit at the Health and Wellbeing Board Conference in the autumn with a view to implementing it and sharing it as a communications cascade resource with its partners in West Berkshire.

## 3. How the Health and Wellbeing Board can help

3.1 For the Board to give feedback on the content of the draft toolkit and to encourage adoption of the shared resource.

<b>Will the recommendation require the matter to be referred to the Executive for final determination?</b>	Yes: <input type="checkbox"/>	No: <input type="checkbox"/>
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## 4. Introduction/Background

4.1 The aspiration of the Health and Wellbeing Board Engagement Group Toolkit had been to produce a cascade of health and wellbeing information that can be easily shared with residents across the District in an equitable manner to maximise the impact of these messages by having a unified message that is amplified by all the partners.

4.2 Development of this toolkit started in January 2020 and has been supported by the Health and Wellbeing Board Engagement Group.

4.3 The Priority Fund grant awarded to the group enabled the collaboration with Dynamiq Media and the Do No Harm Collective to pull together the toolkit and its associated graphics and resources.

## 5. Supporting Information

5.1 The implementation of the toolkit has a few phases of development:

Phase	Timeframe
Develop the Toolkit	January – June 2021
Share draft with Board Partners	June – August 2021
Include all the graphics resources	August – September 2021
Launch the Toolkit at the Conference	October 2021

5.2 The original intention was to create a shared resource and co-produce it by having a shared calendar, with shared resources, links and graphics within it, to share with all partners and to avoid duplication where possible.

5.3 This needs to be aligned with the existing work to strengthen the offer and develop it further to provide a collective approach that is inclusive and reflects the ambitions of the Board to increase the health and wellbeing of our population.

## 6. Options for Consideration

6.1 To develop it further with partners before launching at the conference.

or

6.2 To launch it and continue iterative development throughout the remainder of 2021/22.

## 7. Proposal(s)

To continue with the current plan of the draft toolkit following feedback from the Health and Wellbeing Board as a key offer towards continued engagement with West Berkshire residents.

## 8. Conclusion(s)

The first draft of the Health and Wellbeing Board Engagement Group Toolkit is presented to the board for consideration and feedback.

## 9. Consultation and Engagement

The engagement has been internal to the CCG and WBC Partners and would like to share with the board and its communications teams.

## 10. Appendices

Appendix A – Draft Health and Wellbeing Board Infographic Presentation

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### Background Papers:

None

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**Health and Wellbeing Priorities 2019/20 Supported:**

- ☒ Give every child the best start in life
- ☐ Primary Care Networks

**Health and Wellbeing Strategic Aims Supported:**

The proposals will help achieve the following Health and Wellbeing Strategy aim(s):

- ☒ Give every child the best start in life
- ☒ Support mental health and wellbeing throughout life
- ☒ Reduce premature mortality by helping people lead healthier lives
- ☒ Build a thriving and sustainable environment in which communities can flourish
- ☒ Help older people maintain a healthy, independent life for as long as possible

The proposals contained in this report will help to achieve the above Health and Wellbeing Strategy aim by developing and disseminating health messages to audiences within West Berkshire.

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