

Health and Wellbeing Board Strategy 2014-2017 Outline Communications and Engagement Plan

Milestones	Actions	Timescale	Lead(s)
Develop draft-for engagement version of the Strategy	Draft the strategy document.	by 14 th May	P&SR
	Artwork document	14 – 19 May	Comms
	Publish draft “for engagement” document with Board papers	19 May	Democratic Services
Agree version of Health and Wellbeing Strategy to go out for engagement	Draft considered by the Health and Wellbeing Board, with feedback / amendments provided	28 May	P&SR
	Changes to document made.	28-30 May	Comms
Complete equality impact assessment	Complete initial assessment to assist with identifying potential stakeholders and methods	By 2/6/14	P&SR
Identify key stakeholders	Complete mapping exercise of stakeholders	By 2/6/14	P&SR
Engagement starts	Press and media - press release	w/c 2/6/14	Press Office
	Press briefings with Roger Gough	w/c 2/6/14	Press Office
	Publication of draft Health and Wellbeing Strategy for Kent on kent.gov.uk	w/c 2/6/14	Comms
	Social media activity (Twitter) to inform public.		Comms
Publish survey to gather stakeholder feedback on the draft strategy	Draft survey based on key questions identified by public health.	By 2/6/14	P&SR &
	Survey to be made available on-line and hard copies available in key public areas (tbc)	From 2/6/14	Comms

Health and Wellbeing Board Strategy 2014-2017 Outline Communications and Engagement Plan

	<p>Circulate questionnaire to stakeholders:</p> <ul style="list-style-type: none"> • CCG leads (will require direct targeting and personal approach) • District/Borough council • Providers • Healthwatch Kent • Voluntary & Community Sector (VCS) • KCC • Patient/service user and carer groups • Specific interest groups 	From 2/6/14	To confirm
	Work with CCGs to promote through surgeries and other health settings.		P&SR and Comms
Attend public meetings to promote draft strategy and gather feedback	Raise at existing meetings, including patient and user groups across health and social care subject to timescales.	From 2/6/14	tbc
Maximise use of internal/external newsletters	Communicate via existing newsletters, including Healthwatch Kent	From 2/6/14	tbc
Closing date of formal engagement	Issue reminder press release a week before consultation closes with one page version of strategy	w/c 16 June	Press Office
	Increase Twitter activity	w/c 16 June	Comms
Data analysis	Analyse responses from consultation – analyst to be identified	From 1/7/14	tbc
Engagement report	Full report completed and published, alongside final version of HWB Strategy	By 16/7/14	tbc
Engagement	Continue engagement activity and capture feedback until HWB meets	To 16/7/14	