

Bury Health and Wellbeing Board

Title of the Report	Communication and Marketing update to the Health and Wellbeing Board		
Date	22 nd September 2016		
Contact Officer	Chloe McCann/ Heather Crozier		
HWB Lead in this area	Councillor Trevor Holt (Chair)		
1. Executive Summary			
Is this report for?	Information <input checked="" type="checkbox"/>	Discussion <input type="checkbox"/>	Decision <input type="checkbox"/>
Why is this report being brought to the Board?	The communication and marketing briefing is being brought to the board for information and discussion. It highlights marketing and communications activity that has taken place since the last board and opportunities to market the board in the next three months.		
Please detail which, if any, of the Joint Health and Wellbeing Strategy priorities the report relates to. (See link to the Strategy) www.theburydirectory.co.uk/healthandwellbeingboard	All Priorities.		
Please detail which, if any, of the Joint Strategic Needs Assessment priorities the report relates to. (See attached JSNA) http://jsna.theburydirectory.co.uk/kb5/bury/jsna/home.page	All the Joint Strategic Needs Assessment priorities.		
Key Actions for the Health and Wellbeing Board to address – what action is needed from the Board and its members? Please state recommendations for action.	Key actions for the board are to: <ul style="list-style-type: none"> • Note the content of the report • Promote previous communications and marketing activity that has taken place since the last board • Support up and coming activity over the next three months board. 		
What requirement is there for internal or external communication around this area?	There is a request that all members of the Health and Wellbeing board support and promote up and coming events and opportunities to market the board.		
Assurance and tracking process – Has the report been considered at any other committee meeting of the Council/meeting of the CCG Board/other stakeholders....please provide details.	None		

2. Introduction / Background

The Health & Wellbeing Board are committed to successfully marketing and promoting the work of the board wherever possible. This report summarises communications and marketing activity that has taken place since the last board. It also highlights opportunities over the next three months to market and promote the work of the board.

Website – www.theburydirectory.co.uk/healthandwellbeingboard	Promotional Events
Member profiles uploaded to the website	Promotional stand for the H&WB Board at the Social Development Team Market Place for Cabinet Members
Member profile videos being edited and uploaded	Chair of Board Cllr Holt attended and supported Breast Feeding Awareness Week event at Fusillers Cafe, Bury (put date). Business cards were distributed along with Plan on a Page

Opportunities to market and promote the H&WB Board in the next three months:

Event	Date, time and location	Summary of activity	Commitment from
Love Bury East Community Event	Saturday 17th September 2016 11:00 – 15:00	H&WB promotional stand, manned by Chloe McCann and Chair of board Cllr Holt. Promotional items will be available ie business cards, POAP and summary of next meetings leaflet will be given out. Ipad will be available to view the website. Would any board members like to offer to man the stand or attend on the day?	Heather Crozier Chloe McCann Councillor Holt
RSPH – Royal Society for Public Health Understanding Health Improvement Level 2- Additional Course for new members	Wednesday 28th September 2016 9:00 – 17:00	Bury Adult Learning centre	Cllr Briggs ----- Cllr O'Brien Cllr Tariq Cllr Kelly Cllr McKay Dave Thomas Ruth Shedwick Jackie Summerscales
Annual General Meeting - exhibition of CCG work	Wednesday 28th September 2016 17:30 – 19:30	Bury Town Hall.	Chloe McCann
Love Radcliffe Community Event	Saturday 01st October 2016 11:00 – 15:00	Bolton Road Park.	Heather Crozier Chloe McCann Julie Gallagher
Employment Summit Event	Wednesday 19th October 2016 14:00 – 19:00	Elizabethan Suite, Bury Town Hall.	Heather Crozier Chloe McCann Councillor Trevor Holt Councillor Rishi Shori

Health and Wellbeing Board Away Day – covering the Health and Wellbeing Strategy in detail.	Wednesday 09th November 2016 9:00 – 17:00	Lancaster Room, Bury Town Hall.	Chloe McCann Heather Crozier Julie Gallagher Councillor Trevor Holt Councillor Rishi Shori Councillor Sharon Briggs Councillor Catherine Preston Jo Marshall Pat Jones-Greenhalgh Lesley Jones Mark Carriline Barbra Barlow Jax Effiong (On behalf of Jon Aspinall) ----- Hayley Ashall Anna Morris Chris Woodhouse Jackie Gower Klare Rufo Diane Halton Amanda Huntbach Natalie Bray Rebecca Caygill
Health and Wellbeing Board Away Day – consisting of various training.	Friday 06 th January 2016 9:00-17:00	Venue to be confirmed.	Chloe McCann Julie Gallagher Heather Crozier

3. Recommendations for action

The Board needs to consider the content of the executive summary, and agree to promote them within the community and organisations where possible, additionally supporting the events at the Health and Wellbeing stand where applicable.

It is also recommended that the board notes the communication and marketing progress.

4. Financial and legal implications (if any)

If necessary please seek advice from the Council Monitoring Officer Jayne Hammond (J.M.Hammond@bury.gov.uk) or Section 151 Officer Steve Kenyon (S.Kenyon@bury.gov.uk).

None.

5. Equality/Diversity Implications. Please attach the completed Equality and Analysis Form if required.

None.

CONTACT DETAILS:

Contact Officer: Chloe McCann

Telephone number: 0161 253 5609

E-mail address: C.McCann@bury.gov.uk

Date: 22nd September 2016