

## Bury Health and Wellbeing Board

Title of the Report	Communication and Marketing update to the Health and Wellbeing Board		
Date	14th June 2017		
Contact Officer	Chloe McCann/ Heather Crozier		
HWB Lead in this area	Councillor Andrea Simpson (Chair)		
<b>1. Executive Summary</b>			
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 recently and opportunities to market the board.		
Please detail which, if any, of the Joint Health and Wellbeing Strategy priorities the report relates to. (See link to the Strategy) <a href="http://www.theburydirectory.co.uk/healthandwellbeingboard">www.theburydirectory.co.uk/healthandwellbeingboard</a>	All Priorities.		
Please detail which, if any, of the Joint Strategic Needs Assessment priorities the report relates to. (See attached JSNA) <a href="http://jsna.theburydirectory.co.uk/kb5/bury/jsna/home.page">http://jsna.theburydirectory.co.uk/kb5/bury/jsna/home.page</a>	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"> <li>• Note the content of the report</li> <li>• Promote previous communications and marketing activity that has taken place since the last board</li> <li>• Support up and coming activity over the next three months board.</li> </ul>		
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 recently. It also highlights opportunities to market, promote, and/or engage with the work of the board.

### Bury Health and Wellbeing Board Half Day Development Sessions

The Health and Wellbeing Board will host sessions on the 01<sup>st</sup> September 2017 (13:00-14:00), 03<sup>rd</sup> November 2017 (9:00-12:30) and 17<sup>th</sup> January 2018 (1:00pm - 4:30pm). It is envisaged these will all have different theme with one paying close attention to the Joint Health and Wellbeing Strategy as this will expire in 2018.

If anyone has any suggestions or requests for topics to cover in these development sessions please contact Chloe McCann (contact details below).

### Calendar of Events



HWB Meetings dates  
booked in with Chair :

A calendar of events has been created outlining the up-coming board meetings along with relevant deadlines and development session. Calendar invites have been sent out to all board members, however, please let Chloe McCann know if you wish for deputies to receive an invite or if you do not have any of the board dates or development sessions in your diaries.

### Website – [www.theburydirectory.co.uk/healthandwellbeingboard](http://www.theburydirectory.co.uk/healthandwellbeingboard)

As you may be aware, we have member profiles uploaded to the website. If you have not yet completed a member profile please contact Chloe McCann who can provide you with a template for completion.

## 3. Recommendations for action

The Board needs to consider the content of the report, and agree to promote events 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](mailto:J.M.Hammond@bury.gov.uk)) or Section 151 Officer Steve Kenyon ([S.Kenyon@bury.gov.uk](mailto:S.Kenyon@bury.gov.uk)).

None.

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

None.

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CONTACT DETAILS:

**Contact Officer:** Chloe McCann  
**Telephone number:** 0161 253 5609  
**E-mail address:** C.McCann@bury.gov.uk  
**Date:** 14<sup>th</sup> June 2017