

Notice of Meeting

Health and Wellbeing Board

Tuesday 22 February 2022, 2.00 - 4.00 pm

Online Only – Zoom



Agenda

Item	Description	Page
1.	Apologies	
	To receive apologies for absence and to note the attendance of any substitute members.	
2.	Declarations of Interest	
	<p>Members are asked to declare any disclosable pecuniary or affected interests in respect of any matter to be considered at this meeting.</p> <p>Any Member with a Disclosable Pecuniary Interest in a matter should withdraw from the meeting when the matter is under consideration and should notify the Democratic Services Officer in attendance that they are withdrawing as they have such an interest. If the Disclosable Pecuniary Interest is not entered on the register of Members interests the Monitoring Officer must be notified of the interest within 28 days.</p> <p>Any Member with an affected Interest in a matter must disclose the interest to the meeting. There is no requirement to withdraw from the meeting when the interest is only an affected interest, but the Monitoring Officer should be notified of the interest, if not previously notified of it, within 28 days of the meeting.</p>	
3.	Urgent Items of Business	
	Any other items which the chairman decides are urgent.	
4.	Minutes from Previous Meeting	3 - 6
	To approve as a correct record the minutes of the meeting of the Board held on 2 December 2021	
5.	Matters Arising	
6.	Public Participation	
	QUESTIONS: If you would like to ask a question you must arrive 15 minutes before the start of the meeting to provide the clerk with your name, address and the question you would like to ask. Alternatively, you can provide this information by email to the clerk at committee@bracknell-forest.gov.uk at	

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	<p>least two hours ahead of a meeting. The subject matter of questions must relate to an item on the Board's agenda for that particular meeting. The clerk can provide advice on this where requested.</p> <p>PETITIONS: A petition must be submitted a minimum of seven working days before a Board meeting and must be given to the clerk by this deadline. There must be a minimum of ten signatures for a petition to be submitted to the Board. The subject matter of a petition must be about something that is within the Board's responsibilities. This includes matters of interest to the Board as a key stakeholder in improving the health and wellbeing of communities.</p>	
7.	<p>Update on mental health service improvement for children and young people</p>	To Follow
	<p>Discussion on CAMHS and ASD / ADHD under Health and Wellbeing Strategy Priority 2: Promote mental health and improve the lives and health of people with mental-ill health</p> <p>Reporting: Alex Gild, Fiona Slevin-Brown, Karen Cridland, Tracey Faraday-Drake</p>	
8.	<p>JSNA Launch</p> <p>Reporting: Shamarke Esse, Stuart Lines</p>	7 - 20
9.	<p>Health and Wellbeing Strategy consultation</p>	21 - 32
	<p>Bracknell Forest Council - Health & Wellbeing Strategy Consultation (bracknell-forest.gov.uk)</p> <p>Reporting: Andrew Hunter</p>	
10.	<p>Agency Updates</p>	

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Published: 14 February 2022

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**HEALTH AND WELLBEING BOARD
2 DECEMBER 2021
2.00 - 3.00 PM**

Present:

Councillor Dale Birch (Chair)
Councillor Dr Gareth Barnard
Philip Bell, Involve
Neil Bolton-Heaton, Healthwatch
Alex Gild, Berkshire Healthcare NHS Foundation Trust
Andrew Hunter, Bracknell Forest Council (Place, Planning and Regeneration)
Jonathan Picken, Bracknell Forest Safeguarding Board
Heema Shukla, Bracknell Forest Council (Public Health)
Timothy Wheadon, Bracknell Forest Council (Chief Executive)

Apologies for absence were received from:

Fiona Slevin-Brown
Jane Hogg
Grainne Siggins

Also Present:

31. Declarations of Interest

There were no urgent items of business.

32. Urgent Items of Business

There were no urgent items of business.

33. Minutes from Previous Meeting

The minutes of the meetings held on 8 September 2021 and 8 November 2021 were approved as a correct record.

34. Matters Arising

There were no matters arising from the minutes.

35. Public Participation

There were no applications for public participation.

36. Better Care Fund

Julia McDonald, Commissioning Manager presented the Better Care Fund.

The Health and Wellbeing Board had met in an extraordinary meeting on 8 November 2021 to discuss the draft version of the plan which had since been finalised and submitted to the Department for Health and Social Care. The Better Care Fund

2021/22 was now presented for retrospective sign off from the Health and Wellbeing Board, having been through consultation with key partners.

Board members thanked Julia for a comprehensive plan.

Following discussion it was **RESOLVED** that the Board approve the Better Care Fund Plan 2021/22 consistent of the Bracknell Forest Better Care Fund Narrative Plan 2021/22 (Annex 1) and Bracknell Forest Better Care Fund Planning Template 2021/22 (Annex 2).

37. **Health and Wellbeing Strategy**

Heema Shukla, Consultant in Public Health presented the Health and Wellbeing Strategy.

Board members were asked to consider the wording for a vision for the strategy from two options. It was noted that some wording, such as health inequalities, may not be accessible to the general public. Board members also discussed the wording between 'happy, healthy' or 'healthy, resilient' in the two vision options and concluded that 'happy' was a more accessible and aspirational word than 'resilient'.

Board members preferred the wording of Option B, with the word 'happy' instead of 'resilient'.

Public health officers had done work on the cross-cutting themes of the strategy; HIAP approach, health environments, health inequalities, seamless care, and community development for mental health awareness.

The governance arrangements of the strategy would be reviewed.

Arising from discussion, the following points were noted:

- Board members recognised that the introduction to the strategy included lots of context around COVID and local policy but agreed that this was important context for the strategy.
- Board members were pleased to see the measurables in the strategy which the Board could monitor to ascertain the strategy's success.
- The strategy linked well to both the ICS strategy and the Council Plan themes.
- The priorities in the strategy were clear and were clear on their engagement with all partners.
- It was requested that the Strategy be brought back to the Board for final ratification after consultation, following some typographical amendments.

Following discussion, it was **RESOLVED** that

- 1 The Board formally agreed the following vision for the HWB strategy;

Option B: Bracknell Forest is one of the healthiest place to live, work, study and play, providing our residents with the opportunities to be healthy, happy, and productive. We will support this by taking a health in all policy approach with a focus on promotion of health, prevention of ill-health and reduction in disparities in health outcomes between our communities

- 2 The Board agreed the Draft Joint Health and Wellbeing Strategy for public consultation (Appendix A)

3 The Board agreed the consultation arrangements as set out in paragraph

38. Population Health Management

Bex Willans, Consultant in Public Health for the East Berkshire Public Health Hub presented on Population Health Management. It was noted that the project was an ICS-led piece of work, which Public Health were involved in. Bex suggested a further update be brought to a future meeting with a representative of the ICS Population Health Management development programme team.

Population Health Management allowed insight into areas of need, which could then be addressed through commissioned services. The Frimley ICS were leading on the Population Health Management programme across the system, to help senior leaders understand how Population Health Management could better address local health inequalities.

The Bracknell Forest geography was being used to test Population Health Management against a live project, the subject matter of which was yet to be agreed. The learning from test live projects would be discussed at system level.

The consultants leading on the project were currently working with NHS data only, and were hoping to connect Local Authority data and insight into the work.

Arising from discussions, the following points were noted:

- The topics for the live projects had not been agreed, and the criteria was not known. Bex agreed to update partners once the criteria was clear. It was noted that the ambition was for an interprofessional group to explore the action learning sets for areas which would aid prevention and prevent health inequalities.
- Bracknell Forest's Public Health team would have input into what the priorities of the local work should be.
- Population health looked at the health outcomes and inequalities of a broad range of residents and patients to ascertain whether there were any additional risks for particular cohorts which could be addressed.
- It was recognised that the work was a good opportunity for GPs to consider their registered population.

39. Winter Plan

It was agreed that a written update on the headlines of winter planning would be circulated by email.

40. ICS Update

Timothy Wheadon, Chief Executive of Bracknell Forest Council updated the Board on the ICS progress.

The ICS legislation was being processed through Parliament at the moment. In the meantime, Dr Priya Singh had been appointed as Chair of the Frimley ICS, and Fiona Edwards had been appointed as the Chief Executive. The new ICS structure would be more inclusive over a wider membership, with involvement from both unitary and county councils.

A workshop was planned in December to explore the plans for the ICS, and implementation was due in April 2022.

41. **Agency Updates**

Timothy Wheadon advised that the Ofsted SEND Joint Targetted Area Inspection was in progress in Bracknell Forest this week and had taken significant resource from several partner agencies.

Andrew Hunter asked partners to circulate the Health and Wellbeing Strategy consultation to their networks when available.

CHAIRMAN

**To: Bracknell Forest Health and Wellbeing Board
22nd February 2022**

Joint Strategic Needs Assessment

1 Introduction

The Joint Strategic Needs Assessment (JSNA) is a systematic review of the health and wellbeing needs of the population. The JSNA is a statutory process which local authorities and Clinical Commissioning Groups (CCGs) use to assess the current and future health, care and wellbeing needs of the local community to inform decision making. Local authorities and CCGs have equal and joint duties to prepare JSNAs through their Health & Wellbeing Boards (HWB). Joint Health & Wellbeing Strategies should be based on the priorities identified through local JSNAs and should be transparent and available to the public.

In May 2021, the three Berkshire East local authorities agreed to work collaboratively to deliver their respective JSNAs and a shared vision was signed off. The Berkshire East Public Health Hub was asked to lead on this project and a Steering Group was set up to act as the project board for the JSNAs across Berkshire East. The key deliverable for this project was to create a Berkshire East JSNA website. The purpose of this website is to bring together relevant information and resources that help to assess the health, care and wellbeing needs of our local communities to inform decision making.

The JSNA staging website was launched on 31st January 2022 for several key audiences (local authority and health organisation staff; identified contacts across community and voluntary groups). This provides information on the vision and structure for the Berkshire East JSNAs and includes several new products under the Health Behaviours topic area. People and Place Summary profiles are also available for each of the three local authority areas.

The website is still in early stages of development and not publicly available, however the JSNA Steering Group are keen to receive feedback on what has been created so far. As part of the consultation process, the website will be presented to members of the HWB who will be provided to access the website. Members will be encouraged to test the website and provide feedback via the short feedback form. This will support the ongoing development of the JSNA website before it is launched publicly later in the year. The consultation will close on 28th February.

2 Supporting Information

A slide deck with supporting information has been sent out. Links to both the website and the feedback form will also be sent out in a separate email.

Contact for further information: Shamarke Esse - public.health@bracknell-forest.gov.uk

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Public Health Hub
BERKSHIRE EAST

Berkshire East Joint Strategic Needs Assessments (JSNA)

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Communications support pack

31st January 2022

New Joint Strategic Needs Assessment website for Berkshire East LAs

The Public Health teams across Berkshire East have been working together to develop a new website for the Joint Strategic Needs Assessments in Bracknell Forest, Slough and the Royal Borough of Windsor and Maidenhead. The website aims to bring together relevant information and resources that help to assess the health, care and wellbeing needs of our local communities to inform decision making.

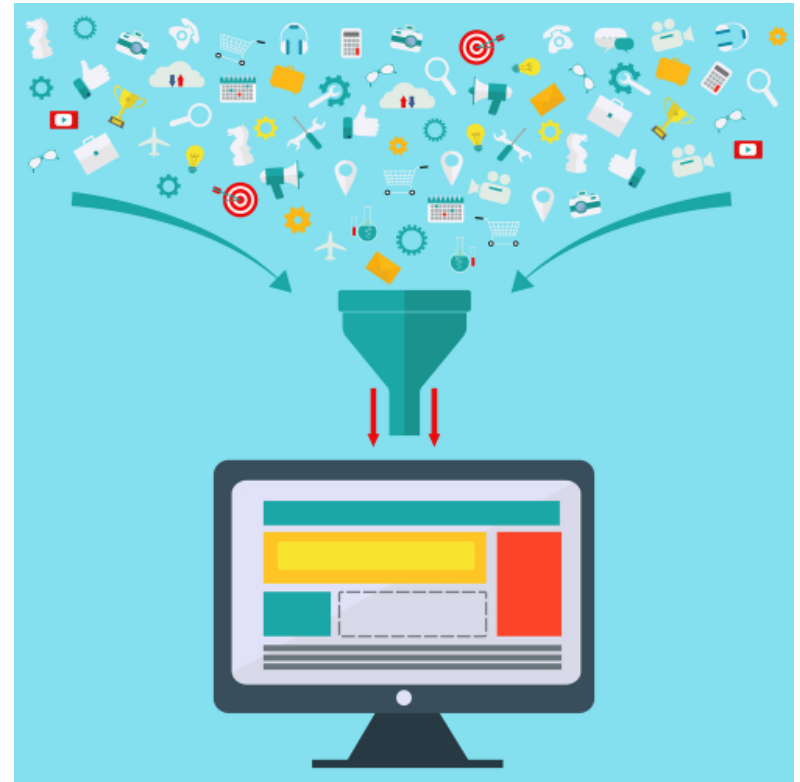
This presentation has been developed to support the launch of the website across Berkshire East and to ask a number of key audiences for their feedback. This will inform the continuing development of the website in preparation for a full public launch later in the year.



New Joint Strategic Needs Assessment website for Berkshire East LAs

This presentation covers the following sections:

- What is a Joint Strategic Needs Assessment?
- → Berkshire East's approach to the JSNA
- The Berkshire East JSNA website and structure
- Next steps

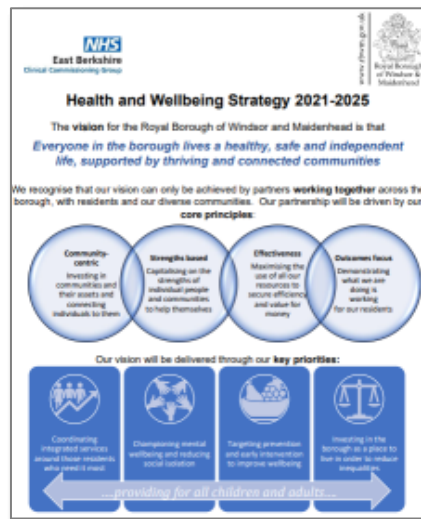


What is a Joint Strategic Needs Assessment?

The Joint Strategic Needs Assessment (JSNA) is a statutory process which local authorities and Clinical Commissioning Groups (CCGs) use to assess the current and future health, care and wellbeing needs of the local community to inform decision making.

Local authorities and CCGs have equal and joint duties to prepare JSNAs through their Health & Wellbeing Boards. Joint Health & Wellbeing Strategies should be based on the priorities identified through local JSNAs and should be transparent and available to the public.

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For more information on the statutory guidance, please see: [JSNAs and JHWS statutory guidance - GOV.UK \(www.gov.uk\)](https://www.gov.uk/guidance/jsnas-and-jhws-statutory-guidance)

Berkshire East's approach to the JSNA

Following the restructure of the local Public Health system in April 2021, the Berkshire East Public Health Teams discussed the future direction for JSNA's across Bracknell Forest, Slough and the Royal Borough of Windsor & Maidenhead.

The Berkshire Shared Vision and principles for JSNAs were reviewed and re-agreed for the Berkshire East footprint. Local authorities all confirmed that they wanted to work on their JSNAs collaboratively, while still keeping distinct analyses and outputs separate for each LA area.

The Berkshire East Public Health Hub was asked to lead this project, on behalf of the whole Berkshire East system, and a JSNA Steering Group was set-up.

The key deliverable for the JSNA Steering Group was to **create a Berkshire East JSNA website by the end of 2021/22 that met the agreed Shared Vision and principles.**

This should include a suite of resources to identify and evidence local health and wellbeing priorities that would guide decision making.

Our JSNAs will be...

Accessible
A mix of published and self-generated resources
In parallel with population health management

Agile
Coherent with other health intelligence systems
Local
Informed by detailed needs assessment

Responsive to change
Reflective of the views of residents

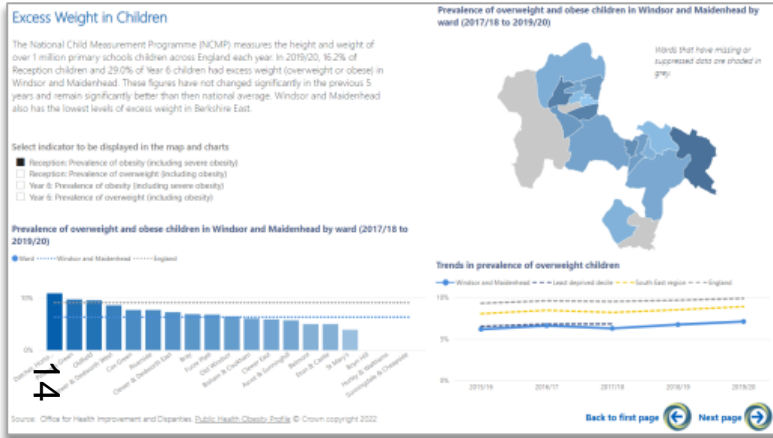
Collaborative
Relevant to our populations

Useful

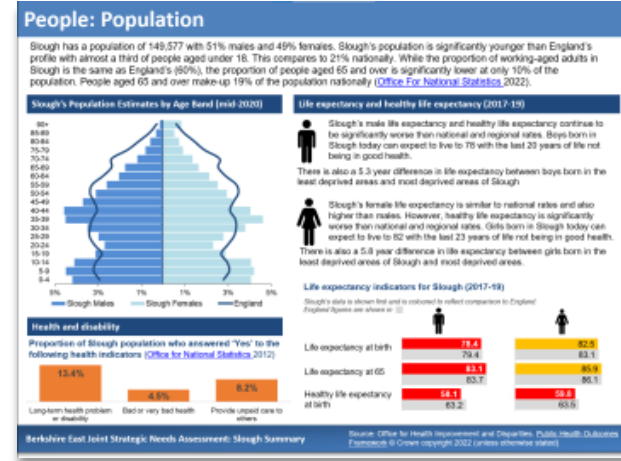
Berkshire East's JSNA Website

The Berkshire East JSNA website has been developed to include a suite of resources. These include

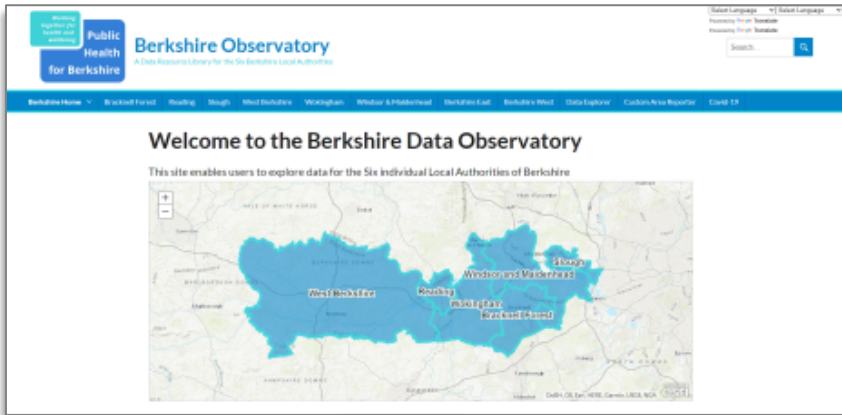
Topic-focussed Packs (Power BI)



Summary packs on People and Place



Links to Berkshire Observatory



Links to other resources split by geography:

- Health Needs Assessments (HNAs)
- Relevant work already completed locally
- National guidance and datasets

Berkshire East's JSNA Website

The initial focus has been to develop the Health Behaviours section of the website, which is a shared priority across the Berkshire East local authorities.

Health Behaviours:

- Smoking
- Healthy Weight (including diet, weight and physical activity)
- Substance misuse (Drugs and Alcohol)
- Sexual Health



The Smoking and Healthy Weight sections both include the topic-focussed data packs for each local authority. Other locally-available resources have been collated and uploaded to the website for each of the Health Behaviours topics.

Healthy Weight

Click on the topic buttons for more information

What do we know?

- Excess Weight in Children
- Excess Weight in Adults
- Obesity in Early Pregnancy
- Diet and Nutrition
- Physical Activity

What are the known health inequalities?

- National Inequalities
- Local Inequalities

What are we doing locally and what are our next steps?

- Next steps

Why is Healthy Weight important?
Obesity is a major public health problem both nationally and globally (World Health Organization 2020). In adults, overweight and obesity are associated with reduced life expectancy and life-limiting conditions, such as type 2 diabetes, cardiovascular disease and some cancers. High Body Mass Index (BMI) is currently the 3rd largest risk factor for all health, disability and premature death in England. Nationally, high BMI contributes to 9% of all healthy life years lost (Global Burden of Disease 2019).
Childhood obesity is also a predictor of adult obesity and increases asthma, early onset type-2 diabetes and cardiovascular risk factors (Health Survey for England 2019). Research also shows an association between obesity and poor mental health which often starts at a young age (JAMA Psychiatry 2019).
A person's weight is affected by a number of factors, including their diet, levels of physical activity and genetics. Demographic factors and social determinants of health, such as where someone lives, their employment status and their support networks, will also impact on the likelihood of someone being overweight.
Windsor and Maidenhead's comparator groups: Windsor and Maidenhead's data are compared with the South East region and England figures, where possible, data are also compared against the 'least deprived decile' benchmark group which includes 15 local authorities that are the 10% least deprived areas in England. Windsor and Maidenhead is one of these. For more information on benchmarking groups, please go to the Frequently Asked Questions section of the website.
Last updated: January 2022

Public Health Hub
BERKSHIRE EAST

Smoking

Click on the topic buttons for more information

What do we know?

- Smoking in pregnancy
- Smoking in adults
- Smoking cessation (quits)
- ill health and mortality

What are the known health inequalities?

- National Inequalities
- Local Inequalities

What are we our local recommendations and next steps?

- Next steps

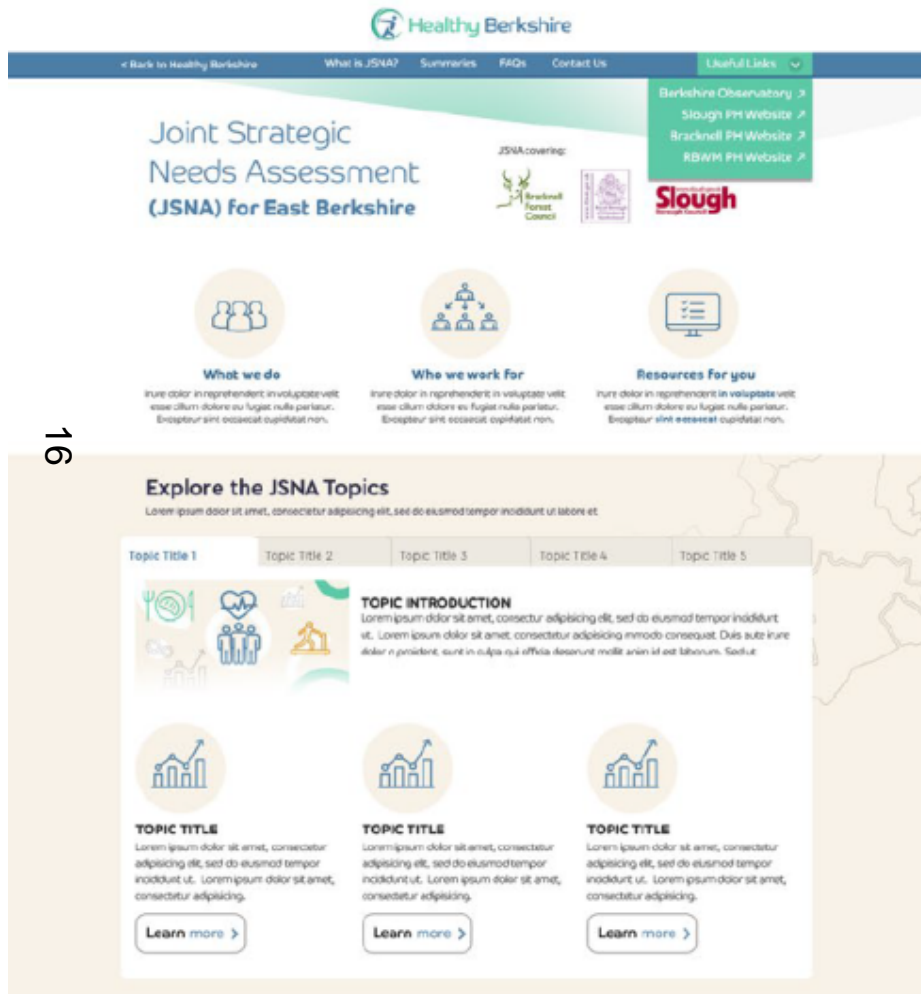
Why is Smoking important?
Smoking is the largest risk factor for ill health, disability and premature death nationally and killed around 64,000 people in England in 2019 (Public Health England 2021). Smoking causes many diseases, such as cancer, chronic obstructive pulmonary disease (COPD) and heart disease, and harms nearly every organ of the body. Nationally, tobacco contributes to 14% of all healthy life years lost. This not only affects people who smoke, but also impacts on the health of others through secondhand smoke (Global Burden of Disease 2019).
Smoking is also the main cause of health inequalities in England with the harm concentrated in disadvantaged communities and groups (Centre for Health Inequalities Research 2021). Demographic factors and social determinants of health, such as where someone lives, their employment status, income and support networks, will impact on the likelihood of someone smoking.
The national Tobacco Control Plan sets a number of objectives to achieve by the end of 2022:
• to reduce the number of 15 year olds who regularly smoke from 8% to 5% or less
• to reduce smoking among adults in England from 15.5% to 12% or less
• to reduce the inequality prevalence gap for those in routine and manual occupations
• to reduce the prevalence of smoking in pregnancy from 10.7% to 6% or less
Slough's comparator groups: Slough's data are compared with the South East region and England figures. Where possible, data are also compared against the '10th more deprived decile' benchmark group which includes 15 local authorities that are in the same deprivation decile as Slough. For more information on benchmarking groups, please go to the Frequently Asked Questions section of the website.
Last updated: January 2022

Public Health Hub
BERKSHIRE EAST

Berkshire East's JSNA Website

What does it look like?

Landing Page



Frequently asked Questions

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FAQs

LIST ITEM 1

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JSNA Summaries

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[Return to the Healthy Berkshire Homepage](#)

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Berkshire East's JSNA Website

What does it look like?

Topic pages

The screenshot shows the 'Healthy Berkshire' website header with navigation links: 'Back to Healthy Berkshire', 'What is JSNA?', 'Summaries', 'FAQs', 'Contact Us', and 'Useful Links'. Below the header, the page title is 'EAST BERKSHIRE JSNA' and the specific topic is 'Topic Title 1: **DEMOGRAPHY**'. A breadcrumb trail indicates 'JSNA Topics > Demography'. The main content area features a 'About this Item' section with a description and a 'View Data Sheet' button. Below this are three 'LOCATION TITLE' cards, each with a 'View Data Sheet' button. The 'Most Relevant Data Sheets/Topics' section contains four 'TOPIC TITLE HERE' cards, each with a 'Learn more' button. At the bottom, there is an 'Explore Related Topics' section with a list of items and 'LEARN MORE' buttons.

Useful Resources

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National	Berkshire East	Bracknell	RBWM	Slough
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[Return to the Healthy Berkshire Homepage](#)

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Agreed Berkshire East JSNA Structure

The following topic areas were agreed as the structure of the Berkshire East JSNA to allow access to resources under each section. For the purpose of the soft-launch our priority focus area is Health Behaviours.

Place
Deprivation (inc. Children in poverty, Fuel poverty)
Environment (inc. Air Quality, Transport and road safety)
Community Safety (inc. Crime / Youth offending/ social isolation?)
Health Assets (Education and skills, employment and income, wellbeing)
Housing and Homelessness
People
→ Bo ths
Deaths and Mortality
Ethnicity
Life expectancy
Population (and migration)
Health Behaviours 
Smoking (inc. in pregnancy, adult and young people stats)
Health Weight (Physical activity, sedentary behaviours, Obesity and Diet)
Substance misuse (Drugs and Alcohol)
Sexual Health (Teenage pregnancy, chlamydia, sexual health)

Agreed Berkshire East JSNA Structure

Lifestages and Groups
Maternity (Infant mortality, breastfeeding, antenatal & newborn screening, early access)
School age and young people (child development, foundation stage attainment, Imms and vacs, childhood MH, LAC?, NEET)
'Vulnerable' adults / groups (LAC?, CSE, FGM, Carers, Gypsies and Travellers, LGBTQ, Safeguarding, Veterans, adults with learning disabilities, physical disability and sensory impairment)
Older people (social isolation?, falls and mobility)
End of life care
Disease conditions and Health Care
Health and Social Care (Access to social care, residential care, hospital activity)
Mental Health (maternal, dual diagnosis, MH in old age, mental health, suicide and self harm)
Cancer (including cancer screening)
Cardiovascular Disease (Circulatory disease, CKD, AAA screening)
Long Term conditions (including LTCs in children)
Communicable Disease (including flu, TB, COVID?)
Diabetes
Liver disease
Respiratory disease
Excess winter deaths
Preventable sight loss
Oral Health

Next Steps

The JSNA website has been soft-launched to key audiences in Berkshire East to gain feedback on the work completed so far. This will help the ongoing development of the website before it is publicly launched later in the year. It is still a 'work in progress'.

Key audiences include:

- All local authority staff in the 3 local authorities
- Health colleagues across Frimley Integrated Care System and CCG
- Identified community, voluntary and public groups

These groups are encouraged to give their feedback via a short consultation form to let us know what they think about the website, the resources included and if it will help support decision making that could impact on the health and wellbeing of the population.

The consultation will be open from 31st January to 28th February and we really would be grateful to hear what colleagues think. Each local authority also has a JSNA lead that will be happy to talk through any questions or comments.



Bracknell Forest	Slough	RBWM	Berkshire East Hub
Shamarke Esse public.health@bracknell-forest.gov.uk	Dr Vanita Dutta Vanita.dutta@slough.gov.uk	Marc Connor Marc.connor@rbwm.gov.uk	Becky Campbell and Sam Claridge via berkshirepublichealth@bracknell-forest.gov.uk

To: **Health and Wellbeing Board**
Date of Meeting

Draft Health and Wellbeing Strategy Public Consultation Director of

1 Introduction

- 1.1 The draft Health and Wellbeing Strategy public consultation went live on Monday, 31 January and is open for four weeks.

2 Supporting Information

- 2.1 The strategy is the council's vision for health and wellbeing in Bracknell Forest for the next four years and aims to drive positive change by reducing health inequalities and improving the health of people who live, work, study and play in the borough.

Feedback from the consultation will support the Health and Wellbeing Board to refine the priorities for the plan and ensure what matters to residents is being included.

A communications plan has been implemented and included communications across the following channels:

- Press release
- Council newsletters (Town and Country Extra, Health and Wellbeing and Forest Views Extra)
- Social media
- Partner and stakeholder communications including emails, newsletter text and social media that can be shared across their channels.

The communications plan is attached and provides further details of communications distributed.

Communications will continue across council channels until the consultation closes.

As of Tuesday, 8 February, the consultation has had 50 responses from a variety of individuals including residents, public sector, and voluntary organisations.

Background Papers

Communications plan for Health and Wellbeing Strategy consultation

Contact for further information

: 01344 351 587

Katherine.davies@bracknell-forest.gov.uk

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Bracknell Forest Health and Wellbeing Strategy 2022 - 2026

Consultation Communications Plan

Draft Health and Wellbeing Strategy consultation

Brief overview of project/summarise:

The five w's: Who, what, where, when, why? Insert a couple of short paragraphs/bullet points to give a brief description.

The health and wellbeing strategy outlines the priority areas and how public health would like to work together with stakeholders, partners, and residents to improve people's health, tackle the wider determinants of health and reduce health inequalities that exist in the borough.

The strategy has six priorities that are interlinked and four cross-cutting themes embedded with each of the priority areas to reflect the health in all policies approach.

1. Giving all children the best start in life and support emotional and physical health from birth to adulthood
2. Promote mental health and improve the lives and health of people with mental-ill health.
3. Create opportunities for individual and community connections, enabling a sense of belonging and the awareness that someone cares
4. Keep residents safe from COVID-19 and other infectious diseases
5. Improve years live with good health and happiness
6. Collaborate, plan and secure funds for local and national emerging new health and wellbeing priorities

The cross cutting themes are:

1. Reducing health inequalities
2. Creating healthy environments
3. Enhancing experience of seamless care
4. Community development for wellness

Priorities have been developed through an engagement phase with residents and wider stakeholders, where we asked what we should focus on in our new Health and Wellbeing Strategy.

Type of project: Consultation

Key dates:

Consultation launch – Monday, 31 January 2022 – open for 4 weeks

Objectives/campaign aims:

What are the key messages of the campaign? Provide a few bullet points including required outcomes following any communications e.g. to promote a service (Stop smoking -Stoptober) to residents and engage a wider audience.

- To gather feedback from partners, stakeholders and residents on the health and wellbeing strategy priorities

Channels and Target Audience:

Who do you need to communicate with and through what means? Internal, external, professionals, residents. Formats including posters, press release, press ads, website content and ads, videos, leaflets, emails/e-bulletins, FAQs, outdoor media, newsletters, faith networks, community/voluntary network, emails for partners

Internal staff

- Emails
- Forest Views Extra
- Intranet Article
- Screen saver

External

- Email to stakeholder who participated within focus groups
- Town and Country Extra
- Health and wellbeing newsletter
- Social media – Facebook, Twitter, Instagram
- Public health portal

Will you need physical resources such as leaflets, posters, business cards to be developed and printed? No

Evaluating Outcomes:

Provide a few bullet points around how you might determine the success of your communications, e.g. website traffic, number accessing a service

- Number completing the consultation survey

Issues/risks:

.....
.....
.....

General Communications

1. Press release/intranet:

External and Internal audience. Bullet point key information, consider quote from council member

Bracknell Forest Health and Wellbeing Strategy

Residents of Bracknell Forest are being invited to review the draft Health and Wellbeing Strategy for the next four years.

The strategy is the council's vision for the future health and wellbeing of its residents. It aims to drive positive change by reducing health inequalities and continuing to improve the health of people who live, work, and study in the borough.

Feedback from the consultation will help the Bracknell Forest Health and Wellbeing Board refine their priorities for the plan and ensure what matters to residents is being included.

The consultation will run for four weeks, from Monday, 31 January 2022. Residents can have their say by visiting the [consultation portal](#).

Cllr Dale Birch, Chair of the Bracknell Forest Health and Wellbeing Board and Executive Member for Health, said:

“Bracknell Forest is a healthy place to live with our residents enjoying longer life expectancy than the national average. Looking forward, we want to ensure that our borough remains one of the healthiest to live, work, and study.

“Our key priorities will be improving emotional and mental health, supporting people to remain physically healthy, creating opportunities for social connections and continuing to keep our residents safe from the COVID-19 virus.

“We would value residents' views on these priorities to ensure they make a real difference to the health and wellbeing of Bracknell Forest residents.”

The strategy was developed alongside the NHS, local authority, voluntary and community sector organisations and residents. Priorities were based on health data and the experiences of local residents.

The strategy and consultation survey can be access on the council website.

If you have any questions or if you would like to receive the consultation in a different format, please email public.health@bracknell-forest.gov.uk.

2. Forest Views:

The Bracknell Forest Health and Wellbeing Board is consulting on the new Health and Wellbeing Strategy for the next four years. The strategy is the council's vision for the future health and wellbeing of its residents. It aims to drive positive change by reducing health inequalities and continuing to improve the health of people who live, work, and study in the borough.

The key priorities included in the plan are:

- improving emotional and mental health
- supporting people to remain physically healthy
- creating opportunities for social connections
- continuing to keep our residents safe from the COVID-19 virus

Feedback from the consultation will help the Bracknell Forest Health and Wellbeing Board refine their priorities for the plan and ensure what matters to residents is being included.

The consultation is now live and will close on Monday, 28 February. You can participate in the [consultation here](#).

3. Screen saver

Internal audience



4. Gov Delivery: Health and wellbeing newsletter and Town and Country Extra

Residents of Bracknell Forest are being invited to review the draft Health and Wellbeing Strategy for the next four years.

The strategy is the council’s vision for the future health and wellbeing of its residents. It aims to drive positive change by reducing health inequalities and continuing to improve the health of people who live, work, and study in the borough.


Feedback from the consultation will help the Bracknell Forest Health and Wellbeing Board refine their priorities for the plan and ensure what matters to residents is being included.



The consultation will close on Monday, 28 February. Have your say and [comment on the consultation](#).

5. Social Media

Facebook, Twitter (280 characters) and Instagram

Date	Content	Visual
	<p>Do you live, work or study in the borough?</p> <p>We’d love to hear your thoughts on our new Health and Wellbeing Strategy for the next four years.</p> <p>The strategy outlines our key priorities to improve the health of our borough, including:</p>	

	<ul style="list-style-type: none"> • giving all children the best start in life and support emotional and physical health from birth to adulthood • promoting mental health and improving the lives of people with mental health issues. • keeping residents safe from COVID-19 and other infectious diseases • Collaborating to secure funds for local and national health and wellbeing priorities <p>Your feedback will help refine the vision outlined in the strategy. Take part in the consultation here: https://bit.ly/HWBconsult</p> <p>The survey is confidential and secure, meaning nobody will be identified at any point.</p> <p>If you need support to complete this survey in another language or format, please email public.health@bracknell-forest.gov.uk.</p>	
	<p>The pandemic has had a huge affect on our lives including our health and wellbeing.</p> <p>That's why our Health and Wellbeing Strategy for the next four years is crucial.</p> <p>We want to hear your views on it to ensure we are meeting the priorities that really matter to Bracknell Forest residents.</p> <p>The survey is confidential and secure, meaning nobody will be identified at any point. Take part in the consultation here: https://bit.ly/HWBconsult If you need support to complete this survey in another language or format, please email public.health@bracknell-forest</p>	

<p>Over the next four years we have a vision to help improve the health and wellbeing of residents in Bracknell Forest.</p> <p>Our new Health and Wellbeing Strategy will help us to do this. The strategy outlines our priorities for the next four years and what actions we will take to maintain Bracknell Forest’s reputation of being one of the healthiest places to live, work and study.</p> <p>You have until Monday, 28 February to have your say. https://bit.ly/HWBconsult</p> <p>The survey is secure and confidential, meaning nobody will be identified at any point.</p> <p>If you need support to complete this survey in another language or format, please email public.health@bracknell-forest</p>	 <p>A graphic featuring a blue speech bubble with the text "Have your say" in white. The bubble is surrounded by green quotation marks on a light green background.</p>
<p>There is still time to have you say on our new Health and Wellbeing strategy, outlining our vision to help improve the health and wellbeing of residents in Bracknell Forest. https://bit.ly/HWBconsult</p> <p>You have until Monday, 28 February</p> <p>The survey is secure and confidential, meaning nobody will be identified at any point.</p> <p>If you need support to complete this survey in another language or format, please email public.health@bracknell-forest</p>	 <p>A graphic featuring a blue speech bubble with the text "Have your say" in white. The bubble is surrounded by green quotation marks on a light green background.</p>

Specific Communications

6. Emails

LA colleagues

Dear Colleagues,

The Bracknell Forest Health and Wellbeing Board is now consulting on the new Health and Wellbeing Strategy for 2022 – 2026.

The strategy is the council’s vision for the future health and wellbeing of its residents. It aims to drive positive change by reducing health inequalities and continuing to improve the health of people who live, work, and study in the borough.

It was developed through a co-production process, engaging with a range of organisations and residents to agree the priorities based on quantitative data and the lived experiences of local residents.

The consultation will run for four weeks, from {insert date}. Feedback from the consultation will help refine and confirm the vision outlined in the strategy, which will be submitted to the Bracknell Forest Health and Wellbeing Board.

We would value your views on these priorities to ensure they make a real difference to the health and wellbeing of Bracknell Forest residents. If you would like to comment on the strategy, please complete the survey.”

Kind regards,
{insert}

Stakeholders (Partners, voluntary and community sector)

Dear Colleagues,

The Bracknell Forest Health and Wellbeing Board is now consulting on the new Health and Wellbeing Strategy for 2022 – 2026.

The strategy is the council’s vision for the future health and wellbeing of its residents. It aims to drive positive change by reducing health inequalities and continuing to improve the health of people who live, work, and study in the borough.

It was developed through a co-production process, engaging with a range of organisations and residents to agree the priorities based on quantitative data and the lived experiences of local residents.

The consultation will run for four weeks, from {insert date}. Feedback from the consultation will help refine and confirm the vision outlined in the strategy, which will be submitted to the Bracknell Forest Health and Wellbeing Board.

We would value your views on these priorities to ensure they make a real difference to the health and wellbeing of Bracknell Forest residents. If you would like to comment on the strategy, please complete the survey and share this email with colleagues across your organisations. We have also attached some information that can be used to promote the consultation across your channels.

Kind regards,
{insert}

7. Resources to be shared with partners



Health%20and%20Wellbeing%20Strategy%

Evaluation

Performance against Evaluating Outcomes:

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Feedback

From service users, professionals etc.

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Comments / Lessons Learned:

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