



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:

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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>	

- 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

Your feedback will help refine the vision outlined in the strategy. Take part in the consultation here: <https://bit.ly/HWBconsult>

The survey is confidential and secure, meaning nobody will be identified at any point.

If you need support to complete this survey in another language or format, please email public.health@bracknell-forest.gov.uk.

The pandemic has had a huge affect on our lives including our health and wellbeing.

That's why our Health and Wellbeing Strategy for the next four years is crucial.

We want to hear your views on it to ensure we are meeting the priorities that really matter to Bracknell Forest residents.

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>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.

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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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