

# Appendix 1

## A Healthier West Wales: Draft Communications Strategy

### Background and Context:

The West Wales Care Partnership (WWCP) brings together partners from local government, the NHS, third and independent sectors with users and carers with the aim of transforming care and support services in the region by driving integration, innovation and service change.

Our aim for the region is to work directly with people, including those needing care and support, to deliver a wellness approach that works for everyone and embraces the values of making care safe, sustainable, accessible and kind.

Our approach is one of genuine partnership, working together across the whole system with formal services being just one element of supporting people to have better health and wellbeing throughout their whole lives. Promoting people's physical and mental health and independence, alongside their economic wellbeing and education are key factors and we will work with Public Services Boards and others to ensure a coherent and joined up approach. This social model for health, which considers everything that impacts a person's health and well-being, requires us all to think differently and to play our individual part in preventing ill-health, living healthier lives and contributing to our communities.

**'A Healthier West Wales'** is our proposal for taking this change forward, and making the vision in the national plan for health and care, ['A Healthier Wales'](#), 'that everyone in Wales should have longer, healthier and happier lives, able to remain active and independent, in their own homes, for as long as possible' a reality in our region.

Our proposal is based around four key priorities, supported by eight innovative change programmes, which are strategically linked but not interdependent. The stakeholder scope is therefore both varied and broad.

### Stakeholders:

A thorough and targeted approach to communications is vital in order to ensure that communication with the range of stakeholders is effective.

The following groups have been identified as key audiences:

- Residents
- Service users and prospective service users
- Families and carers of service users

- Service providers - social services staff, health board staff, public health staff, GP's and primary care teams, Welsh Ambulance Services Trust (WAST) staff
- Third sector organisations
- Community groups and organisations
- Transport providers
- Academic partners – universities
- Health Education Improvement Wales (HEIW) and Social Care Wales
- Housing organisations and landlords
- Schools, colleges and youth groups
- Other public-facing organisations (e.g. Mid and West Wales Fire and Rescue Service, Dyfed Powys Police)
- Those involved in the governance of the initiative (Regional Partnership Board, Public Service Board)
- Welsh Government
- Councillors and Assembly Members
- Local interest groups
- Private sector
- Local businesses
- Media organisations

This list is not exhaustive and will grow and evolve as the project progresses. In order to ensure that the stakeholder reach is as wide and inclusive as possible we will develop and revise the list over time.

### **Communications Objectives:**

Communications objectives for the proposal include to:

- Communicate to the range of stakeholders, using accessible methods, the scope of the proposal and the detail around the programmes
- Develop a shared understanding of the case for change and the opportunities that transformation can bring for all partners
- Ensure messages relating to funding are communicated in an open, transparent and collaborative way and reach all relevant stakeholders
- Share messages on an ongoing basis of the region's commitment to our partnership approach to developing integrated and seamless health and social care
- Ensure that local people and communities are made aware of the opportunity to co-design local approaches as part of our commitment to continuous engagement
- Ensure those responsible for delivering services are aware of and committed to the proposed new ways of working and are supported to embed them in their working practices

### **Key Messages:**

Key messages will include:

- We are working together through our commitment to the integration of health and social care in west Wales to provide seamless services, based on a social model of health and well-being, which are better for people using services, their carers, their families and their communities
- How a social model of health and well-being, which works across the whole system, benefits people and communities, by putting self-management, prevention and well-being at the centre
- How people and communities can influence and co-design the health and care, and other services, they receive in their local area
- We are trying different approaches in different areas and where things work we will look to introduce them across the region
- Our proposal focuses on empowering people to take responsibility for their own health and care, to keep them closer to home and in their local communities wherever possible. More care and support services will be delivered outside of a traditional hospital setting which will help reduce the pressure on services
- Forward-thinking digital solutions will empower people to both improve personal outcomes and eliminate unnecessary demand
- By developing a shared approach to behaviour change with communities and staff we will change the culture in west Wales so that people make healthy lifestyle choices and see improved outcomes
- We will embed integrated locality working across our seven localities, based on a social mode for health and well-being. This will focus on prevention, early intervention and building individual and community resilience by using the strengths and assets of an area.
- Self-management and alternatives to prescription will improve outcomes for people with long-term conditions by supporting a shift away from reactive, disease-focused model of care towards one that is more proactive, holistic and preventative
- Encouraging people to become active within their communities bring significant benefits in terms of their well-being, the resilience of their communities and ultimately by reducing or delaying the need for people to receive formal care
- Our system-wide and assets-based approach to health and well-being will have social connectedness and social value principles at its heart
- We will promote active citizenship in order to create connections and tackle loneliness and social isolation. Intergenerational approaches will be a key aspect of this work

A more detailed timetable will be devised to ensure communications activities are as relevant and timely as possible.

## **Methods of Communication:**

In order to ensure that we talk with a wide range of stakeholders, a suite of communications channels will be used, delivered through enhanced engagement mechanisms that form part of our proposal. They will include includes:

### Face-to-face communication and events

- Regional Partnership Board
- Formal updates to partner agencies
- HddUHB Stakeholder Reference Group
- Continuous engagement at locality level
- Citizen's Panel
- Face to face presentations
- Public meetings
- Drop in meetings
- Wellbeing/Wellness Survey
- Roadshows

### Electronic communication

- West Wales Care Partnership newsletter – circulated on a quarterly basis
- West Wales Care Partnership website – <http://www.wwcp.org.uk/>
- Constituent partner organisations' websites (internal and external pages)
- West Wales Care Partnership social media account and accounts of constituent partner organisations
- Newsletters and bulletins compiled and published by constituent partner organisations (aimed at internal and external audiences)
- Online engagement tool targeted at locality level
- Briefings and updates
- Animations using Teulu Jones

### Paper-based communication

- Briefings and updates
- Local media outlets

We will be using our West Wales family, Teulu Jones, in our communications to demonstrate what difference the changes to our health and care system could make for families living in our area. Teulu Jones have been used throughout the Health Board's 'Transforming Clinical Services' programme including public consultation, and within the health and care strategy 'A Healthier Mid and West Wales: Our future generations living well'. The family have also been used in this transformation proposal. This helps to develop a shared identity across the region, focusing through the lens of the real people that live in our communities and use our services, across all ages.

Our approach to engagement at regional and locality level, with dedicated resources supporting and enabling continuous engagement around health, social care and well-being, will help ensure our objectives are met.