

**HEALTH AND WELLBEING BOARD – MEDIA AND STATUTORY
CONSULTATION PROTOCOL AND COMMUNICATIONS ACTIVITY**

Report of the Director of Corporate Affairs

Purpose of the Report

1. The report outlines a Media and Statutory Consultation protocol that will assist the Health and Wellbeing Board in responding to enquiries and statutory consultations. The aim of the protocol is to provide agreed guidelines and process for managing communications with the media relating to queries directed to the Board and in providing responses to statutory consultations.
2. In addition, the report also outlines a number of options to assist in raising the profile of the Health and Wellbeing Board and its remit both internally within the council and externally, where relevant.

Background

3. The Board is establishing itself as the system leader for strategic health and wellbeing issues in Sunderland and consequently its profile is rising amongst the media, though this may extend over time to include the public. The Board also acts as a statutory consultee on issues, for instance on the relocation of pharmacies, therefore it is necessary to put in place a system to manage enquiries in a consistent and transparent way and ensure appropriate delegations are in place. The draft protocol is included as Appendix 1
4. It is also recommended that some relevant and targeted communications activity is delivered in a timely manner to establish an understanding of the Board's role and remit with relevant audiences and to enable the board to publish information on any relevant issues via the suggested channels to these audiences as and when it is considered appropriate to do so. The draft communications activity plan is included as Appendix 2.
5. This protocol and communications plan should be seen in the broader context of Board engagement and consultation, and will be added to and expanded to include procedures for more proactive public/patient engagement and intelligence. The development session planned for October will be a starting point for the development of an engagement protocol and progress against this will be reported to the Board.

Recommendations

6 The Board is recommended to:

- Review the protocol
- Accept the procedures contained within the protocol
- Agree to the recommended delegations
- Agree to the activity within the communications activity plan
- Agree to receive updates on any responses provided under delegation at future Boards.

HEALTH AND WELLBEING BOARD MEDIA & STATUTORY CONSULTATION PROTOCOL

The aim of the protocol is to provide agreed guidelines and process for managing communications with the media relating to the Health and Wellbeing Board and in providing responses to statutory consultations.

All partners are required to follow the agreed process in relation to media releases and media enquiries. This is primarily to co-ordinate the public dissemination of information, present consistent messages to partners, the public and other audiences, to avoid confusion among the media and others and to ensure that the Health and Wellbeing board has the optimum opportunity to establish itself as a credible entity in its own right.

Proactive and planned PR

Sunderland City Council's Media Team will be responsible for the production of press releases prepared on behalf of the three advisory groups: the Adults Partnership Board, the Children's Trust and the NHS Provider Forum.

The Media Team will liaise with the Director of Health, Housing and Adult Services and Associate Policy Lead for Health as well as the relevant officers on the content of releases.

All press releases will include a comment from the Chair of the Health and Wellbeing Board and/or the appropriate advisory group Chair.

The current advisory group chairs are:

Adults Partnership	Cllr Graeme Miller
Children's Trust	Cllr Pat Smith
NHS Provider Forum	Cllr Mel Speding (to be confirmed)

If appropriate, an additional further comment could be included from any relevant partner organisations.

All releases will include a description of the Health and Wellbeing Board and the role it fulfils.

All releases will be shared with the media lead for each member organisation of the Health and Wellbeing Board for approval prior to issue.

Templates

Releases relating to the HWBB will go out under the City Council logo.

Reactive Media Enquiries

All press/media enquiries regarding the work of the Health and Wellbeing Board should be directed by member organisations through to the Media Team of Sunderland City Council.

Council media officers will co-ordinate a response with the appropriate representative of the Board as defined by the Council's Director of Health, Housing and Adult Services and Associate Policy Lead for Health.

The Council media officer will clear the response with members of the Health and Wellbeing Board via their media leads (media leads and their contact details are detailed in Annex a)

Given the need to meet tight media deadlines, a timeframe of two hours is recommended for Board Members to come back with comments on draft statements/responses. Where a Board Member does not come back within the specified timeframe it will count as a nil response and the Chair of the Health and Wellbeing Board will be asked to sign off the statement/response on their behalf.

All comments will be issued in the name of the chair of the Health and Wellbeing Board.

In cases where there is not Board consensus on a joint response, then each constituent partner on the Board will be entitled to provide an individual response. A statement to this effect will be issued by the Board.

Where the Health and Wellbeing Board needs to respond quickly to a high profile issue and whereby missing a media deadline would risk significantly damaging the reputation of the Health and Wellbeing Board, the Board is recommended to consider the adoption of a 'fast track' system. In this situation it is recommended that the Chair be asked to sign off any responses/statements on the board's behalf or in the absence of the Chair, the appropriate Board member as defined by the Associate Policy Lead for Health.

All press/media responses will be circulated to partners.

Negative Publicity / Media Stories

It is important that any potential negative stories which may have an impact on the reputation of the Health and Wellbeing Board are flagged up at the earliest opportunity by Board members and their respective organisations to enable plans to be put in place to manage any negative publicity.

Requests for Radio/TV interviews

Requests for broadcast interviews will be discussed with the Chair of the Health and Wellbeing Board who will decide the most appropriate person to field the interview.

Statutory Consultations

The Health and Wellbeing Board is cited as a statutory consultee in certain regulations including the NHS (Pharmaceutical and Local Pharmaceutical Services) Regulations 2013

It is proposed that the Board establish a permanent delegation of the responsibility for responding to statutory consultations to the appropriate lead officer who will undertake to inform all relevant Board members, and in the case of geographically specific issues, the appropriate ward councillors and CCG area teams before providing a response if required. In the case of pharmacies consultations this will be the Director of Public Health.

Any such responses will be reported to the next available Health and Wellbeing Board.

Board Members' Media Leads

Board Member	Media Lead	Contact details
Cllr Paul Watson Sunderland City Council	Rose Peacock, Media Relations Manager	rose.peacock@sunderland.gov.uk 0191 561 1136 0777 082 4941
(Ian Pattison/Dave Gallagher) Sunderland Clinical Commissioning Group	Deborah Cornell	0191 5297008 07917 790498 dcornell@nhs.net
(Liz Greer) Health Watch Sunderland	Alesha Al Jeffri	Alesha.aljeffri@pcp.uk.net
(Christine Keen) NHS England Local Area Team	Julie Marsh Communications Manager	julie.marsh2@nhs.net 0191 210 6464 07887 278 551
Ken Bremner Sunderland Local Strategic Partnership	Rose Peacock, Media Relations Manager	rose.peacock@sunderland.gov.uk 0191 561 1136 0777 082 4941

Contact details for Sunderland City Council's Media Team:

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Appendix 2

HEALTH AND WELLBEING BOARD COMMUNICATIONS PLAN

Channel	Audience	Frequency	Objective
Members' fact sheet	Members	As and when required	To give more detailed information to members on the remit of the Health and Wellbeing Board
Members Update	Members (plus various officers across the council)	Weekly (timing of information as relevant and required)	To provide members (when timing is relevant) with a news and information from on the HWBB and any relevant issues.
Managers' briefing	All managers	Fortnightly (timing of information as relevant and required)	To provide all managers with information on the remit of the Health and Wellbeing Board for them to understand and to share with their teams. Also for any hot topics or issues coming out of the HWBB where relevant
Workwise	Council employees	Quarterly (timing of information as relevant and required)	To provide employees with information about the role and work of the Health and Wellbeing Board and issues relating to this where relevant
Various external media	General public and/or professionals and trade press	As and when required	To provide the general public and/or professionals through the trade press with information on the remit of the Health and Wellbeing Board on relevant issues.
Partner organisation communication channels	Internal and external audiences of partner organisations	As and when required	To provide partner organisations with relevant news and information relating to the work of the HWBB for dissemination through their own comms channels

