Item No. 10

SUNDERLAND HEALTH AND WELLBEING BOARD 19 September 2014

SUNDERLAND HEALTH AND WELLBEING STRATEGY – COMMUNICATIONS WORKSHOP

Report of the Executive Director of People Services and the Head of Strategy and Performance, Sunderland City Council

1.0. PURPOSE OF REPORT

1.1 To invite members of the Board to a workshop that has been convened to help progress the Sunderland Health and Wellbeing Strategy (HWBS).

2.0. BACKGROUND

2.1 The HWBS has been developed to take a whole systems and assets based approach to the improvement of health and wellbeing in Sunderland and the Strategic Objectives that have been set in the strategy are ambitious and challenging. To achieve them will require a considerable change in the way that services are developed, delivered and specifically how communities are engaged and empowered to take control over the decisions affecting their health and wellbeing.

2.2 It is important to ensure that the strategy is understood. A lack of knowledge and acceptance of the strategy will make changing attitudes and behaviours very difficult to achieve. Buy in is needed from local people as well as commissioners and providers in order to overcome any barriers to implementation and assure the strategy's success.

3.0 Communications Workshop

3.1 Care needs to be taken about how the HWBS is communicated as this will affect how subsequent messages aimed at influencing behaviours of residents, commissioners and providers are received. This poses a significant challenge, though one that is achievable through the use of social marketing, by applying behavioural science to policy design and delivery, or perhaps promoting socially and environmentally responsible living.

3.2 The workshop will set the tone and direction for future social marketing and behaviour change strategies that will contribute to the improved health of local people. Initial questions to be addressed at the workshop are:

- What do we mean by behaviour change?
- What international/national best practice can we learn from?

- What behaviour change strategies have been/are being implemented in Sunderland?

3.3 The workshop will be facilitated by Dr Henry Kippin and Ben Lucas who will use their considerable experience and knowledge to help stimulate the discussion. Dr Henry Kippin is director of Collaborate CIC, a social business supporting better cross-sector working in public services. He is a visiting fellow of the UNDP Global Centre for Public Service Excellence, and at Queen Mary University of London. He was previously a partner at the RSA 2020 Public Services Hub. Ben Lucas is Chair of Public Service and Principal Partner of 2020 Public Services at the RSA. He set up the Commission on 2020 Public Services and the City Growth Commission and is a founder and Trustee of the New Local Government Network and an adviser to the Joseph Rowntree Foundation.

4.0 **Next Steps**

4.1 The communications workshop will take place on the 20th October 2014 between 1pm and 5pm at the Software Centre and all members of the Health and Wellbeing Board are invited to take part – members of the Board's advisory groups have also been invited. It is anticipated that this workshop will be the first in a series and that these will play a key role in taking forward the HWBS and improving the health and wellbeing of local people.

5.0 Recommendations

5.1 The Board is recommended to note the invitation to the communications workshop.