

## SHROPSHIRE HEALTH AND WELLBEING BOARD

**Meeting Date:** 9<sup>th</sup> September 2021

**Paper title:** Consultation and Engagement for draft Health and Wellbeing Strategy

**Responsible Officer:** Val Cross

**Email:** val.cross@shropshire.gov.uk

---

### 1. Summary

- 1.1 This report provides a summary on the Joint Health and Wellbeing Strategy (JHWBS) consultation and engagement.
- 1.2 A draft Communications and Engagement Plan has been developed. This includes:
  - An introduction to what the JHWBS is and why it exists
  - The plan a.) Newsletter/circulars text b.) Web copy text for Council and partner websites c.) Survey landing page text and questions (Stakeholder and Public) d.) Engagement Plan e.) Press release for 12.20 p.m. 09/09/21 f.) Social media messaging.
- 1.3 An Action Plan has been created and will be used to monitor progress and enable timescales to be reached.

### 2. Recommendations

- 2.1 That the Board notes the Communications and Engagement and Action Plans, and members commit to supporting this process as equal partners to the success of the JHWBS.

### 3. Report

- 3.1 The content of the draft Joint Health and Wellbeing Strategy (JHWBS) was developed through a series of structured workshops pre and post COVID-19 with Shropshire HWBB. Member's knowledge and insight, scrutiny of national and highly localised data identifying areas of health need, the Joint Strategic Needs Assessment (JSNA), and local and national reports including the Shropshire COVID-19 impact report and [Build Back Fairer: The COVID-19 Marmot Review](#), were all used to agree health and wellbeing priorities to help improve the lives of Shropshire people.
- 3.2 The next essential step in creation of the final JHWBS is consultation and engagement with Shropshire people and stakeholders to gain their views.
- 3.3 A draft Communications and Engagement Plan (appendix 1) has been developed, and includes an introduction to what the JHWBS is and why it exists and the plan a.) Newsletter/circulars text b.) Web copy text for Council and partner websites c.) Survey landing page text and questions (Stakeholder and Public) d.) Engagement Plan e.) Press release for 12.20 p.m. 09/09/21 f.) Social media messaging.
- 3.4 An Action Plan runs alongside this and will be used to monitor progress and enable timescales to be reached.
- 3.5 Work started includes arranging attendance at Partnership Board meetings, working with partners to deliver engagement work and creation of a survey for the public and stakeholders which will be held on the Council Portal. The survey will open at 12:30 on the 9<sup>th</sup> September 2021, and close on the 8<sup>th</sup> November 2021 at 17:00.
- 3.6 A report will come to the Board meeting on the 13<sup>th</sup> January 2022, which will provide information on consultation feedback.

#### 4. Risk assessment and opportunities appraisal

(NB This will include the following: Risk Management, Human Rights, Equalities, Community, Environmental consequences and other Consultation)

##### 4.1 The survey/questionnaire has considered equalities in terms of:

- Accessibility: Bespoke email address which people can use to request large text versions
- Bespoke email address to enable contact to provide feedback by email, letter phone or another format
- Paper version of the questionnaire will be available in libraries and the Shrewsbury Town Centre Hub. We are aware however some people are still concerned about handling paper during COVID
- To see the reach of the survey, there are optional questions to collect data on: how the respondent self-identifies, their age range, ethnic group, economic status and first part of postcode
- Question 17 states 'Shropshire Council works to meet the Equalities Duty and consider social inclusion and impact within all policy and service changes. If you have any comments on diversity, equality or social impact that you would like us to consider in the work to deliver the Health and Wellbeing Strategy, please provide your feedback below'.

##### 4.2 Generally:

- An Impact and equality assessment is in place, although this will be completed more fully as strategy implemented.

##### 4.2 Privacy

- A GDPR/Privacy statement is clearly stated in the questionnaire.

##### 4.3 Addressing inequalities is a key strategic priority throughout the JHWBS. The strategy is for everyone and does not unlawfully discriminate because of the Equality Act 2010 protected characteristics of age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race (including colour, nationality, and ethnic or national origin), religion or belief, sex and sexual orientation.

#### 5. Financial implications

##### 5.1 Financial implications will be relatively low, and will include travel costs, printing of the survey and any engagement costs.

#### 6. Climate Change Appraisal

##### 6.1 The communications and engagement process will not impact climate change.

<b>List of Background Papers (This MUST be completed for all reports, but does not include items containing exempt or confidential information)</b>
<b>Cabinet Member (Portfolio Holder) or your organisational lead e.g. Exec lead or Non-Exec/Clinical Lead</b>
Cllr Dean Carroll – Portfolio holder for Portfolio Holder for Adult Social Care, Public Health & Assets
<b>Appendices</b>