

West Wales Regional Partnership Board

Communication and Engagement Strategy



**Bwrdd Partneriaeth
Rhanbarthol
Gorllewin Cymru**

**West Wales
Regional Partnership
Board**

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WWRPB Objectives

The West Wales Partnership Board (WWRPB) has been established to oversee the continued transformation and integration of health, social care, and wellbeing services in the West Wales area.

The objectives of the RPB are as follows:

1. Promoting integrated working between health and social care organisations to deliver collaborated and coordinated services.
2. Engaging with the local community and stakeholders to ensure that services are accessible, responsive, and meet the needs of the individual they are intended for.
3. Ensuring services are delivered in a financially sustainable and efficient manner, while using available resources.

Our Priorities

Our strategic priorities were developed in consultation with our Regional Partnership Board (RPB) Programme and Stakeholder Groups, the Healthier County Planning Groups and county Public Sector Boards (PSBs). We will review how we will meet these priorities annually through our delivery plan, so we can prioritise our messaging and focus on the impact they deliver in West Wales.

Our priorities are:



Supporting people to manage their own wellbeing means empowering people in West Wales with the knowledge, skills, and resources they need to take control of their own health and well-being.



Supporting people closer to home means providing them with the services and support they need to live independently in their own homes for as long as possible.



Have the right services to meet demand means working with our partners to provide co-produced and collaborative services that are aligned with our capital strategy where appropriate.



Having the workforce we need means supporting our partners to use innovative working practices and transform services to meet the demands of the people of West Wales.



Planning and delivering our services with the people who use them means encouraging service users to be involved in the decision-making processes of health and social care services in West Wales.



Ensure the Regional Partnership Board is effective means evaluating the effectiveness of the work produced and supported by the WWRPB and its partners.

Our Target Audiences

The WWRPB works with many stakeholders. When gathering information for communication, it is important to consider who would benefit from receiving the information. Information that is prepared for distribution should be considered for one or more of the following audiences:

- Internal staff members employed by the WWRPB
- Wider team members/stakeholder and third-party organisations
- The general public with specific consideration of groups with care and support needs including: unpaid carers; older people with complex needs including people living with dementia; people with learning disabilities and neurodevelopmental conditions and children and young people with complex needs.

People involved with the WWRPB include but are not limited to:

a. Partner organisations:

- Carmarthenshire County Council
- Pembrokeshire County Council
- Ceredigion County Council
- Hywel Dda University Health Board
- Welsh Government

b. Health and Social Care Groups:

- LLAIS (formerly Community Health Councils)
- Rural Health and Care Wales.
- Mid Wales Health Care Collaborative.
- Private Sector Organisations

c. Employees and staff:

- Internal RPB Team
- External partners and stakeholder health and social care employees

d. Service users and their families:

- People who use health and social care services and their families including older people with complex needs and long-term conditions (including dementia), people with learning disabilities, children with complex needs and carers.

e. General public:

- To include people who are experts in their field, or who have a passion for making a positive difference in West Wales. Utilise traditional and digital media channels, such as press releases, social media platforms, and local publications, to raise awareness.
- Identify and engage with experts and individuals in the health and social care sector who are interested in getting involved with the WWRPB, even when there are no open positions. Keep in touch with them so that you can reach out when opportunities arise that match their skills and experience.

f. Third-Party Organisations:

The West Wales Regional Partnership Board (WWRPB) works with a variety of third-party organisations throughout West Wales including:

- Public sector organisations: These include local authorities, health boards, and other public bodies.
- Voluntary and community organisations: These include charities, social enterprises, and other community groups.

Our Messaging Guidelines will:

a. Facilitate the sharing of information, updates, and best practices:

- Communication will be:
 - Bilingual
 - Plain English
 - Easy read
- Our website will provide a centralised place, where partners can access and contribute to a repository of resources, guidelines, and best practices.
- Update the communication schedule, to include partner organisation updates, achievements, and challenges, ensuring consistency.
- Establish regular partnership meetings, either in-person or through virtual platforms, to facilitate direct communication and collaboration among representatives from

Ceredigion County Council, Pembrokeshire County Council, Hywel Dda University Health Board, and third sector partners.

- Create a dedicated communication channel, such as a mailing list or online forum, for partner organisations to exchange updates, documents, and information.
- Utilise a combination of communication channels, such as email, intranet, staff meetings, and newsletters to keep employees and staff informed about partnership activities, updates, and important announcements.
- Establish channels for gathering feedback from service users and their families, such as surveys, focus groups, or suggestion boxes.
- Develop user-friendly informational materials and resources to educate service users and their families about available care services, rights, and support.
- Tailor marketing campaigns to the intended target audience to make them accessible.

b. Enhance collaboration and coordination between partner organisations:

- By conducting regular partnership meetings with representatives from each partner organisation to discuss progress, challenges, and strategic initiatives.
- Enhance collaborate and coordination between partner organisations by establishing working group or subcommittees focused on specific areas of interest or projects, with defined communication channels to share updates and progress.

c. Promote a culture of openness, trust, and inclusivity:

- Encourage active participation and engagement in partnership activities through open communication and information sharing.
- Foster an environment that values diverse perspectives and encourages constructive dialogue.

d. Provide consistent and accurate messaging to all stakeholders:

- Follow messaging guidelines for the partnership, ensuring consistent communication across all channels.
- Communication with leads within each partner organisation to coordinate messaging and ensure alignment.

e. Engage and involve carer groups and third sector partners in decision-making processes:

- Establish regular consultation sessions with carer groups and third sector partners to gather feedback and input on key decisions and policies.
- Explore opportunities for joint decision-making through collaborative working groups or advisory committees.

f. Ensure the timely dissemination of information during emergencies or critical situations:

- Follow the emergency communication protocol (set out in the annual delivery plan) that outlines roles, responsibilities, and communication channels to ensure rapid and accurate dissemination of information during emergencies.

- Update partners, carer groups, and relevant stakeholders during critical incidents through our website.

Our Communication Channels

Tactics and Resources	Context
Meetings and Workshops	<ul style="list-style-type: none"> • Regular partnership meetings to discuss progress, challenges, and updates. • Workshops and training sessions to share knowledge and build capacity.
Facebook	<ul style="list-style-type: none"> • Social media channels for announcements, awareness campaigns, and community engagement.
Twitter	
Instagram	
Website	<ul style="list-style-type: none"> • Our dedicated website with up-to-date information, resources, and contact details. • Inclusion of documentation, event details, case studies, and developments within the RPB.
Email/ Newsletter	<ul style="list-style-type: none"> • Regular email updates to partners, carer groups, and relevant stakeholders. • Newsletters highlighting achievements, upcoming events, and important information.
Flyers	<ul style="list-style-type: none"> • Advertisement of panel members' vacancies/ survey/ interview participants from specific targeted audiences e.g. dementia engagement, young carers
Photography	<ul style="list-style-type: none"> • Pictures which are relevant to the RPB and are a part of the work that is conducted as a stronger association than the use of stock images. • Making the team aware to take pictures at appropriate moments and seeking the permission of participants present for their photographs.
Videos	<ul style="list-style-type: none"> • Engaging videos as and when relevant.
Events	<ul style="list-style-type: none"> • Events must have a communication plan in place to ensure that they are successful. This plan must outline the following: <ul style="list-style-type: none"> ○ How the event will be promoted ○ How attendees will be informed about the event ○ How feedback will be collected from attendees.
Direct Engagement	<ul style="list-style-type: none"> • One-on-one meetings and consultations with carer groups and third sector partners. • Public forums and focus groups to gather feedback and input from service users and their families.
Media Relations	<ul style="list-style-type: none"> • Press releases and media statements to communicate major initiatives and developments. • Proactive media engagement to raise awareness and promote understanding of partnership activities.

Monitoring and Evaluation

The effectiveness of the communication strategy will be assessed by:

- Conducting surveys and feedback sessions with stakeholders every 6 months.
- Monitoring engagement levels across various channels through the key performance indicators on Orlo daily (Social Media Management platform designed for the public sector).
- Assess the impact of communication initiatives on partnership results for each communication project completed.
- Make necessary adjustments to improve feedback and KPI's.

Continuous Improvement

We aim to foster effective collaboration, engagement, and communication among stakeholders. By adopting this Communication Strategy and by reviewing the Communication and Engagement Delivery Plan yearly. This will result in improved relationships and greater knowledge and understanding by the public of the work undertaken to transform health and social care services to deliver better outcomes for individuals in West Wales.