

Joint Health & Wellbeing Strategy: Marketing Plan

There are several opportunities to promote and communicate the Joint Health and Wellbeing Strategy consultation to a wide number of individuals and organisations, these include the options outlined in the table below. The board may wish to consider whether the following methods of communication are the most appropriate and whether there are further methods of communication that could be used to promote the consultation.

Method	Hosts	Narrative	Resource Implications
Websites	Public websites: <ul style="list-style-type: none"> • PCT • CCGs • County Council • District Councils • Knowing Bucks 	Each organisation represented on the board should publish a short news story relating to the launch of the JHWS consultation, along with a link to the online consultation. The press release that will be published to coincide with the launch of the JHWS consultation can be used as the basis for these news items.	Officer time
Press Releases	Sent out via County Council communications team	A press release will be sent out in December 2011 informing the public and key organisations of the intention to consult in January 2012. Further press releases will be sent out to coincide with the launch of the JHWS consultation in January 2012, shortly before the consultation is due to finish in March 2012 and on the publication of the final JHWS.	<i>Please note that the communication of the JHWS consultation within the organisations represented on the board is the responsibility of each individual organisation.</i>
Press Conference	TBC	Patricia Birchley and Dr Karen West, as Chairman and Vice-Chairman of the Board could lead a press conference to promote the launch of the JHWS consultation.	Health & Wellbeing Board members time Officer time
Social Media- Facebook & Twitter	Dedicated Twitter and Facebook sites will be created for the board. Where possible information advertised on the dedicated Health and Wellbeing Board sites will be cascaded through partners social media pages.	Each organisation can publish a link to the online JHWS consultation, along with some short supporting text.	Officer time

Method	Hosts	Narrative	Resource Implications
Social Media-YouTube	County Council YouTube channel:	Patricia Birchley, as Chairman of the board, could record a video to promote the launch of the JHWS consultation. This could be hosted on the County Council's YouTube channel and the link included in other forms of marketing, e.g. social media, press releases, websites, etc...	Officer time
Posters	GPs surgeries Libraries Day centres County Council reception	Posters advertising the JHWS consultation could be placed in locations around the county. There would be a cost implication for the design and printing of posters.	Currently no resources available to fund posters
Public or Stakeholder meetings	TBC	Meetings could be held for residents or key stakeholder groups where required. There would be cost implications for the hire of a venue.	<i>Please note that the capacity to carry out such meetings is extremely limited, the intention is for members of the board to use the meetings and partnerships they attend to gather feedback and promote the consultation.</i>
Targeted emailing	Emails to key stakeholders/partners	Using mailing lists from each of the organisations represented on the board, emails can be sent promoting the start of the JHWS consultation, along with a link to the online consultation pages.	Officer time
Online Forums	Hosted on the Knowing Bucks, partnership website	Public or stakeholder forums will allow interested parties to post comments and questions and receive feedback.	Officer time
Online Residents Panel	The County Council has a Residents Panel, with approximately 2,000 registered users.	An email would be sent out to all registered users advising them of the start of the consultation and with a link to the JHWS consultation webpages. The results could be analysed using filters such as age, ethnicity or Acorn groups.	Officer time