

## Joint Health & Wellbeing Strategy: Stakeholder Engagement Plan

The table below outlines the proposed audiences for the Joint Health and Wellbeing Strategy consultation and the proposed methods of communicating with each of them. The board may wish to consider whether the stakeholders listed below are correct for the consultation, or whether there are additional stakeholders that could be added to the table below.

Audience	Narrative	Method	Lead	Comments
<b>Residents</b>	The purpose of the HWB is to improve the health and wellbeing of all residents. Therefore a number of methods should be used to engage with residents to ensure that they have the opportunity to respond to the consultation if they wish.	<ul style="list-style-type: none"> <li>• Residents panel</li> <li>• Online consultation</li> <li>• Press releases</li> <li>• YouTube video</li> <li>• Social Media</li> <li>• Online forums</li> </ul>		
<b>Bucks Strategic Partnership</b>	There are over 20 groups involved in the Bucks Strategic Partnership, including representatives of local councils, health, police, fire and rescue, the business sector and voluntary and community sector. The promotion of the consultation at this group will allow for the information to reach a number of key partners involved in delivering services that impact in health and wellbeing.	<ul style="list-style-type: none"> <li>• Verbal update at meetings</li> <li>• Email to all members of the BSP</li> <li>• All BSP partners will cascade information to their own organisations and to other partnerships they attend</li> </ul>	Chris Williams, Chairman of the Bucks Strategic Partnership	
<b>Health Overview &amp; Scrutiny</b>	The Overview and Scrutiny Committee for Public Health Services looks at the work of Primary Care Trusts, and the National Health Service (NHS). It acts as a "critical friend" by suggesting ways in which health related services	Patricia Birchley to present the JHWS consultation to scrutiny for feedback in February 2012.	Patricia Birchley	

Audience	Narrative	Method	Lead	Comments
	might be improved.			
<b>Parish and Town Councils</b>	Parish and Town Councils represent the most local level of democracy. These organisations will provide a first hand perspective of their communities and their needs.	<ul style="list-style-type: none"> <li>• Email or post as appropriate</li> <li>• Via Bucks Strategic Partnership communications</li> </ul>		
<b>Local Area Forums (LAFs)</b>	<p>The role of Local Area Forums is to strengthen local democratic accountability by empowering locally elected councillors to take decisions, shape and influence service delivery and Council priorities in the local community area.</p> <p>Membership includes County, District and Parish Councillors and representatives from the Police, Health Authority and other organisations. Local people are encouraged to participate.</p>	<ul style="list-style-type: none"> <li>• LAF newsletter</li> <li>• Email</li> </ul>		
<b>Business representatives</b>	Access to employment and the quality of employment available to residents can direct impacts upon the health and wellbeing of individuals and their families. Capturing the views of businesses in Buckinghamshire will provide import evidence for the JHWS consultation.	<ul style="list-style-type: none"> <li>• Via Bucks Business First (BBF)</li> <li>• Via Bucks Strategic Partnership communications</li> </ul>		
<b>Children &amp; Young People</b>		<ul style="list-style-type: none"> <li>• Youth Cabinets</li> <li>• We Do Care Group</li> <li>• Disabled CYP</li> </ul>		

Audience	Narrative	Method	Lead	Comments
		<ul style="list-style-type: none"> <li>• Participation and Network</li> </ul>		
<b>Voluntary &amp; Community Sector</b>		<ul style="list-style-type: none"> <li>• Via Community Impact Bucks</li> <li>• Online forums</li> <li>• Via Bucks Strategic Partnership communications</li> </ul>		
<b>Dentists</b>		Via email		
<b>GPs</b>		Via CCG board leads	Clinical Commissioning Groups	
<b>Pharmacists</b>		Via email		
<b>Registered Social Landlords (RSLs)</b>	Registered Social Landlords provide are government-funded not-for-profit organisations that provide affordable housing. They include housing associations, trusts and cooperatives. They work with local authorities to provide homes for people meeting the affordable homes criteria.	<ul style="list-style-type: none"> <li>• Via District Councils?</li> </ul>		
<b>County Councillors</b>	The County Council is responsible for services that directly impact upon the health and wellbeing of residents; these include social care, children's services, adult and children's safeguarding, transport, country parks and schools.	<ul style="list-style-type: none"> <li>• Briefing meetings</li> <li>• Health overview and scrutiny</li> <li>• Email</li> </ul>		
<b>District Councillors</b>	District Councils are responsible for many services that impact on the health and wellbeing of	Via District Council leads represented on the board		

Audience	Narrative	Method	Lead	Comments
	residents, including environmental services, housing and leisure.			
Schools		?		