

## Buckinghamshire, Oxfordshire and Berkshire West (BOB) Joint Health Overview and Scrutiny Committee (JHOSC)

<b>Date of meeting:</b> 24 January 2024	<b>Item:</b>
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<b>Title of paper</b> BOB ICB Communication and Engagement Strategy Update
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<b>Paper is for:</b>		<b>Discussion</b>		<b>Decision</b>		<b>Information</b>	✓
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**Purpose and executive summary:**

The [BOB ICB Communications and Engagement Strategy](#) was approved by the Board in July 2023. This paper outlines some areas of work undertaken between August and December 2023 to illustrate how the ICB is implementing the strategy and developing how we engage with our population and stakeholders.

The papers covers:

- Developing our engagement approach
- Engagement activities
- Communications campaigns and activities

**Action required:**

The BOB JHOSC members are asked to:

- Note the work undertaken by the BOB ICB to implement the BOB ICB Communications & Engagement Strategy
- Discuss the content themes and any further points for consideration

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**Date of paper:** 10 January 2024