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# A Healthier Mid and West Wales

## Communications plan – update for SDOD

In our health and care strategy, [A Healthier Mid and West Wales](#), we made a commitment to continuous engagement and good communication with our population.

This means we work together every step of the way with our staff patients, carers, people who live and work in our communities and people or organisations delivering or interested in health, care and well-being.



# Objectives of our plan



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- Promote and raise awareness of the Healthier Mid and West Wales Strategy, and the PBC as an enabler
- Raise awareness of key milestones
- Remind people of the Health Board's strategy and the commitments, including how we arrived at this point and next steps
- Demonstrate how our strategic objectives are delivering our long-term strategy
- Provide ongoing engagement with patients, carers, staff, public and wider stakeholders
- Raise awareness of the opportunities to participate and share views – demonstrating that we are taking a continuous listening approach
- Target the seldom heard and engage in ways that are sensitive and appropriate to their needs

## Audiences

For the purposes of our plan, the key audiences were grouped into:

- Patients, service users, carers
- Staff (current and future)
- Media
- Key stakeholders and partner organisations
- General public, including seldom heard / hard-to-reach groups
- Political representatives

# What have we done so far this year?



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## Direct communication with local stakeholders:

- Letters to local authorities and local councillors – sharing position and inviting engagement
- Offer to community councils and third sector organisations to meet – several meetings across the three counties
- Briefing sessions with all three local authority council members
- Regular political engagement with MS/MPs
- Presence at the Eisteddfod in Tregaron, using our strategy as a backdrop for conversation and engagement
- Engagement with local campaign groups

## Press and media releases:

- Regular media releases connected to key milestones e.g. Board decisions, land selection process, decision to consult, reactive statements on petition
- Frequent updates on social media, highlighting key milestones
- Chair opinion pieces – highlighting how we are developing and deploying our AHMWW strategy
- Secured newspaper, media, and online coverage on strategy development and key milestones

## Updating communication resources:

- Updated our FAQs and content for public on our website
- Developed intranet pages for staff, including useful resources (FAQs, key messages, surveys etc.)
- Finalising youth video – involved local young people in a video that answers some common questions about our strategy

# What we're focusing on next



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## Preparing consultation on site selection for new hospital:

- Development of the main consultation document
- Creating summary version of main consultation document
- Alternative formats (languages, BSL, youth, Easy Read etc)
- Promotional animation in Teulu Jones branding
- Updating and creating our channels (internet pages, intranet pages, social media pages for consultation)
- Drafting other promotional resources and preparing staff and public communications throughout consultation
- Working together with Engagement Team to map out engagement sessions – including key audiences and both in-person and digital events



# Conclusion



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The Strategic Development and Operational Delivery Committee is asked to note the progress made to date in developing and delivering the communications plan for A Healthier Mid and West Wales.

