

Communications Plan – The Bristol, North Somerset and South Gloucestershire All Age Mental Health and Wellbeing Strategy

1. Background

The BNSSG All Age Mental Health and Wellbeing Strategy outlines our ambitions and vision for mental health services across our area. All Integrated Care Systems (ICSs) are required by NHS England to have a strategy in place that provides in-depth detail on specific areas of mental health services.

The Strategy has been created, with organisations and people with lived experience, to build on the overarching ICS Strategy providing an overview of the policy context and the health needs of the BNSSG population. It identifies six ambitions for mental health services: holistic care, prevention and early help, quality treatment, sustainable services, health inequalities, great place to work.

Engagement was undertaken throughout development, including a final survey, to collect feedback from organisations and stakeholders to shape the final draft of the Strategy. The draft will now go through Health & Care Improvement Group (mental health and children's), Integrated Care Board and Integrated Care Partnership Board for final sign off. Once this has been completed, system partners should take responsibility to promote the strategy to their staff and local communities to help them understand and support our vision of 'better mental health for all'.

2. Governance

Governance arrangements

- The communications plan will initially be signed off by ICB Head of Communications and Engagement, Becky Balloch and AWP Senior Business Development and Planning Manager, Julia Chappell.
- Further sign-off will be required from the HCIG, ICB Board and ICP Board in February 2024 where the communications plan will be shared as part of the pack to accompany sign off the final strategy.

3. Objectives

The aim of this communications plan is to ensure staff, stakeholders and the local community are aware of the BNSSG Mental Health and Wellbeing Strategy.

- Make the Strategy readily available on our Healthier Together website and promote this widely to staff, stakeholders, and local communities, outlining why we have created it, and its long-term purpose.
- Support the promotion of addressing health inequalities in mental health services.
- Further develop effective relationships between partners delivering mental health and wellbeing services.
- Inform the local community of the mental health services available in BNSSG.

4. Audience/insight

The table below shows the stakeholders and community organisations we can communicate with to encourage promotion of the BNSSG Mental Health and Wellbeing Strategy:

- Integrated Care Board
- Integrated Care System / Integrated Care Partnership Board
- Local authority safeguarding teams
- Health and Wellbeing Boards
- Directors of Public Health
- Directors of children and adult social care
- Locality Partnerships
- GPs/Primary Care
- System staff
- VCSEs and equalities groups including the mental health VCSE alliance
- Mental health stakeholders, particularly anyone that has contributed to the development of the strategy
- Media

5. Key messages

Below are the key messages for promotion:

- We want people across Bristol, North Somerset and South Gloucestershire to have the best mental health and wellbeing in supportive, inclusive and thriving communities.
- Our Integrated Care System Mental Health Strategy provides key priorities for people of all ages, encompassing the whole mental health spectrum, from those who have good mental health and wellbeing to those who may require more support.
- The ICS Mental Health Strategy highlights six ambitions and their actions to support the improvement of mental health services in (BNSSG) – holistic care,

prevention and early help, quality treatment, sustainable system, advancing equalities and ensuring our services are a great place to work for staff. When we collaborate, we can support, improve, and transform our mental health services for our local communities with greater impact.

6. Implementation and channels

Video

A video highlighting the value of the strategy and some of the key points it contains. This provides improved accessibility as well as sharable content that can be disseminated across ICS partner websites. Interviewees should include someone with lived experience of using mental health services and ICS partners who have led on developing the strategy.

Social media

Coincide with mental health awareness days such as Mental Health Awareness Week in May and National Suicide Prevention Month (September), Mental Health and Suicide Prevention Month (NHS South West led in February 2024) and Children's Mental Health Week (5-11 February 2024).

The long version of the video can be edited to share information about the Strategy on social media channels.

Webpage

Creating a webpage on the Healthier Together website to house the Mental Health and Wellbeing Strategy which will include the strategy on a page, the full strategy, easy read and video. We are also looking into the possibility of a British Sign Language (BSL) interpreted video.

Other channels and activities that will be utilised include:

- Signposting from partner websites
- ICS newsletter
- ICS intranets
- Stakeholder update and email cascades, such as via the VCSE Alliance
- Internal all-staff briefings (e.g. ICB Have We Got News For You)
- Press release

7. Evaluation

- All ICS partners engaging with the social media content through Healthier Together's X channel.
- ICS partners embedding the video into their websites where appropriate.
- Impressions on social media content totalling to 5,000 (5% of the average impressions achieved in 6 months on this channel).

- ICS partners actively endorsing the strategy.
- Local pick-up from local media regarding the strategy.

8. Timeline and activity plan

Below is a table outlining the communications activities we are looking to undertake during the first quarter of 2024.



Timing	Activity
December	Final draft of the Mental Health & Wellbeing Strategy to be created following engagement period - Julia
January	Virtual circulation to MH LD&A HCIG - Julia Meeting with Children & Young People's HCIG - Julia Work commences to build a webpage on the Healthier Together website – Naomi Commission agency to create an easy read of the strategy – Astra Explore options for creation of a BSL video Sense checking and storyboarding video – Becky/Naomi Scoping PR potential - Naomi
February	ICB Board meeting for sign-off ICP Board meeting for sign-off Drafted content for internal communications to be signed off - Naomi Stakeholder update to be drafted and released – Julia (Becky/Naomi to support) Shooting/creating video – Naomi News item on Healthier Together website – Naomi
March	Dissemination of social media promotion and encouraging partners to engage. Using relevant awareness days to highlight this work – Naomi Work with ICS partners to embed the video on their websites for further promotion – Becky ICS newsletter inclusion – Naomi ICB internal briefing Have We Got News For You – Naomi (to co-ordinate) MP/councillor update – Becky

TEMPLATE COMMUNICATIONS PLAN

April	
May	