

Objectives

- present the concept, including aims, objectives and benefits, to service users, potential service users, health care partners and the public at large
- maintain open, positive communications with stakeholders, particularly current service providers
- minimise the risk of any negative response, misinformation or media criticism
- provide a solid foundation of information to support the tendering process

Key messages

- a bold new approach to promoting and enabling healthy living
- offers clear, convenient access to local citizens
- better integrates specialist services (eg smoking cessation, weight control & nutrition, exercise, addressing alcohol misuse) to benefit service users in a proper, holistic way
- ensures that limited resources deliver the maximum health benefits
- helps us better track service uptake and outcomes, enabling better targeting of resources in the future

Key audiences

- healthcare partners
- stakeholders, particularly current service providers and groups/individuals who have taken part in consultation programmes to date
- third sector partners, particularly via the Luton Forum
- members
- MPs
- Whitehall and national local government and healthcare organisations

Collateral

- a well-designed 'e-mailer', briefly describing concept to third sector groups and inviting further questions/comments (distributed via Local Strategic Partnership's mailing lists)
- if required - 'script' for presentations to third sector groups (Luton Forum) and well designed supporting *Powerpoint* material and briefing note
- dedicated pages on LBC's website, hosting report and consultation results, etc
- a well designed introductory brochure/prospectus that can be mailed electronically to target audiences
- briefing material for members and MPs
- carefully crafted covering emails linking brochures and briefings etc with partners and stakeholders
- news release(s) and media briefing material
- media briefing for portfolio holder and lead officer(s)

Timescale

Now until mid May 2014, as per the timetable in the main *Wellness* report. But immediate priorities:

- (early) June: website, e-brochure, presentational material prepared
- July: updates for stakeholders and partners, presentation to Luton Forum, briefing for members
- briefing for portfolio holder and lead officer(s); July/August local media launch

The website and e-brochure could then be deployed to support the tendering process.

Resources

- design in-house, therefore no cost
- most collateral electronic, therefore minimal print cost (c £500 maximum)
- appropriate library pictures would be useful: c.£500
- email addresses of partners, stakeholders and, if/where possible, consultees

Key information requirement

What data do we hold about the take up of the services that will be replaced?

Phase 2

Will update partners, stakeholders and the local media on tendering progress and will be developed as appropriate to support introduction of the new contractor and the hand-over process.