



Dyddiad y Cyfarfod / Date of Meeting: 12.07.2018	
Rhif yr Eitem / Item Number: 5	
Teitl / Title: Cynnig Grŵp Gweithredu Ymgyrchoedd Cydlynus – Co-ordinated Campaigns Delivery Group proposal	
<p>I ystyried a sylwi ar y materion canlynol:</p> <ol style="list-style-type: none"> 1. I gytuno i'r cynnig a amlinellir, byddai'n galluogi Rheolwyr Cyfathrebu i weithredu a chyddylunio negeseuon ymgyrchoedd ag unrhyw gyfathrebu arall yn ymwneud â gwaith y BGC. 2. I gytuno i'r Grŵp Gweithredu Cyd-drefnu Ymgyrchoedd gwrdd gyda'r Arweinydd Arbenigol, Is-gadeirydd a Phrif Swyddog bob un o'r Grwpiau Gweithredu eraill yn dilyn bob cyfarfod BGC. 3. I gytuno i gynrychiolydd Cyfathrebu i fynychu bob cyfarfod BGC. <p>To consider and comment on the following issues:</p> <ol style="list-style-type: none"> 1. To approve the approach outlined, giving Communication Managers the mandate to deliver and co-produce campaign messages and other communications across the PSB's work. 2. To agree that the Co-ordinated Campaigns Delivery Group meet with all Expert Leads, Vice-Chairs and Lead Officers of the other Delivery Groups after each PSB meeting. 3. To agree that a Communications representative will attend all PSB meetings. 	
I Drafod For Discussion	A oes angen penderfyniad: Oes Decision required: Yes
Cynigwyd gan / Proposed by: Ros Jervis, Cyfarwyddwr Iechyd Cyhoeddus, Bwrdd Iechyd Prifysgol Hywel Dda ac Arweinydd Arbenigol ar gyfer y Grŵp Gweithredu Ymgyrchoedd Cydlynus / Director of Public Health, Hywel Dda University Health Board & Expert Lead for the Co-ordinated Campaigns Delivery Group	

Co-ordinated Campaigns Delivery Group

Introduction

On 21st June 2018, the proposed members of the PSB Delivery Groups were brought together to start the process of developing the new groups and begin discussions on the action plans for delivery of the Well-being Plan. Several PSB members were also in attendance.

As part of the session, Expert Leads, Vice-Chairs and Lead Officers met with their respective groups. The discussion by the Healthy Lives group focussing on the 'Co-ordinated Campaigns' short-term action made a number of recommendations relating to facilitating integration across the delivery of the Well-being Plan by ensuring effective communication across the Delivery Groups. The discussion is summarised below and recommendations outlined.

Co-ordinated Campaigns as a Conduit for Integration & Change

There was concern among Communications Managers from PSB partners that the Co-ordinated Campaigns group needed to have an overarching role to ensure key messages, work being undertaken by Delivery Groups and changes being achieved was disseminated consistently and effectively in an integrated, cross-cutting way.

It was suggested that rather than meeting separately as a Delivery Group, the Co-ordinated Campaigns group should meet with the Expert Leads, Vice-Chairs and Lead Officers immediately after every PSB meeting. This meeting would provide a consistent forum and framework for integration across and throughout the Well-being Plan. Communications Managers would be familiar with current themes and actions and could target messages better for internal and external audiences. A two-way conversation would ensure information was shared with Delivery Groups on emerging partner campaigns.

The other four Delivery Groups would report directly and independently to the PSB but would be supported and advised by the Co-ordinated Campaigns Delivery Group to assist, where possible, in achieving the best possible outcomes.

The Communications Managers also felt that they should have a representative at all PSB meetings to ensure awareness of all PSB business to facilitate communications work.

A focus on 'Promoting a Better Carmarthenshire', a sense of all working together for a better county, was discussed.

Recommendations

4. To approve the approach outlined, giving Communication Managers the mandate to deliver and co-produce campaign messages and other communications across the PSB's work.
5. To agree that the Co-ordinated Campaigns Delivery Group meet with all Expert Leads, Vice-Chairs and Lead Officers of the other Delivery Groups after each PSB meeting.
6. To agree that a Communications representative will attend all PSB meetings.