



# PPN Communications Strategy for Community Wellbeing Vision

## Objective

To communicate the Vision for Community Wellbeing in <area> appropriately to create awareness and understanding of the Vision, and also supporting PPN representatives and policy makers.

- 1) Develop general briefing document on the Vision for Community Wellbeing for This and Future Generations and the process involved – template provided. Even if it cannot be professionally printed, it would be worth printing a small number on colour laser printer for distribution to key stakeholders. It can also be distributed electronically as a PDF.
- 2) Identify the key messages you want to deliver to specific stakeholders (see table below).
- 3) Identify who will deliver the message both formally and informally. It is well worth taking time to ensure that the whole Secretariat and staff is on board and on message
- 4) Depending on resources you may want to have a formal launch of the Vision at a PPN event with invited guests. This is likely to produce media coverage.

Target Audiences	Media	Message
PPN Member Organisations	<ul style="list-style-type: none"> <li>• PPN Website</li> <li>• Email to members</li> <li>• Social Media (drip feed different dimensions of the vision over a few weeks)</li> <li>• Promote Social Media engagement with the vision</li> <li>• Piece on a different aspect of WBS in successive newsletters</li> <li>• Short presentation at all PPN events eg Plenaries, Training, etc</li> </ul>	<ul style="list-style-type: none"> <li>• Vision for community wellbeing is now in place following open consultation</li> <li>• Vision will be used to guide work of PPN</li> <li>• Contents of the vision</li> <li>• Wellbeing is a multifaceted and cuts across all the dimensions</li> </ul> <p>It may also be useful to highlight particular aspects of the vision to specific colleges or subgroups. However, resist taking one dimension (eg environment) in isolation as the key point is that all dimensions are interrelated.</p>

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<u>Target Audiences</u>	<u>Media</u>	<u>Message</u>
PPN Representatives	<ul style="list-style-type: none"> <li>• Targetted email</li> <li>• Phone conversation / individual meeting to identify issues of particular relevance eg childcare issues for reps on CYPSC</li> <li>• Reps Network meeting</li> </ul>	<ul style="list-style-type: none"> <li>• This is the framework for representing the PPN on Boards and Committees</li> <li>• It is both an overall framework, and also has components of relevance to every committee</li> <li>• Specific relevant issues raised during consultation</li> <li>• Challenge to rep to work with Linkage group to identify pathways to achieve the vision</li> </ul>
Linkage Groups	<ul style="list-style-type: none"> <li>• Targetted email</li> <li>• Meeting of Linkage Group to identify issues of particular relevance eg childcare issues for reps on CYPSC</li> </ul>	<ul style="list-style-type: none"> <li>• This is the framework for representing the PPN on Boards and Committees</li> <li>• It is both an overall framework, and also has components of relevance to every committee</li> <li>• Specific relevant issues raised during consultation</li> <li>• Challenge to the Linkage Group to identify policy objectives to help make the vision a reality, and support the representative to advocate for those changes</li> </ul>
Elected Councillors and senior LA Management	<ul style="list-style-type: none"> <li>• Attendance at Launch event</li> <li>• Presentation to Council (which most senior management attend)</li> <li>• 1:1 conversations with key influencers CEO, Chair etc</li> </ul>	<ul style="list-style-type: none"> <li>• This is an important vision of where people want the city/county to go.</li> <li>• It is realisable with good planning and resources</li> <li>• PPN is there to work with policy makers to make it happen</li> </ul>
Other local policy and decision makers	<ul style="list-style-type: none"> <li>• Attendance at Launch Event</li> <li>• Presentation to relevant groups eg SPCs, LCDC, Healthy County, Age Friendly county etc</li> </ul>	<ul style="list-style-type: none"> <li>• This is an important vision of where people want the city/county to go.</li> <li>• It is realisable with good planning and resources</li> <li>• PPN is there to work with policy makers to make it happen</li> </ul>

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<u>Target Audiences</u>	<u>Media</u>	<u>Message</u>
Journalists / Influencers	<ul style="list-style-type: none"> <li>• 1:1 conversations</li> </ul>	<ul style="list-style-type: none"> <li>• This is an important vision of where people want the city/county to go.</li> </ul> <p>This is a document which journalists and influencer should be citing regularly, until it becomes part of general discourse.</p>
General Public	<ul style="list-style-type: none"> <li>• Social media</li> <li>• Radio Interviews</li> <li>• Local Papers</li> </ul>	<ul style="list-style-type: none"> <li>• This is an important vision of where people want the city/county to go.</li> <li>• This vision belongs to the people who created it</li> <li>• We must keep referencing change against the key aspects of the vision.</li> <li>•</li> </ul>

Be wary of possible criticisms of the Vision for Community Wellbeing and the process involved in generating it, e.g.

It's not representative	It was open to all groups in person and online and it will be reviewed
It's too fuzzy and feelgood and idealistic	<p>While the overarching vision is general, it is underpinned by specifics which will be brought to the attention of policy makers</p> <p>If you don't set a vision of where you want to go, there is no chance of getting there. This vision allows us to identify the ideal for our community – why not work towards it?</p>
Local Government has no power anyway / It's all pointless	<p>Many important decisions are both made and implemented at local level. The visions for community wellbeing will also be able to brought together nationally, identifying key issues.</p> <p>If you don't set a vision of where you want to go, there is no chance of getting there. This vision allows us to identify the ideal for our community – why not work towards it?</p>