

Children and Young People's Emotional Health & Wellbeing Communications Plan 2016-17

Item	Target Audience	Detail	By Who	Format	Date or Frequency
Emotional Health and Wellbeing Update	Key colleagues from CYPS, CCG, Partner Organisations, VS, Councillors, schools, Governors – see distribution list	Updates on local regional and national issues	Lynn Powell	Email to distribution list Link from ecall and JN bulletin	Termly Link put on ecall Link put on Head of Learning bulletin for schools and Governors Link put on What's New Services for Schools and Academies bulletin
Monthly Updates 5 Key messages	Schools, GP's and wider stakeholders	5 key messages communicated each month	Julie Killey	Easy to read and absorb	On going
Young People Friendly Version	Young People	Key questions regarding LTP	Joanna Dunne/Julie Killey	On websites and booklet to produced by communications team	On website March 16 Booklet to be published later in year
Animation	Parents, Carers and Young People, & wider stakeholders	Short story regarding a young person who has used CAMHS	Rhona Radley	Short video	One off published January 16
Local Transformation	Primary Heads	Update on the LTP and year one	Julie Killey	Presentation	April 16

Plan		schemes			
Local Transformation Plan	SENCO's	Update on the LTP and year one schemes	Julie Killey	Presentation	October 15
Members Briefings	Lead members for CYPS	Updates provided as required	Judith Wyllie	Verbal	Ongoing
Better Care Fund Board	Multi-agency	Updates and oversight of progress	Judith Wyllie	Verbal and Reports	Ongoing
Children and Young People's Partnership Executive	Multi-agency	Updates Provided	Judith Wyllie	Verbal & Reports	Regular agenda item 4 times a year
Commissioning Development Forum	CCG Board Members	Initial engagement & updates	Rhona Radley/Judith Wyllie	Reports & verbal updates	Initial engagement then regular updates
Scrutiny Panel	Members	Working party set up for regular updates	Judith Wyllie	Reports and Presentations	Initial report then as requested
Safeguarding Board	Multi-agency board members	Oversight and scrutiny	Judith Wyllie	Reports and performance updates	On going
Health and Wellbeing Board	Board Members	Original engagement and regular updates	Judith Wyllie	Reports and Presentations	Initial report & regular updates
Mental Health Innovation Hub	Providers	Wider than just children and young people	Lynn Powell/Joanna Dunne	Updates and presentation	On going
Information Packs	Parents and Carers Schools GP's	Variety of leaflets and information to meet individual needs	Distributed by key colleagues working directly with families and by CCG and CYPS	Hard Copies distributed in folders	Developed and distributed by the end of 2016
Storyboards	Stakeholders	Tells the story and	Emotional health and	Easy read two side	Forward plan to be

		details progress in specific areas	Wellbeing Taskforce members	document	agreed by taskforce
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