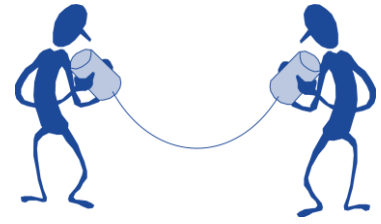


## Health and Wellbeing in the G21 Region – A Shared Priority



## BACKBONE SUPPORT GROUP COMMUNICATION PLAN

### Introduction and Aim

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The aim of this communications plan is to ensure the 'Backbone Support Group' for the shared regional priority of Healthier Eating & Active Living provides relevant, accurate and consistent information to the broader G21 group and other audiences (Refer to 'Health and Wellbeing in G21 Region – A Shared Priority; Summary Document' for members of broader G21 group).

Effective and open communications is critical to the success of the work. The key communication objectives are:

- To have consistent and shared messaging
- To increase awareness of the work being undertaken (initially the work of the backbone support group and, as the joint plan develops, the regional Healthier Eating & Active Living work more broadly)
- Engage with partner agencies to ensure broad ownership of the regional Healthier Eating & Active Living plan
- To build on existing connections and credibility within the relevant geographic and focus areas
- To develop effective communications and advocacy agendas that create a sense of urgency for change among participants, policymakers, funders, and the public
- Give accurate and timely information

### Target Audiences

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- Partner agencies including all those who participated in Prevention Workshops (G21 Primary Care Partnership, Barwon Health, Bellarine Community Health, Hesse Rural Health, Colac Area Health, Leisure Networks, City of Greater Geelong, Surf Coast Shire, Golden Plains Shire, Colac Otway Shire, Borough of Queenscliffe, Barwon Youth Child and Family, Lorne Hospital, Otway Health Women's Health and Wellbeing, Barwon South West and Department of Health and Human Services.)
- Policy makers
- Existing and supporting networks
- Other G21 Pillars
- Funding bodies
- General public

### Tone

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- Positive
- Credible
- Honest
- Collaborative

### Key Messages

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- Healthier Eating & Active Living is our shared regional priority
- **(more to be added)**

## External Communication

Communication tools:

- Media Releases
- Social Media posts
- Emails
- Newsletters - G21 Health and Wellbeing monthly snapshot, Health and wellbeing monthly newsletter, Primary Health newsletter (state wide), individual organisations communication platforms eg websites and newsletters

Message	Audience	Delivery method/communication tool and channel	Delivery frequency	By who	Status
Distribute 'Health and Wellbeing in G21 Region – A Shared Priority; Summary Document'	- Workshop participants - Wider community	- Email - G21 Website Health and Wellbeing Pillar	By end of April 2017	G21	Complete
Distribute Backbone Support Group Terms of Reference	- Workshop participants - Wider community	- Email - G21 Website Health and Wellbeing Pillar	By end of April 2017	G21	Complete
Activity Mapping against the priority - workshop	- Wider HWW community who are registered on the G21 HWB web-site distribution list	- Email	Early May 2017	G21	Complete
Collective Impact – training opportunity	- Wider HWW community who are registered on the G21 HWB web-site distribution list	- Email	Early June 2017	G21	Complete
A plan for planning	- Wider HWW community who are registered on the G21 HWB web-site distribution list	- One page summary document - Email	June 2017	G21/BH	In progress
Status reports/updates	- Wider HWW community who are registered on the G21 HWB web-site distribution list	G21 Health and Wellbeing monthly snapshot, Health and wellbeing monthly newsletter	Monthly	G21	In progress

Message	Audience	Delivery method/communication tool and channel	Delivery frequency	By who	Status
Big Ideas Forum/ The Next Generation of Action	-Workshop participants -Wider HWB community who are registered on the HWB web-site and distribution lists	-Email - Forum held at Cats Stadium, Geelong	July 2017	G21	In progress

### Evaluation

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Action research, check in – are we getting info right?/right way?/enough info?

NOTE: The Communications plan is a draft and work in progress. The Communications plan is a standing item at all meetings held by the Backbone support group.