



# CÙRAM IS SLÀINTE NAN EILEAN SIAR

WESTERN ISLES HEALTH AND SOCIAL CARE PARTNERSHIP

## IJB Communication Strategy

### PURPOSE OF REPORT

1. This report considers the draft IJB Communication Strategy.

### COMPETENCE

2. The development of the Strategy is necessary to ensure that the role and function of the IJB is understood and that IJB publications are made publicly available.

### SUMMARY

3. Participation and engagement are crucial themes for the IJB as we consider how best to redesign services to meet the needs of the population. If we can inform communities about the work of the IJB - and elicit information from them about the focus of our work - then it will guide our activity and lead to more responsive service provision.
4. We produced a Participation and Engagement Strategy in support of this work, which was agreed by the IJB when it met in June. The Communication Strategy is designed to complement this earlier work, focusing on the means by which our core message and publications are communicated.
5. As part of this work, we have developed a website which is capable of hosting information about the work of the IJB and its members; hosting information about the work of the five Locality Planning Groups; and publishing the strategies and statutory reports of the Joint Board.
6. Members are also invited to comment on the website, which can be found at <http://ijb.isle-of-harris.com/> . The website is still in development and has yet to go live. The domain name is temporary until the proposed domain <http://ijbwesternisles.scot/> is registered.

### RECOMMENDATIONS

7. It is recommended that:
  - a) The draft IJB Communication Strategy is agreed and published; and
  - b) Once technically ready for launch, the website is made publicly available.

Ron Culley  
Chief Officer  
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