

# **The Winterbourne Joint Improvement Programme Board - 25 July 2013**

## **Update on communications**

### **Posts**

- Tommy Denning from the Department of Health has determined not to join the LGA for this work. As such:
  - Abigail Burridge, who is an LGA Senior Adviser currently supporting the Health and Wellbeing System Improvement Programme on their communications work, is providing some interim communications support to the Winterbourne View Joint Improvement Programme Board.
  - A new LGA communications post has been agreed. This post will cover the Winterbourne View Joint Improvement Programme, the Health and Wellbeing System Improvement work and the Integration agenda. We are currently agreeing internally the likely date when we can have a person in post.
  - If we can secure a start date for the post in September, then Abigail will continue to provide support over August. If the start date is later in the year, then approval has been granted to recruit an external consultant to provide the communications support until this new LGA post can be secured.

### **The website**

- The main page for the programme will be held on the LGA website, as co-sponsor for the programme. The profile of the programme on the LGA website and the content of the pages has been increased to help users navigate to the appropriate pages and to increase the 'footfall' on these pages. ([www.local.gov.uk/winterbourne-view-joint-improvement-programme](http://www.local.gov.uk/winterbourne-view-joint-improvement-programme)).
- The profile of the website is built up over time as the content is increasingly referred to and as more and more users go to the page. Ultimately it works the same as any product– we will need to build its customer base and popularity, and to do that we have to provide useful information and link to it using other sources of media.
- Linking the LGA site to other websites will increase its visibility and ensure that a range of different audiences find information on the Improvement Programme. Links from ADASS, DH and NHS England websites have already been created.
- All members of the board are asked to place a link to the above website on their own websites and to refer to it where possible to increase its prevalence.
- Please provide [Abigail.Burridge@local.gov.uk](mailto:Abigail.Burridge@local.gov.uk) with a link to your webpage when this is completed, alongside the names of any communications leads in your organisation.
- We would also be interested in any on-line resources that Board members' own websites have that local areas may find useful for their improvement activity that the Programme's pages could link to too. Please do let Abigail know the links to these. For example, there are currently links to the Out of Sight campaign, the CQC work, and the People with Disabilities annual report.

- Some suggested text in order to aid consistency with the messages about/from the programme, as agreed by the Board are below:

### **Winterbourne View Joint Improvement Programme**

*The Winterbourne View Joint Improvement Programme will work with local areas to provide swift and lasting action across the system to ensure that the services that are commissioned throughout people's lives are personalised, safe and local.*

*The LGA and NHS England's joint improvement programme will provide leadership and support to transform services locally across social care and health, building on current good practice. This should result both in a movement away from the use of long stay, large-scale hospital services far away from people's families and also lead to real change in the attitudes and culture.*

*National partners have committed to a programme for change to transform health and care services and improve the quality of the care offered to children, young people and adults with learning disabilities or autism who have mental health conditions or behaviour that challenges to ensure better care outcomes for them, which the Joint Improvement Programme forms a major part of.*

Please go to the [Winterbourne View joint improvement programme](#) for more details on the programme.

### **Interactive 'Knowledge Hub'**

- The Winterbourne View Joint Improvement Programme forum on the LGA's Knowledge Hub has been set up:  
<https://knowledgehub.local.gov.uk/group/winterbourneviewjointimprovementprogramme>
- Over the next few weeks, content will be uploaded and people will be encouraged to join the community. Board papers and blogs will be placed here, in order to aid transparency, with subgroups and webinars planned. Members of the Board are asked to sign up to the Knowledge Hub and join the community. If you require any support, please contact [Abigail.burridge@local.gov.uk](mailto:Abigail.burridge@local.gov.uk).

### **Social media**

- The Winterbourne View twitter account has been activated and is now available for corporate tweeting. It is being used to raise the profile of the programme and the first tweets will let people know about this meeting.
- The twitter account is @WinterbourneJIP and the hashtag that other tweeters can use is #Winterbourne, #learning disabilities and #LG-rights (Mencap hashtag).
- A fuller marketing programme will be developed in conjunction with the communications team and the new appointee.

### **Abigail Burridge's contact details:**

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