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West Yorkshire and Harrogate  
Health and Care Partnership



## BRIEFING COMMUNICATIONS, No 2 FOR SHOWCASE WEEK

### VCSE POWER

MARCH 28<sup>TH</sup> – APRIL 1<sup>ST</sup> 2022

#### Purpose

The purpose of this briefing is to provide information about

- ❖ The submission of items for the VCSE Showcase event
- ❖ How to tag your submissions
- ❖ How you can all join in and promote the week through your networks
- ❖ Deadline for submissions is Noon Wednesday **March 16<sup>th</sup>, 2022.**

This briefing follows on from Communications No1 which is attached as Appendix 1 for information. Just a quick reminder that this event will take place online at the HPoC website

<https://www.wypartnership.co.uk/our-priorities/harnessing-power-communities>

#### 1 Queries

All queries and submissions to be sent to [laura.beesley4@nhs.net](mailto:laura.beesley4@nhs.net)

There will be a drop-in session on Monday February 28<sup>th</sup> 1 – 2pm if anyone has any questions etc to clarify

Join Zoom Meeting

<https://us06web.zoom.us/j/82405441572?pwd=MndWc093QUIQcHdib0kyTDRUUERqUT09>

Meeting ID: 824 0544 1572

Passcode: 386068

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## 2 Format of submissions

Our aim is to create a library of resources, in a variety of formats that can be used in a range of settings and with different audiences by all partners. This will be an ongoing 'live' library.

	FORMAT
Video	MP4 via We Transfer Please ensure there is a week expiry deadline
Podcast	MP3 via We Transfer
Poster	Pdf by email
Infographics	Pdf by email
Newsletters	Pdf by email
Case studies	Pdf by email
Posters	Pdf by email

Just a reminder that the Showcase week is the start of a process, and we intend to update this library of resources on an ongoing basis. We want to ensure that there is coverage from all 5 places across the region. In some cases, this may mean that we don't showcase everything we receive during the week but retain some examples to add in the next Quarter

## 3 Tagging submissions.

There are 5 themes for the week, one each day. These are summarised below. Please tag each submission so we can ensure it appears in the right section

No	THEME
1	<u>Our unique selling point.</u>  Our trusted relationships with marginalized communities and creative ways of overcoming barriers to engaging with and supporting them.
2	<u>Co-designing social prescribing and personalised care</u>  How a professional input alongside personal experience and input can really change outcomes and the VCSE role in enabling this
3	<u>Early Help on the ground</u>  Living and thriving in our local communities and preventing ill health by promoting physical, mental and social wellbeing
4	<u>Volunteering (A win-win)</u>

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	What volunteering offers to organisations and to individuals as part of a system wide approach to improving population wellbeing
5	<u>Our long track record and specialist skill set</u> VCSE organizations are a core feature of delivery and have developed highly specialist skills

**4 Social media**

In the absence of 'live' events we want to create lots of live commentary instead on Twitter and other social media platforms

Please use #VCSE Power

**5 Photos for the website**

A general ask! We want to keep the HPoC website as up to date and relevant as possible to keep promoting the amazing work of the VCSE across the region.

If you have photos taken over the past year or 2 which meet the following criteria, please send them through as we would love to use them

- i) Taken in last 12 – 18 months
- ii) Group gatherings where participants are wearing masks

Thank you and here is to a great VCSE Power week

Laura Beesley

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**APPENDIX 1 VCSE SHOWCASE WEEK MONDAY MARCH 28<sup>th</sup> - FRIDAY APRIL 1<sup>ST</sup> 2022**

**BRIEFING COMMUNICATION, No 1 FOR PARTNERS & COMMS LEADS**

(This briefing sets out a context for the showcase week and our ask of you).

CONTEXT	
<b>Purpose of the showcase week.</b>	To showcase and celebrate the Impact on health and wellbeing outcomes of the Voluntary, Community & Social Enterprise sector working in partnership with Health and Social Care.
<b>To provide a living legacy</b>	<p>A range of resources that can be utilised by all partners across the system to deliver key messages based on real life examples within the partnership. Potential use.</p> <ul style="list-style-type: none"> <li>● videos etc to use on the agendas of meetings / boards to communicate key messages succinctly and effectively</li> <li>● Conferences or best practice seminars</li> <li>● CPD for all workforce</li> </ul>
<b>Title for the week</b>	<p>We are working on this, but any suggestions / comments warmly received! Ideas so far</p> <p>‘The VCSE factor!’ Or ‘We are the voluntary sector’ or ‘We are the VCSE’</p> <p>Or ‘Community Power at work’</p>

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<b>Key Audiences</b>	PCNs, social prescribers, VCSE organisations, GPs, health and social care colleagues. Regional / national bodies including NAVCA/ NHSE/ VCSE leadership prog, NHS Futures Platform/ Funders
<b>Format</b>	Delivered online via the HPoC website using a wide range of tools and methods as set out below along with a daily 15-minute lunchtime slot “meet your local VCSE “based on place (Bradford, Calderdale, Kirklees, Leeds & Wakefield)  Podcasts, Blogs, Videos, Q&A session, Webinar, Written case study, Infographics.
<b>Key themes</b>  These will be refined as we agree a title for the week, but they are working themes to help us collate and organise material	<p><u>1 Our Unique Selling Point. (We are Unique)</u> Our trusted relationships with marginalised communities and creative ways of overcoming barriers.</p> <p><u>2 Co-designing Social prescribing and personalised care. ('We co-produce')</u> How a professional input alongside personal experience and input can really change outcomes and the VCSE role in this.</p> <p><u>3 Early Help on the ground (We can support</u> Living and thriving in our local communities; preventing ill health</p> <p><u>4 Volunteering- a Win-Win (We</u> What volunteering offers to organisations and to individuals as part of a system wide approach to improving population wellbeing</p> <p><u>5 Our long track record and specialist skill set (We are resilient and professional)</u> VCSE organisations are a core feature of delivery and have developed highly specialist skills</p>
<b>OUR ASK</b>	
<b>Our ask of you</b>	We want this showcase week to put a spotlight on all the amazing practice across our region that is really improving people’s lives. So please <ul style="list-style-type: none"> <li>● Put the call out and start to collate examples from your areas that contribute to any of the 5 themes above.</li> <li>● Arrange or tag each item with the theme it contributes to</li> <li>● As far as possible please collate a wide variety of promotional material and from a range of organisations and locations in your area</li> <li>●</li> </ul>

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	We will confirm by February 18th how to share this information with us. Most will be by email but with a separate process for videos.
<b>Next steps</b>	We will confirm by February 18th how to share this information with us. Most will be by email but with a separate process for videos. In the meantime, any queries please do get in touch and thank you <a href="mailto:Laura.beesley4@nhs.net">Laura.beesley4@nhs.net</a>

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