

REPORT TO: Health and Wellbeing Board

DATE: 13th November 2013

REPORTING OFFICER: Director of Public Health

PORTFOLIO: Health & Adults; Children, Young People & Families

SUBJECT: Marketing Guidelines for Health and Wellbeing branding

WARD(S) Borough-wide

1.0 PURPOSE OF THE REPORT

1.1 To brief the Health and Wellbeing Board on progress with the development of branding guidelines for the use of the health and wellbeing brand and logo.

2.0 RECOMMENDATION: That the Board

1. note contents of the report;
2. endorse the proposed guidelines; and
3. agree and support the usage of the guidelines and logo within partner organisations.

3.0 SUPPORTING INFORMATION

3.1 Following extensive consultation with local residents and community groups a health and wellbeing brand was developed and endorsed by the Health and Wellbeing Board in July 2012.

3.2 The logo is intended to provide an umbrella image and strapline that signifies a partnership approach in delivering services around health and wellbeing. It is not intended to displace an organisations individual logo but rather complement and sit alongside this. (Full details on how this would operate in practice are set out within the guidelines).

Guidelines for usage

3.3 In order to ensure the appropriate use of the logo, the Council's Marketing and Communications Team has developed a set of guidelines. These can be found in Appendix 1 of this report.

3.4 It is however recognised that embedding the usage of the logo will need to be driven from a senior level in partner organisations. Marketing and Communications teams will need to be made fully aware of the existence of the logo and the guidelines for usage. Help and support can be provided from within HBC Communications and Marketing if required.

4.0 Policy Implications

4.1 Implementation of the branding guidelines and use of the health and wellbeing logo will complement the implementation of the Health and Wellbeing Strategy and action plans which is the under-pinning strategy for the Health and Wellbeing Board.

5.0 Other/ Financial Implications

5.1 None

6.0 IMPLICATIONS FOR THE COUNCIL'S PRIORITIES

6.1 Children & Young People in Halton

Improving the Health of Children and Young People is a key priority in Halton and will continue to be addressed by the Health and Wellbeing Board through the implementation of the Health and Wellbeing Strategy.

6.2 Employment, Learning & Skills in Halton

The above priority is a key determinant of health. Improving outcomes in this area will have an impact on improving the health of Halton residents.

6.3 A Healthy Halton

All issues outlined in this report focus directly on this priority.

6.4 A Safer Halton

Reducing the incidence of crime, improving Community Safety and reducing the fear of crime have an impact on health outcomes particularly on mental health. There are also close links between partnerships on areas such as alcohol and domestic violence, which will be included in the Health Areas.

6.5 Halton's Urban Renewal

The environment in which we live and the physical infrastructure of our communities has a direct impact on our health and wellbeing.

7.0 RISK ANALYSIS

- 7.1 The JSNA identifies that whilst Halton has made progress in a number of health and wellbeing areas, there is still much to do as the rate at which Halton has improved is still behind the national averages. By implementing a new, innovative way of engaging with the communities of Halton on Health and Wellbeing Issues and offering services to meet the specific needs of those communities it is anticipated that this will contribute further to the positive direction of health and wellbeing in Halton.

8.0 EQUALITY AND DIVERSITY ISSUES

- 8.1 This is in line with all equality and diversity issues in Halton.

9.0 LIST OF BACKGROUND PAPERS UNDER SECTION 100D OF THE LOCAL GOVERNMENT ACT 1972

None