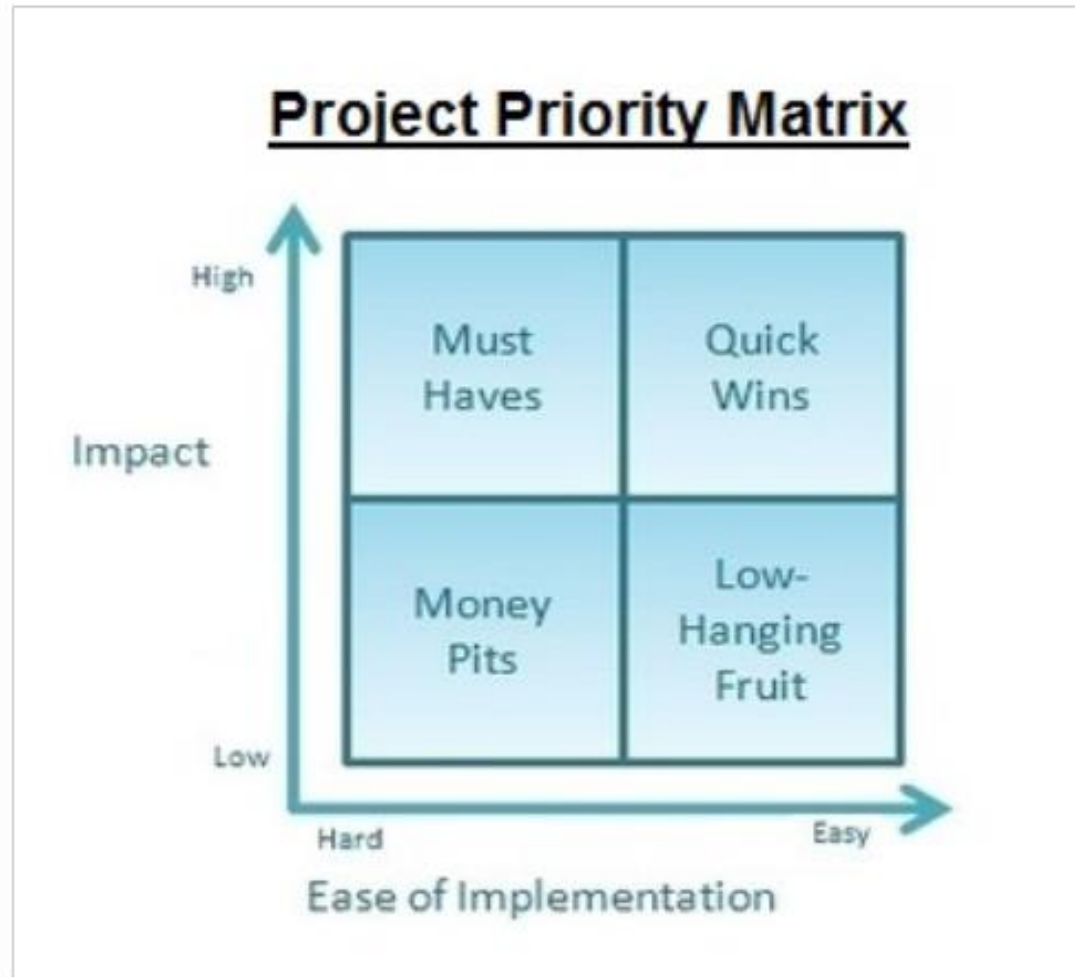


Ease Benefit Matrix



Communications & Information Sharing

<p>Must haves</p> <ul style="list-style-type: none"> • Communication – more of this, networks like this work • Communication – Paul and senior team are visible and contactable –this really helps. • Community intervention to appropriate / proportional need – target single point of access – one resource / portal for info • Up-to-date service information – too many sites with out of date info • Direct voice from UHB through existing area forums & networks • Succinct comms through email with key information of relevance to target audience • Networking – specific emails themed specific platform / cultural communication like what CTM did in Bridgend • Networking- better use of email and social media / face2Face meetings / being a real partnership rather than tokenistic – Lynne Thomas • Podcasts –Community links • Design and circulate a regular news letter to community organisations that can be shared with citizens • Delivery format for community members who may have literacy issues • 	<p>Quick Wins</p> <ul style="list-style-type: none"> • Local Courses – Grassroots / Using local spaces / change language / Breakdown Stigma • Free & relevant training for staff in the volunteer sector – Lynne Thomas • Integrated training • Rationalise volume of non-essential email traffic • Hyper local Use # to show in local area and use of videos (Think Local) – Lynne Thomas • Differentiate between essential and additional updates i.e. attending human factors rather than comms systems per se • Communications – (know your audience) use of language – not everyone will understand health jargon • Face to face – understanding each others’ settings – today's sessions has worked really well – senior sponsorship – Richard Hughes • Better messaging • Utilising citizens panel • Recognise the work being done hyper locality and connect to it – don't override it • Link with local – navigator service to signpost to lots more organisations and not overwhelm others • Support with workforce development / training • Video & Digital stories that can be played in community venues- from GP surgeries, job centres, theatres, supermarkets, work places (Large employers) • Forward information in a format we can share on our social media platforms
<p>Money Pit</p>	<p>Low Hanging Fruit</p> <ul style="list-style-type: none"> • Access – what's available? Joining up Lower Comms literacy – age pitch to support information sharing • Relevant / right level of detail and pitch • Professional boundaries need moving • Hyper local – social media and partner sites – different people go to different places • Up-to-date information being provided to partners and delivery agents

Community-Based Mental Health Support

Must haves <ul style="list-style-type: none"> • Robust Pathways • Collaboration • Core Funding to all our staff to be there – first point of contact – Lynne Thomas • Learn from the ACE's work • Large scale community change to a self-care model – huge shift needed • Advocacy services for those not in secondary care / more out of hours support services / low level peer support services / befriending support – 1:1 and group mental health teaching, MH first aid Etc 	Quick Wins <ul style="list-style-type: none"> • Mental Health – Resources (people attached)- health credibility – Co production between organisations – Data and evaluate – Richard Hughes • Mental Health – Resource this passion - £1000 spent in 3rd sector to support mental health goes a very long way but is peanuts for the Health board •
Money pit	Low Hanging Fruit <ul style="list-style-type: none"> • Engage with young people

Wider CTM2030 feedback

Must Haves <ul style="list-style-type: none"> • Annual funding currently doesn't help long term plans or stability of the service • What 3rd sector offer to UHB to support patients – what about your help to 3rd sector to help them • Training – Data sharing, robust pathways • Joined up services – Buses, volunteer transport & transport wales 	Quick Wins
Money Pits <ul style="list-style-type: none"> • Reinventing CTMUHB every couple of years causing instability and low morale 	Low Hanging Fruit