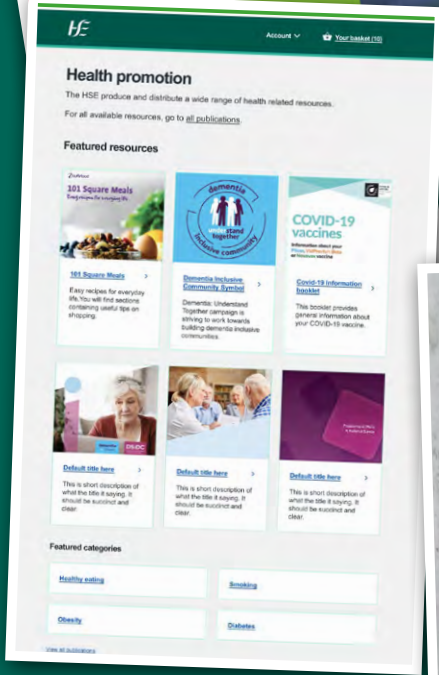
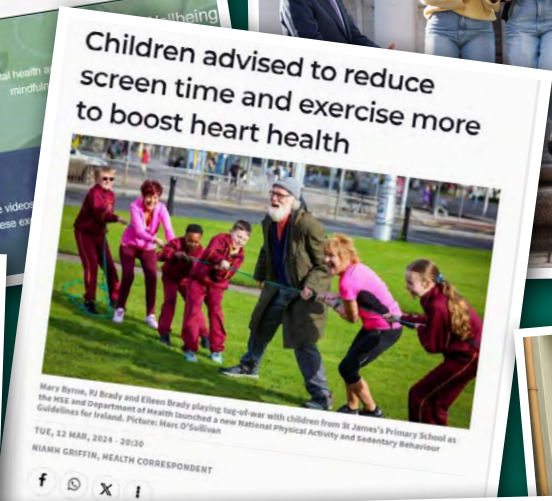


HSE HEALTH & WELLBEING
**Stakeholder Engagement
and Communications Plan**
2024 – 2027



“Our communications should be aware of your: health and social needs, language needs, communication needs. We need to show that we are listening, inclusive and accessible. We need to show that we understand people’s health and behaviour and how it can be affected by many things, such as where they live, how they live, stress, education or income.”
HSE Communications Strategy 2023



Overview

HSE Health & Wellbeing (HSE H&W) aims to provide services that keep people healthy, in order to reduce the likelihood of chronic disease and premature mortality, with a focus on individuals and communities at greatest risk.

HSE H&W engages with a range of internal and external partners to promote wellbeing, prevention, and healthy behaviours, focusing on key population groups to address health inequalities. This function has responsibility for the implementation of Healthy Ireland. Health and Wellbeing Stakeholder Engagement and Communications (SE&C) works across the HSE H&W functions to support the planning and roll out of a range of communication activities. This plan outlines the scope of the work undertaken by SE&C and future plans to drive the health and wellbeing agenda in Ireland.

Our efforts focus on promoting the Health Service Healthy Ireland Implementation Plan’s four Strategic Priorities (Fig 2) through the execution of impactful health communication activities nationally in conjunction with our local Community Health Organisation (CHO) and Hospital Group (Hospital Group) staff. We will continue to work closely with our local Health and Wellbeing colleagues in the new Health Regions structure.

We strive to amplify the voice of health and wellbeing throughout Ireland, making sure our initiatives, policies, and priority programme initiatives connect with their intended audiences. Utilising public relations, social media, and digital platforms, we aim to deliver clear,



Fig 1: Collaborative Communications Model

informed and trusted messages that support people to make healthier choices. Central to our approach is a Collaborative Communications Model (Fig 1), engaging with both National and Regional Partners to enhance awareness and encourage healthy behaviours.

A Multi-Level Approach for Impactful Change

HSE Health & Wellbeing (HSE H&W) works with both internal and external stakeholders who are committed to delivering programme activities and disseminating key health information through an evidence-based approach.

Our collective goal is to expand the reach of Health & Wellbeing by taking a targeted approach, promoting the range of health initiatives from our policy priority programmes to those most in need. We will work with the new Health Regions, as hospital and community-based services in each region are aligned to improve services.

Purpose: We will promote and support healthy living and healthy behaviours for all age groups of our population and our staff, as part of our core business, in the delivery of health and social care services.

Supporting Healthy Ireland Implementation

A key priority for HSE H&W is to effectively support the design and implementation of Health Regions Healthy Ireland plans. These plans are informed by the successes and learnings at regional and local levels, ensuring they address the health needs of local populations and align with the goals of HSE Healthy Ireland implementation. Our approach is about planning, learning from and adapting to what works best locally, ensuring that every communications activity we implement is as effective and impactful as possible. Collaboration is central in achieving our Strategic Healthy Ireland Priorities (Fig 2).



Fig 2: Four Strategic Healthy Ireland Priorities

Collaborative Partnerships:

Our work is enriched through collaboration with a diverse network of partners, both nationally, regionally and locally. These partnerships and allies are important in helping us to encourage as many people as possible to adapt healthier behaviours in order to prevent the risk of long term illness.

At regional level, our collaboration extends to Community Health Organisations and Hospital Groups, both of which will be integrated in the new regional health structures. Together, our goal is to develop their Healthy Ireland Plans, fostering engagement with both internal and external partners.

Regional HSE colleagues also support and partner with Healthy City and Healthy County planning and implementation, illustrating our commitment to grassroots-level health improvement. These initiatives are led by local authorities and funded by Healthy Ireland in the Department of Health.



HSE Health & Wellbeing

HSE Health & Wellbeing (HSE H&W) includes a number of National Policy Priority Programmes (NPPPs) and cross cutting Programmes. These NPPPs are designed to inform, educate and promote healthier lifestyle choices. Delivering on the key purpose of the Health Services Healthy Ireland Implementation Plan.



Tobacco Free Ireland

The Tobacco Free Ireland Programme works to coordinate and lead tobacco control activity across the health services to ensure implementation of the second HSE Tobacco Free Ireland National Implementation Plan (2022-2025), which sets out the HSE strategic direction and priority actions.



The objectives of the Tobacco Free Ireland Policy Programme over the next four years are to:

- Prioritise the protection of children in all of our initiatives and contribute to the de-normalisation of tobacco use for the next generation
- Support people to quit smoking and treat tobacco dependence as a care issue while targeting population groups with higher prevalence to smoking and health inequalities.

The programme has developed and implemented initiatives such as the Quit Campaign in conjunction with HSE Communications and supports the roll out of Stop Smoking Services across the HSE.

Sexual Health and Crisis Pregnancy

The HSE Sexual Health and Crisis Pregnancy Programme (SHCPP) has responsibility for implementing the National Sexual Health Strategy. A new strategy is in development by the Department of Health.



The programme has responsibility for:

- Improving sexual health and wellbeing through providing educational resources, training, information and campaigns about sexual health, safer sex, condom use and sexual health services
- Ensuring that there are equitable, accessible and high quality sexual health services available to everyone
- Generating high quality research to underpin policy, practice and service planning.

Initiatives include; the National Condom Distribution Service, the STI Home Testing Service, the My Options helpline and webchat, the Foundation Programme in Sexual Health Promotion and the sexualwellbeing.ie website.

Health Eating and Active Living Programme

The Healthy Eating and Active Living (HEAL) Programme has responsibility to implement the HSE HEAL Implementation Plan.



Objectives include:

- Mobilising the health services to improve health and wellbeing by

increasing the levels of physical activity, healthy diet and healthier weight across services users, staff and the population as a whole, with a focus on families and children

- Increasing the percentage of people in Ireland who are physically active on a regular basis, and eating a healthier diet by increased consumption of fruit and vegetables, reduced consumption of foods high in fat, salt and sugar and achieving and maintaining a healthier weight

The Programme has led on the delivery of the HSE Healthier Vending Policy, Healthier Food Environment policy and practice and HSE Staff Steps to Health.

Alcohol and Mental Health and Wellbeing

Alcohol Programme

The Alcohol Programme works to achieve a healthier and safer Ireland by working to reduce individual and population alcohol consumption and health inequalities, and protecting children, families and communities from alcohol-related harm.



Key objectives include:

- Informing the public about alcohol and tackling social and cultural norms through the Ask About Alcohol campaign and website
- Supporting the implementation of effective alcohol policy, legislation and regulations
- Supporting evidence-based public health interventions and community action

The programme has developed a range of campaigns and partnerships to drive culture change in relation to alcohol.

Mental Health and Wellbeing

The Mental Health & Wellbeing Programme has responsibility for the implementation of the HSE 'Stronger Together' Mental Health Promotion Plan 2022 – 2027.



The Programme Objectives include:

- Promoting positive mental health and wellbeing across the population and among priority groups
- Developing and delivering evidenced based mental health promotion programmes with a diverse range of stakeholders
- Mainstream the promotion of mental health & wellbeing within the HSE & funded agencies

Key outputs include the development of the HSE Social Prescribing Framework, Minding Your Wellbeing Programme and leading on the delivery of the Stress Control Programme as well as leading on various mental health and wellbeing programmes in education and community settings.

Training and Programme Design

The Training and Programme Design Programme has responsibility for the coordination, design, development and evaluation of Health and Wellbeing training programmes together with the NPPPs, to prevent chronic disease and support improved health and wellbeing.



The programme has responsibility for:

- The national Making Every Contact Count Programme
- The national Education Programme
- The co-ordination and support of evidence informed Health and Wellbeing Training Programmes across all the policy priority areas



The Programme has developed a MECC Implementation Guidance document and overseen the development and delivery of health and wellbeing related training to teachers in the primary and post primary school sector in conjunction with the Department of Education.

Men's Health

The Men's Health Programme oversees the development and delivery of the Healthy Ireland Men Action Plan and seeks to address health inequalities experienced by men and by subgroups of men.



Areas of Focus:

- Supports a network of stakeholders to deliver on programmes and campaigns targeting men's health and empowering other organisations to engage more effectively with men to support their health and social care needs.
- Health Promotion & Improvement and partner organisations deliver ENGAGE Men's health training
- Men's Health Week and International Men's Day are annual campaigns to highlight men's health issues which are activated by HSE H&W and partners

The HSE fund and work with the Men's Health Forum in Ireland, the Men's Development Network and the Irish Men's Sheds Association to develop a programme of training and information, specifically targeted at men and boys.

Healthy Ireland

The Healthy Ireland Programme supports operational planning and development of Healthy Ireland Plans at regional level.



Responsibilities:

- Promote the ongoing delivery of Health Services Healthy Ireland Implementation in the HSE working in partnership with other health organisations and partner agencies
- Communicate awareness of the Health Services *Healthy Ireland Implementation Plan 2023 – 2027* key actions and priorities to support its implementation and activation
- Support the Healthy City Healthy County plans and the engagement of health service staff with their local authorities to integrate health and wellbeing into local planning and community services

The programme links with the development of their own Healthy Ireland plans, this also includes the implementation of the Health Service Healthy Ireland Implementation Plan 2023 – 2027.

Staff Health and Wellbeing

The Staff Health and Wellbeing Programme works with various inputs from the above programmes to communicate and engage the staff of the health services in their own Health & Wellbeing. The HSE is committed to providing a supportive environment that protects and promotes the physical, mental and social wellbeing of its workforce. The programme has responsibility for developing resources and guidance to improve the wellbeing of health service staff, working with key pillars such as Health and Wellbeing, HR, Health and Safety, Occupational Health and Employee Assistance Programme, to support a Healthy Workplace.



Regional Delivery of Health and Wellbeing

The delivery of CHO and Hospital Group Health and Wellbeing is led by local Health and Wellbeing services including the Health Promotion & Improvement Service and Hospital Group Healthy Ireland Leads with the support of local partners.



Responsibilities:

- Lead on the operational delivery of HSE H&W policy through localised HSE Healthy Ireland plans
- Reduce chronic disease by delivering on a wide range of health promotion and prevention initiatives
- Deliver H&W training to health service staff and stakeholders
- Promote key campaigns and messages to the public and various priority groups

The evolution of CHOs and Hospital Groups into Health Regions will also see further alignment of the regional delivery of H&W at local level.

Commissioning for Health and Wellbeing

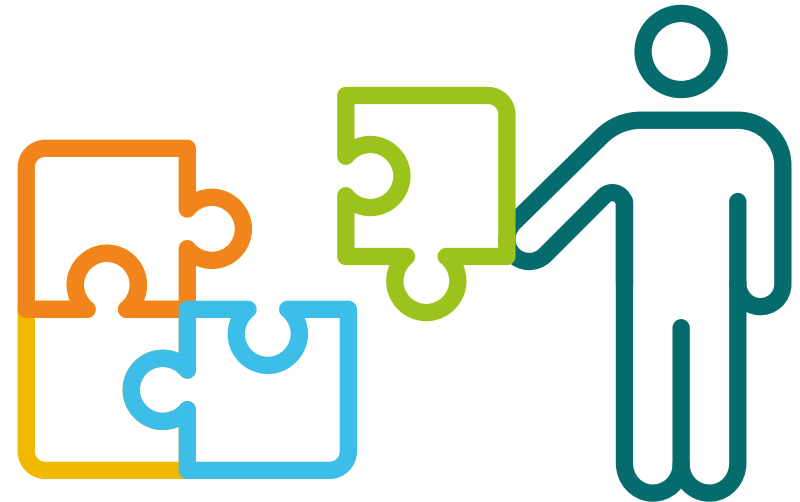
HSE H&W commission health promoting activity at national and regional level by funding a range of Section 39 agencies. These partner agencies give a broader scope to our national and community engagement for various priority groups and policy areas. Our policy programmes also work to inform the commissioning of health promoting activities from other funding streams such as the Department of Health Healthy Ireland funding. This way of working to commission and fund key partners as well as working to inform the work of other funding streams will continue to be supported where feasible. Some of HSE H&W's national and regional funded organisations include:



- Local Sports Partnerships
- Local Partnership Companies
- Family Resource Centres
- Irish Men's Sheds Association
- Irish Heart Foundation
- Active Disability Ireland
- National Youth Council of Ireland
- spunout
- Active Disabilities Ireland



Active Disability Ireland at their awards night with staff and service users





Key Communication Activities



10.4K

Followers H&W
X channel.
@HsehealthW



22

Webinars
Hosted



60

Podcast
Episodes



12K

Mailing list

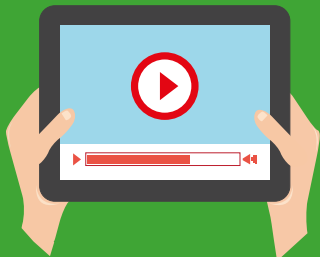
17

E-zines



**OVER
16K**

Healthpromotion.ie
resources available



530K

H&W YouTube Views

Our Stakeholder Engagement and Communication Principles

Our communications activities aim to build awareness about the different services and initiatives our National Policy Priority Programmes offer, working with a range of partners within the health service and across our communities to achieve this.



1. Transparent and Authoritative Communication

We commit to fostering trust and sustained engagement through a policy of openness and transparency in all our interactions. We aim to establish and reinforce HSE Health & Wellbeing as the definitive voice for reliable, evidence-based health and wellbeing information.

This goal emphasises the importance of being a trustworthy and authoritative health information source for the Irish public.



2. Inclusive and Proactive Health Messaging

We aim to deliver universally accessible and specifically tailored health information to our diverse target population, including those most in need of customised communication strategies for their health and wellbeing.

Our approach is to ensure that our communications are always accessible, inclusive, and use plain language to resonate with all audiences. We also focus on proactive engagement with partner agencies to enhance our outreach and impact.



3. Innovative and Cross-Sector Integration

We strive to employ innovative and creative communication methodologies that capture attention and influence in a competitive health information landscape.

We aim to highlight and promote Healthy Ireland's cross-sectoral initiatives, leveraging the HSE and Healthy Ireland brands. This involves adapting to various audience needs and ensuring our messaging remains relevant and impactful.



4. Research-Driven and Sustainable Outreach

We focus on delivering a sustainable and digital-first standard, where possible and where appropriate, in disseminating health information, using cost-effective methods and best practices. Our communications are planned and budgeted with efficiency and environmental considerations in mind.

We prioritise a research-based approach, ensuring our messaging aligns with the needs and perceptions of our service users. By incorporating insights from consumer research and feedback, our goal is to inform and encourage healthier lifestyle choices effectively.



5. Trust and Confidence

By providing clear information about the evidence based programmes on offer, by engaging and responding to our stakeholder's needs and by telling the story of our service, our service users, our teams and our progress, we strive to build trust and confidence in line with the National HSE Communication Strategy.

Sláintecare Healthy Communities

One of the key health inequality targeted initiatives in HSE Health & Wellbeing is the Sláintecare Healthy Communities Programme which provides a good example of national and local stakeholder collaboration. Our national SE&C Team worked in conjunction with Department of Health, local CHO, Local Authorities and local community colleagues to plan the strategic and practical communication approach for the launch and promotion of the Sláintecare Healthy Communities Programme.

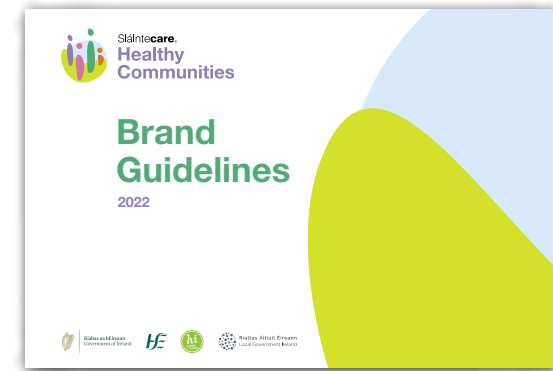


The Sláintecare Healthy Communities Programme encompasses a suite of targeted services, including smoking cessation, parenting support, nutrition advice, and social prescribing. Local Authorities, backed by the Department of Health and the Sláintecare Oversight Group, are instrumental in deploying Local Development Officers and funding public health projects.

This initiative, launched in 2021, aims to enhance the health and wellbeing of 20 communities across Ireland, focusing on health inequalities and determinants of health in both urban and rural settings. The identified communities, encompassing an average population of 24,000, were selected based on the HP deprivation index and the 2016 census data.

The communications and engagement work included:

Brand and Promotional Artwork Design: This included the creation of a cohesive brand and design of promotional materials, ensuring a consistent and confidence inspiring image for the programme. Various communication materials, such as posters, pull up stands and templates were developed to support the communication and promotion of the overall initiative. These included videos, leaflets and other promotion materials. This requires ongoing support, as the programme becomes embedded in the many different communities.



Communication Planning Guide: A comprehensive guide was developed to assist local teams in their communication efforts. This guide was also extended to local authority staff, ensuring a unified approach across different regions.

Working Together on Local Launches': Working with Sláintecare Communication staff and local CHO Communications staff, essential local insights, guidance and advice were shared in relation to the planning of local launches. This gave both shared ownership and learning for the growth of the programmes.

Some of the national communication activity to support the above has included a HSE webpage, launch webinar and two podcast episodes. These feature information and insights from HSE coordinators and local agencies, **to deepen engagement, trust and understanding of the programme's impact.** This work will continue to require development to address and promote the various component programmes as the feedback from implementation informs the ongoing communication and engagement needs.



HSE staff at the Mayo North West, Sláintecare Healthy Communities launch



Practitioner Networks

A key initiative which enables Health & Wellbeing, Strategy & Research and Community Operations and CHOs/Hospital Groups to engage and plan together are the H&W Practitioner Networks. With 11 topic areas covered, these provide an opportunity for extensive engagement across different policy areas, linking delivery to policy.

The Practitioner Networks aim to foster a closer working relationship, to achieve standard ways of working together, bringing those responsible

for design, development, planning (National Health & Wellbeing) and implementation (Heads of Service/Health Promotion & Improvement Staff) of services and programmes together.

The Stakeholder Engagement & Communications Practitioner Network is an important forum which provides both national and local colleagues an opportunity to brief one another about upcoming communication initiatives, activities such as new resources and to share learning.



Actions

1. Stakeholder Engagement & Communications

No.	Action	Lead	Timeframe
1.1	Continue to raise the profile and awareness of HSE H&W through reinforcement of messaging across all our NPPPS, moving away from a one programme approach to a Collaborative Communications Model which showcases the body of work undertaken by Health & Wellbeing.	Stakeholder Engagement & Communications	2024-27
1.2	Support HSE H&W staff (including Health Promotion and Improvement) colleagues to deliver multi-channel communication activities.	Stakeholder Engagement & Communications	2024-27
1.3	Nurture and grow HSE Health & Wellbeing Practitioner Networks as a means of engaging between national and local staff to inform and develop policy and partnership approach.	Stakeholder Engagement & Communications	2024-27
1.4	Create and support a network of Health & Wellbeing spokespeople to amplify key health messages.	Stakeholder Engagement & Communications	2024-27
1.5	Build engagement across existing H&W communication channels, grow audience engagement on YouTube, X, E-zine and Podcast.	Stakeholder Engagement & Communications	2024-27
1.6	Work with HSE Digital to update and improve the HSE H&W website content and healthpromotion.ie enhancing the customer experience and accessibility.	Stakeholder Engagement & Communications	2024-27
1.7	Continue to work with external partners and networks, to enable collaboration and expand the collective reach of all partners and HSE H&W for the benefit of all.	Stakeholder Engagement & Communications	2024-27
1.8	Work with Department of Health, Healthy Ireland, Sláintecare and Local Authorities to strengthen engagement and information sharing.	Stakeholder Engagement & Communications	2024-27
1.9	Continue to work with and promote key initiatives such as Making Every Contact Count, Sláintecare Healthy Communities, Self Management Support and Living Well.	Stakeholder Engagement & Communications	2024-27
1.10	Increase the accessibility of health and wellbeing information to support the diverse health, social and language needs of our target groups.	Stakeholder Engagement & Communications	2024-27

2. Healthy Ireland

No.	Action	Lead	Timeframe
2.1	Promote the ongoing delivery of Healthy Ireland in the HSE in conjunction with health organisations and partner agencies	Healthy Ireland	2024-27
2.2	Support awareness of the Health Ireland in the HSE Plan and its key priorities to support implementation and activation	Healthy Ireland	2024-27

3. Arts and Health

No.	Action	Lead	Timeframe
3.1	Identify and support key communication opportunities to strengthen arts and health in the HSE nationally, regionally and locally, with Creative Ireland, the Arts Council and Healthy Ireland in the Department of Health.	Healthy Ireland	2024-27
3.2	Advocate and promote awareness of the benefits of arts and health to support the implementation of arts and health across the HSE	Healthy Ireland	2024-27

4. Tobacco Free Ireland Programme

No.	Action	Lead	Timeframe
4.1	Engage and communicate with health professionals working in the Quit Tobacco services (Quitline, Hospital, and HP&I staff) to support and direct their work from a national policy perspective.	Tobacco Free Ireland	2024-27
4.2	Engage and communicate with stakeholders nationally and internationally to support a coordinated approach to the delivery of a Tobacco Free Ireland.	Tobacco Free Ireland	2024-27
4.3	Support Health Promotion & Improvement managers and staff to engage with local partners and communities to promote the stop smoking services, tobacco free environments and highlight the benefits of quitting.	Tobacco Free Ireland	2024-27
4.4	Continue to build broad awareness as well as targeting specific groups, in relation to quit smoking services e.g. develop promotional material to advertise the workplace outreach stop smoking service	Tobacco Free Ireland	2024-27
4.5	Engage and communicate with health service staff and stakeholders to de-normalise tobacco and E cigarette/non-medicinal Nicotine usage	Tobacco Free Ireland	2024-27
4.6	Develop resources for youth settings to highlight the risks of tobacco and E cigarette/non medicinal nicotine products (e.g. oral nicotine pouches) and nicotine addiction for young people, parents and youth professionals and volunteers	Tobacco Free Ireland	2024-27
4.7	Target, hard to reach and priority groups to engage them in smoking cessation services and support	Tobacco Free Ireland	2024-27

5. Healthy Eating Active Living

No.	Action	Lead	Timeframe
5.1	Co-ordinate delivery of annual communications plan to drive engagement with key stakeholders and showcase Programme activity	Healthy Eating Active Living	2024-27
5.2	Work with National Clinical Programme for Obesity to deliver stakeholder engagement and communication activity to address weight bias and stigma	Healthy Eating Active Living	2024-27
5.3	Integrate key messages about healthy eating, physical activity and other weight related behaviours into staff health and wellbeing communications	Healthy Eating Active Living	2024-27
5.4	Work with internal and external partners to develop and implement activity to influence priority policy issues for child health and childhood obesity prevention	Healthy Eating Active Living	2024-27
5.5	Work with safefood to inform a new childhood obesity prevention campaign strategy and delivery	Healthy Eating Active Living	2024-27
5.6	Work with Department of Health to inform the adult obesity prevention campaign strategy and delivery	Healthy Eating Active Living	2024-27
5.7	Strengthen health service sites engagement with Happy Heart Healthy Eating Awards and the implementation of Food, Nutrition and Hydration policies and Nutrition Standards	Healthy Eating Active Living	2024-27
5.8	Work with Local Government-Healthy Ireland and Health Promotion & Improvement to inform a systems approach to effective community based health promotion and obesity prevention activity	Healthy Eating Active Living	2024-27

6. Alcohol Programme

No.	Action	Lead	Timeframe
6.1	Promote the 2024–2027, Alcohol Programme Implementation Plan such as AskAboutAlcohol.ie the HSE’s information campaign on alcohol and alcohol harm.	Alcohol	2024-27
6.2	Promote measures being introduced under the Public Health (Alcohol) Act (2018) including new labels signposting to www.askaboutalcohol.ie on all alcohol products sold in the State and on all alcohol advertising	Alcohol	2024-27
6.3	Support and promote dissemination of research and evaluation being carried out, including on Integrated Alcohol Services and Know the Score	Alcohol	2024-27
6.4	Promote alcohol free pregnancy and amplify messaging during 9/9 FASD Awareness day every year along with the on-going promotion of the videos on alcohol in pregnancy for health and social care professionals	Alcohol	2024-27

7. Staff Personal Health and Wellbeing - Actions

No.	Action	Lead	Timeframe
7.1	Develop, promote and encourage engagement in initiatives that support the development of healthy workplaces and staff to adopt healthy lifestyle behaviours across the health service targeting managers and staff	Staff Health and Wellbeing	2024-27
7.2	Develop, share and promote free health and wellbeing resources for use by staff from across our programmes	Staff Health and Wellbeing	2024-27
7.3	Continue collaborative working through the Staff H&WB practitioner network for the ongoing development of resources to support staff health and wellbeing	Staff Health and Wellbeing	2024 -27
7.4	Support raising awareness about climate action, in line with the HSE Climate Action Strategy.	Staff Health and Wellbeing	2024 -27

8. Mental Health & Wellbeing

No.	Action	Lead	Timeframe
8.1	Progress the implementation of the actions in Stronger Together: The HSE Mental Health Promotion Plan 2022- 2027.	Mental Health and Wellbeing	2024-27
8.2	Promote the Minding Your Wellbeing programme which supports positive mental health and wellbeing.	Mental Health and Wellbeing	2024-27
8.3	Support the development and promotion of the Stress Balance Course within the HSE internally and with external partners.	Mental Health and Wellbeing	2024-27
8.4	Promote and raise awareness about the HSE-funded Social Prescribing services.	Mental Health and Wellbeing	2024-27
8.5	Promote and support the Traveller Wellbeing through Creativity initiative.	Mental Health and Wellbeing	2024-27
8.6	Support and promote the implementation of Act-Belong-Commit, community-wide mental health promotion initiative.	Mental Health and Wellbeing	2024-27

9. Sexual Health and Crisis Pregnancy Programme

No.	Action	Lead	Timeframe
9.1	Develop and implement public communications campaigns that promote a positive approach to sexual health and wellbeing with a focus on healthy relationship and condom use.	SHCPP	2024 – 2027
9.2	Promote the My Options helpline and webchat service.	SHCPP	2024 – 2027
9.3	Promote STI/HIV testing services and supports, including the HSE free home STI testing service	SHCPP	2024 - 2027
9.4	Promote free contraception to those eligible for the scheme.	SHCPP	2024 – 2027
9.5	Promote STI/HIV awareness, prevention, treatment and support through man2man and social media channels	SHCPP	2024 – 2027
9.6	Promote the National Condom Distribution Service to relevant HSE and community stakeholders.	SHCPP	2024 – 2027
9.7	Continue to develop and run HIV Stigma campaigns for different target audiences	SHCPP	2024 – 2027
9.8	Continue to support responses to STI outbreaks in a timely manner in partnership with HPSC, Public Health, NGOs and HSE Communications.	SHCPP	2024 – 2027
9.9	Promote findings of HSE SHCPP-funded research to relevant internal and external stakeholders.	SHCPP	2024 – 2027
9.10	Develop and implement an annual communications calendar, including opportunities to promote the work of the programme among internal and external stakeholders	SHCPP	2024 – 2027
9.11	Further develop and promote www.sexualwellbeing.ie as a comprehensive source of sexual health supports and information.	SHCPP	2024 - 2027

10. Men's Health

No.	Action	Lead	Timeframe
10.1	Promote awareness of the specific health needs of men and boys and how to address them in the context of the HSE Healthy Ireland Men Action Plan	Men's Health	2024-27
10.2	Target health and social care staff with the Men's Health Engage Training programme to support capacity building in relation to male friendly health and social care services	Men's Health	2024-27
10.3	Utilise Men's Health Week and International Men's Day to target men with health and wellbeing messages	Men's Health	2024-27

11. Training and Programme Design

11a. Making Every Contact Count (MECC)

No.	Action	Lead	Timeframe
1	Continue to raise the profile and awareness of Making Every Contact Count.	Making Every Contact Count	2024-27
2	Promote the Making Every Contact Count Training programme (eLearning and Enhancing Your Skills workshops) as a key enabler to overall programme implementation to all key stakeholders, HSE staff and external partners.	Making Every Contact Count	2024-27
3	Engage with all stakeholders to support the implementation of MECC, providing promotional resources and communication strategic advice, with a particular focus on learning and sharing examples of good practice.	Making Every Contact Count	2024-27

11b. Education

No.	Action	Lead	Timeframe
1	Embed and promote Health and Wellbeing with all key stakeholders across all education settings from early learning and care, primary and post primary education and third level healthy campus settings	Education	2024-27
2	Develop, translate and promote a wide range of materials and resources targeted at education settings.	Education	2024-27

11c. Training

No.	Action	Lead	Timeframe
1	Promote Health & Wellbeing training programmes to key target audiences to increase awareness and participation rates.	Training and Programme Design	2024-27
2	Support, communicate and engage key stakeholders involved in the delivery of agreed Health & Wellbeing Training programmes to ensure a consistent approach from a national policy perspective.	Training and Programme Design	2024-27

12. Health Promotion & Improvement / Local Operations

No.	Action	Lead	Timeframe
1	Building on the national priorities, local needs and opportunities each HSE Health Regions will develop a Stakeholder Engagement and Communications Plan for Health & Wellbeing within their geographic remit.	Local Operations	2024 -27
2	Promote and support healthy living and healthy behaviours for all age groups of our population and our staff as part of our core business in the delivery of health and social care services, through a range of national policy priority areas and addressing local needs.	Local Operations	2024-27
3	Continue to support HSE representation on Local Community Development Committees, capitalising on the opportunity to embed and deliver health and wellbeing in the implementation of Local Economic and Community Plans and other strategic plans.	Local Operations	2024-27
4	Continue working in partnership with community organisations and Local Authorities to support the roll-out of Sláintecare Healthy Communities in order to address health inequalities.	Local Operations	2024-27
5	Engage with and support the Health and Wellbeing Practitioner Networks and a means of engagement, communication and informed policy implementation for national and regional staff across the range of Health & Wellbeing programmes and workstreams	Local Operations	2024-27



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