

XXX HLC BROCHURE

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OVERVIEW

What is the HLC Brochure and why is it important?

The HLC Brochure is a document that should present the achievements of your HLC in a detailed and effective way. By developing this it will allow you to:

- Showcase the strengths of your HLC and demonstrate how you can be an able partner for the statutory sector.
- Provide a greater level of detail than you would be able to in a presentation or standard interview. This will help to strengthen the key messages you look to deliver to your target audience.

You can send this document in advance to your stakeholders or leave it behind after a meeting or presentation. It can also be circulated to generally raise awareness about your HLC.

Many of you will already produce documents (annual reports, business plans) that you use in a similar way. If that is the case you can still use this template as a checklist for the information you are presenting. The following template contains a skeleton structure for an HLC brochure and some guidance on how to develop the sections further:

1. INTRODUCTION

The introduction to your HLC brochure should contain the following:

- **History of our HLC:** *When, why and how you were established.*
- **Issues and challenges:** *The most urgent issues and challenges that you face as an HLC.*
- **Structure of this brochure:** *Give a brief overview the purpose of the brochure and how it is structured.*

You can also think about **including a foreword** from an HLC patron or member who is well regarded in your area.

2. THE VISION, AIMS AND ORGANISATION OF OUR HLC

- **Our mission:** *What have you set out to achieve as an HLC? Examples: reduce health inequalities in your area, contribute to a better standard of living by*

promoting healthier living through increased awareness, provide beneficial activities which are fun and popular.

- **Our aims and objectives:** *What are the aims and objectives you have to achieve in order to fulfil your mission? Examples: Reduce number of smokers, increase number of residents engaged in physical activities.*
- **Core values:** *How do you develop your projects? For example, consultations with residents, employees, statutory sector.*
- **How we are organised:** *Provide details of the number of staff and the use of volunteers. You can include an organisational chart to highlight how the structure of your HLC encourages communications internally and with external partners and user groups.*
- **Our partners:** *Details of previous/current partnership working with statutory sector bodies or other local organisations. How did you contribute to the partnership*
- **How we are financed:** *How much funding you are receiving, from where and for how long.*

3. WHERE AND TO WHOM DO WE PROVIDE OUR SERVICES?

- **Where we operate:** *Details of the areas where you operate in including demographic outline, economic conditions etc.*
- **Our key users:** *Profile of the key groups that you engage with. Are they groups that have been identified as having specific health issues (e.g. diabetes and the Asian community) or hard to reach?*

4. OUR SERVICES AND HOW WE DELIVER THEM

- **Activities/services that we provide:** *Give details of your services including the type of activity, target groups, working partners and sources of funding. The following is an example of how this information can be presented in a table:*

ACTIVITY	DETAILS	TARGET GROUP	PARTNERS	FUNDING
'Eat Fit!'	Providing participants with detailed diets to complement the physical activities that they undertake.	All	Local sports club	Forthcoming

- **Our methods of working:** *What makes you unique? What qualities do you look for when recruiting your staff? You can provide thumbnails of your key members of staff and highlight their areas of expertise. Does your HLC have any particular areas of expertise? Do you use volunteers from the community or from your user-group? How do you ensure community/user engagement levels are high?*
- **How each service is organised and delivered:** *Details of the way responsibilities are split up for each service and how they are managed and monitored.*

5. OUR ACHEIVEMENTS

- **Achievements:** *How have you performed against targets that you have set yourself? What are the numbers of participants? The following table is one example of how this information can be represented:*

5 year target	Progress in first year	Brief explanation	Future planning
Increase participation in Judo classes by x% with y% rise every year	Target reached...	Marketing campaign to reach new users....	Plans to increase number of classes to accommodate greater number of members.....

Alternatively, you can split up your achievements on a project-by-project basis:

Project	Activity	Numbers	Achievements
Fitness first	Badminton for beginners	220	Over 200 participants from all age groups and different communities have intracted in a positive way.....

- **Case studies:** *Provide case-studies of users who are less reliant on primary care services as a result of their engagement with your HLC and or users who have adopted a healthier lifestyle as a result of their engagement with your HLC. These are likely to be your 'success stories' to highlight the benefits of different projects/activities.*

6. **HOW OUR ACHEIVEMENTS ALIGN WITH NATIONAL/REGIONAL/LOCAL PRIORITIES**

Tailor this section to suit the audience that you are addressing. Please refer to the guide to effective communication to how to identify targets/priorities of key stakeholders.

- **How can we help you?** *Mapping exercise to show how you contribute to national/local/regional targets. The example below shows how a smoking cessation activity has contributed to a Department of Health national PSA target on smoking. All government departments have PSA targets so do not restrict yourself to just one department.*

DH PSA 1	Fit and Friendly HLC Activity	Results achieved
Reduce smoking among teenagers by x%	Smoking awareness classes for 13-19 year olds	y% of participants have quit smoking after taking the classes and z% have said that they are unlikely to start as a result of their participation.

TARGET	PROJECT	OUTPUT	OUTCOME
PCT target on smoking cessation	Quit smoking classes	180 participants	90 smokers successfully quit (6 months....)

- **Immediate benefits we can offer :** *Showing that you can have an immediate (short-term) impact is always an advantage.*
- **How we can cut cost:** *Give details of how your method of service will help to cut costs and ease their financial burden.*