Doeth am Iechyd **Cymru**

HealthWise **Wales**

Canllaw Cyfathrebu ar gyfer partneriaid a rhanddeiliaid

Communications Toolkit for partners and stakeholders

GIG CYMRU NHS WALES
CARDIFF UNIVERSITY PRIFYSGOL CAERDYDD
Swansea University Prifysgol Abertawe
Ariennir gan Lywodraeth Cymru
Funded by Welsh Government

Trosolwg	Overview
Bwriad Doeth am Iechyd yw astudio sut i atal a thrin cyflyrau iechyd hirdymor, fel clefyd y galon, diabetes, canser, iechyd meddwl a dementia. Bydd y wybodaeth yn helpu'r Gwasanaeth Iechyd i gynllunio at y dyfodol. Lansiwyd Doeth am Iechyd fel menter beilot ar 14 Mai 2015. Nod cyffredinol yr ymgyrch yw recriwtio 260,000 o oedolion 16 oed neu'n hŷn i gymryd rhan mewn ymchwil dros gyfnod o bum mlynedd. Rydym angen 100,000 o bobl i gofrestru er mwyn creu astudiaeth hyfyw.	HealthWise Wales aims to study how to prevent and treat long-term health conditions, such as heart disease, diabetes, cancer, mental health and dementia. The information will help the NHS in Wales plan for the future. HealthWise Wales was launched as a pilot initiative on 14 May 2015. The overarching aim of the campaign is to recruit 260,000 adults aged 16 years or older, over a five year period, to take part in research. We need 100,000 people to register with HealthWise in order to make the study viable.
Ymchwil Doeth am Iechyd	**HealthWise Wales Research**
Nod Doeth am Iechyd Cymru yw ennyn nifer fawr o bobl i gymryd rhan mewn ymchwil iechyd a gofal cymdeithasol. Rydym yn awyddus i godi ymwybyddiaeth y cyhoedd o waith ymchwil a chynnig modd i'r cyhoedd fynd ati a chyfrannu at yr ymchwil hwnnw. Bydd Doeth am Iechyd yn gwahodd aelodau'r cyhoedd i gyfrannu trwy ateb cwestiynau am eu hiechyd a'u lles bob chwe mis. Bydd y sawl sy'n ymuno â Doeth am Iechyd Cymru hefyd yn cael y cyfle i gymryd rhan mewn prosiectau ymchwil penodol o fewn y maes iechyd a gofal cymdeithasol sy'n berthnasol iddynt nhw.	The aim of HealthWise Wales is to involve large numbers of people in Wales with health and social care research. We want to raise public awareness of health and social care research, and offer a way for the public to be actively involved in and contribute to research. HealthWise Wales will invite all members of the public to become participants in research by answering questions about their health and wellbeing every six months. Members of the public who sign up to Healthwise Wales will also have the opportunity to take part in specific health and social care research projects that are relevant to them.
Pwy sy'n gweinyddu'r prosiect?	**Who administers this project?**
Tîm o ymchwilwyr o Brifysgol Caerdydd sy'n llywio'r prosiect, mewn partneriaeth â Phrifysgol Abertawe. Ariennir Doeth am Iechyd gan Lywodraeth Cymru.	A team of researchers at Cardiff University are leading this project, working in partnership with Swansea University. HealthWise Wales is funded by the Welsh Government.

Amcanion yr Ymgyrch	Campaign objectives
• Annog pobl i gofrestru i gymryd rhan yn Doeth am Iechyd Cymru (260,000 o oedolion dros 16 erbyn 2021). • Cynyddu ymwybyddiaeth a dealltwriaeth ymhlith y cyhoedd am ymchwil iechyd a gofal cymdeithasol. • Codi ymwybyddiaeth o gyfleoedd i bobl gymryd rhan mewn ymchwil iechyd a gofal cymdeithasol.	• To encourage people to sign up to take part in HealthWise Wales (260,000 adults over 16 by 2021). • To increase awareness and understanding amongst the public about health and social care research. • To raise awareness of the opportunities for people to get involved in health and social care research.
Prif negeseuon:	**Key messages**
1. Mae ymchwil yn hanfodol er mwyn datblygu triniaethau gwell a rheoli clefydau. 2. Bwriad Doeth am Iechyd yw astudio sut i atal a thrin cyflyrau iechyd hirdymor, fel clefyd y galon, diabetes, canser, iechyd meddwl a dementia. 3. Bydd eich gwybodaeth yn cael ei gadw'n gyfrinachol a'i ddefnyddio at ddibenion y prosiect ymchwil hwn yn unig. 4. Ni fydd eich data yn cael eu i rhannu gyda meddyg nac â chwmniau yswiriant neu forgeisi. 5. Llenwch holiaduron byr bob 6 mis er mwyn i ni gael darlun parhaus o'ch iechyd a'ch ffordd o fyw. 6. Cofrestrwch ar-lein neu dros y ffôn i ddweud eich bod yn barod i gymryd rhan mewn ymchwil ac i gyfrannu eich data. 7. Helpwch y Gwasanaeth Iechyd yng Nghymru i gynllunio ar gyfer y dyfodol drwy gefnogi Doeth am Iechyd.	1. Research is vital to develop better treatments and manage diseases. 2. HealthWise Wales aims to study how to prevent and treat long-term health conditions, such as heart disease, diabetes, cancer, mental health issues and dementia. 3. Your personal information will remain confidential and only used for this research project. 4. Your data will not be shared with your doctor or insurance and mortgage companies. 5. Complete short 10 minutes questionnaires every 6 months, so that we get an ongoing picture of your lifestyle and health. 6. Register online or by phone to say that you are willing to take part in research and to contribute your data. 7. Help the NHS in Wales plan for the future by supporting HealthWise Wales.
Canlyniad a ddymunir	**Desired outcome**
• Ein targed ar gyfer Cyfnod 2 Doeth am Iechyd 1 Mawrth 2017 – 28 Chwefror 2018 yw dros 10,000.. • Cynyddu ymwybyddiaeth pobl o frand Doeth am Iechyd Cymru.	• Our Phase 2 registration target for HeathWise Wales, 1 March 2017 – 28 February 2018 is over 10,000 people. • To increase the awareness of the HealthWise Wales brand among the people of Wales.

Y gynulleidfa darged	Target audience
• Rydym yn targedu holl boblogaeth Cymru gydag ymyrch gyfathrebu lansiwyd ar 1 Mawrth 2017. Byddwn yn targedu grwpiau yn eu tro. Byddwn yn ffocysu ar y grwp economaidd-gymdeithasol ABC1 gan fod ein canfyddiadau'n dangos mai rhain yw'r mwyaf tebygol i fod a diddordeb yn y math hwn o ymchwil.	• HealthWise Wales is targeting the whole population of Wales with a media advertising campaign which launched on 1 March 2017. Groups will be targeted in phases. We will focus on socio economic group ABC1 as our insight shows they are more likely to be involved in this type of research.

Sut gallwch chi helpu?
 	
Mae nifer o ffyrdd i gefnogi'r ymgyrch:
 	
• Hyrwyddo'r ymgyrch ymysg eich rhwydweithiau neu aelodau.
• Defnyddio eich ffynonellau cyfathrebu i gefnogi'r ymgyrch, gan gynnwys defnyddio:
  • Y prif negeseuon.
  • Y deunyddiau i gyfathrebu â'ch aelodau, rhwydweithiau a staff.
  • Y copi i gylchlythyrau neu wefannau.
  • Eich rhwydweithiau a chyfryngau cymdeithasol.
  • Posteri i'w harddangos yn eich swyddfa, lleoliad neu gyfleusterau lleol.
	How can you help?
	
	There are a number of ways you can support the campaign:
	
	• Promote the campaign with your members or networks.
	• Use your communication channels to support the campaign including using:
	  • The key messages.
	  • The materials to communicate with your members, networks or staff.
	  • The copy for newsletters or websites.
	  • Your social media channels and networks.
	  • The posters to display in your office, venue or local facilities.

Adnoddau Cyfathrebu	Communication Assets
Gwefan Doeth am Iechyd www.doethamiechydcymru.llyw.cymru Trydar yn ddwyieithog : @healthwisewales Hashnod: #doethamiechyd Facebook dwyieithog: Doeth am Iechyd **Delwedd gyffredinol yr ymgyrch** Croeso ichi ei ddefnyddio fel sy'n briodol. Cysylltwch â ni os am gael gafael â'r copiau caled isod. **Adnoddau yn cynnwys:** 1. Poster A4 pdf gwe a phrint 2. Pamffled A5 pdf gwe a phrint 3. Fersiwn Braille o'r pamffled A5 (ar ofyn) 4. Delwedd jpg logo 5. Paragraff byr am Doeth am Iechyd 6. Taflen wybodaeth 7. Ffilmiau gwybodaeth 8. Hysbyseb deledu	HealthWise Wales website www.healthwisewales.gov.wales Twitter: @healthwisewales Hashtag: #healthwisewales Facebook: Healthwise Wales **Overall campaign identity** Please feel free to use where appropriate. All hard copy resources are available on request. Assets include: 1. A4 Poster (pdf web and print version) 2. A5 Leaflet (¼ A4) (web version) 3. Braille version of the A5 leaflet (on request) 4. Jpg image of the logo 5. A brief paragraph about HWW 6. Factsheet 7. Information films 8. Television advert
Eich adborth chi	**Feedback from you**
Byddem yn ddiolchgar iawn pe gallech roi gwybod inni os ydych yn defnyddio unrhyw un o'r adnoddau hyn, gan anfon dolen i unrhyw dudalennau gwe perthnasol.	We would be very grateful if you could let us know if you do use any of the resources and send us a link to any relevant web pages.

Am fwy o wybodaeth/For more information:

Rhadffôn/Freephone: 0800 9 172 172
08:00-19:00 Llun i Gwener/Monday to Friday

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