

Health and Wellbeing Strategy 2013/15 Action Plan : Progress Overview
as at Oct 13

| Priority area | Key activities | RAG Status |
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| 1. Mental Health | | |
| 1.1 Address social isolation by providing practical help for people with mental health issues | Ensure that the links between mental health issues and financial inclusion are monitored and addressed as part of Wirral's response to the impact of welfare reform, e.g. by ensuring that mental health services are invited to working groups along with organisations such as Wirral Credit Union. Specific areas of focus will be: <ul style="list-style-type: none"> • Reviewing changes to Incapacity Benefit in re-assessing people as fit for work; • Ensuring health partners are fully aware of the changes and where they can refer for welfare advice information & advocacy | Green |
| | Ensure that people with mental health issues are appropriately signposted to the social support available in Wirral, using mechanisms like the Wirral Well website | Green |
| | Increase digital inclusion through the Go ON Wirral initiative to reduce wider social isolation and support individual health & condition management | Green |
| | Ensure that parenting support services and the health visiting service are identifying and addressing social isolation and mental health issues through their contact with families | Green |
| | Provide mental health awareness training for frontline staff and community members e.g. Mental Health First Aid | Green |
| | Raise awareness of asset-based approaches to community development | Green |
| | Run a mental health campaign to reduce stigma and promote early diagnosis in areas of the borough with high rates of mental illness e.g. 'Time to Change' | Amber |
| | Reduce stigma by developing an 'early' awareness programme in schools to promote good mental health and recognise when someone is not coping | Amber |
| 1.2 Develop stronger links with housing providers | Develop opportunities for joint working between health and housing providers, for example through the Strategic Housing Partnership, to understand and address the impact of housing policies on people with mental health issues | Green |
| 1.3 Promote employment opportunities for people with mental health issues | Recruit and support employers to register and work towards achieving 'Mindful Employer' | Green |
| | Review and evaluate evidence of good practice in any local employability projects e.g. Advocacy in Wirral; Reachout. | Green |
| | Promote volunteering & work experience opportunities as a route back into employment for people with a mental health condition | Green |
| 1.4 Promote accessibility to community-based health interventions | Improve uptake of physical health checks for people with mental health problems | Green |
| | Support mental health service users to give up smoking and understand how better to support them in smoking cessation | Green |

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| 2. Older people | | |
| 2.1 Address social isolation by providing practical help to older people via information, advice and advocacy services | Use local press and publicity and Wirral Well website to disseminate information | Green |
| | Increase digital inclusion to tackle social isolation e.g. through Go ON Wirral initiative | Green |
| | Provide comprehensive advice on the full range of benefits and entitlements and increase take-up of these | Green |
| | Extend the benefits for independence and quality of life of assistive and digital technologies, aids and adaptations, to a broader range of people | Green |
| | Implement the Prevention and Early Intervention Strategy | Green |
| | Appropriate housing for older people: Integrate housing needs assessment into Health and Social Care services assessment with established pathways to the Wirral Council Home Improvement Agency | Green |
| | Work with Merseyside Fire Service to enable them to undertake home fire safety visits for vulnerable people | Green |
| | Explore the opportunity for an asset-based model to assist with handyperson tasks and energy efficiency advice (e.g. through use of a time bank / volunteering etc.) | Green |
| 2.2 Help to keep older people warm and well | Promote uptake of seasonal flu vaccination | Green |
| | Promote home insulation schemes | Green |
| | Promote the 'Choose Well' campaign | Green |
| 2.3 Promote falls prevention advice | Falls prevention promotion: Promote healthy lifestyle activities e.g. weight-bearing exercises and physical activity to reduce the risks of falling | Green |
| | Offer early intervention to maintain independence amongst those at risk of falls | Green |
| | Develop a comprehensive care pathway to improve the outcome and efficiency of care after hip fractures | Green |
| 2.4 Dementia | Improve public and professional awareness and understanding of dementia through Wirral Well | Green |
| | Develop a dementia assessment pathway | Green |
| | Implement the Carers Strategy | Green |
| 2.5 Joint commissioning and better integration of | Develop integrated health and social care systems for patients with long-term conditions including dementia across Wirral | Green |
| | Continue to offer more choice, control and greater independence through personal budgets to support those living with long term conditions | Green |

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| services | Continue to increase co-ordination of personal care by commissioning and delivering health, social care and housing services in a more joined up way | Amber |
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| 3. Alcohol | | |
| 3.1 Identification, prevention treatment and recovery | Provide information, advice and guidance to enable people to make informed choices about alcohol consumption: <ul style="list-style-type: none"> Promote the updated Wirral Alcohol website www.wirralalcohol.co.uk Campaign to raise awareness of excess alcohol consumption at Wirral University Hospital Trust to staff, patients and visitors Promote alcohol awareness campaigns e.g. Alcohol Awareness Week; excess drinking at Christmas and Dry January | Green |
| | Identify and implement the most effective interventions to reduce/prevent liver disease by: <ul style="list-style-type: none"> Inclusion of alcohol screening in NHS Health Checks programme Review and evaluation of shared care pathway to ensure it is effective and efficient | Green |
| | Improve and extend the range and quality of delivery of the alcohol screening and brief advice programme, ensuring that a wide range of professionals are involved and that the right people are identified and engaged in the right places | Green |
| | Ensure alcohol treatment services target those groups 'most at risk' by evaluating and reporting on the outcomes of specific projects targeted at those most at risk e.g. the Woodchurch and 18-24 projects | Green |
| 3.2 Crime, disorder and communities | Increase enforcement activity to address young people drinking in public places by the establishment of a "Community Alcohol Partnership" in one Wirral policing area, with a view to rolling out across the Borough if evaluated successfully. | Green |
| | Investigate the development a comprehensive data collection system, inclusive of health data, that can be utilised to inform and support the licensing application process | Green |
| | Campaign for and support the increase in the minimum unit price of alcohol and control the ready availability of alcohol | Green |
| 3.3 Young people, families and carers | Provide interventions for young people admitted to the accident and emergency department, addressing the presenting issues and reducing the likelihood of future presentations <ul style="list-style-type: none"> Hospital Accident and Emergency staff to access training to identify alcohol-related attendances and deliver brief harm-reduction interventions | Green |
| | Work with schools and Further Education Colleges to promote and implement: <ul style="list-style-type: none"> Schools substance misuse guidance 'Alcohol Alright' brief intervention toolkit | Green |

