

# WIRRAL HEALTH & WELLBEING BOARD

<b>Meeting Date</b>	9 <sup>th</sup> July 2014	<b>Agenda Item</b>	
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<b>Report Title</b>	Health and Wellbeing Strategy
<b>Responsible Board Member</b>	Fiona Johnstone (Director of Public Health)

<b>Link To HWB Function</b>	<b>Board development</b>				
	<b>JSNA/JHWS</b>		X		
	<b>Health and social care integrated commissioning or provision</b>				
<b>Equality Impact Assessment Required &amp; Attached</b>		Yes	No	N/A	Not yet done
<b>Purpose</b>	For approval	X	To note	To assure	

<b>Summary of Paper</b>	<p>Under the Health and Social Care Act, 2012, Health and Wellbeing Boards were established; one of their key roles is the production of a Health and Wellbeing Strategy.</p> <p>The Board has agreed to refresh its current strategy, this paper outlines a proposed approach to the refresh which includes the development of a conversation with local people on how we can work together to improve the health and wellbeing of local people.</p>		
<b>Financial Implications</b> (none at this stage)	Total financial implication £	New investment required £	Source of investment (e.g. name of budget) £
<b>Risks and Preventive Measures</b>	The production of the strategy is a statutory requirement. Failure to deliver the strategy may mean that community needs are not addressed appropriately and the board is not meeting its statutory duty.		
<b>Details of Any Public/Patient/Service User Engagement</b>	The refreshed strategy will be co-produced with local people.		
<b>Recommendations/Next Steps</b>	The Board is asked to agree the approach for refreshing the Health and Wellbeing Strategy.		

<b>Report History</b>		
Submitted to:	Date:	Summary of outcome:
<b>List of Appendices</b>		

<b>Publish On Website</b>	Yes	X	<b>Private Business</b>	Yes	
	No			No	X

Report Author: Julie Webster Contact details: [juliewebster@wirral.gov.uk](mailto:juliewebster@wirral.gov.uk)

## Next steps in the development of the Health and Wellbeing Strategy

### Purpose

The purpose of this report is to provide the Health and Wellbeing Board with a proposed approach for the development of the next iteration of the Health and Wellbeing Strategy

### Background

Under the Health & Social Care Act, 2012 all upper tier and unitary local authorities in England took on a new duty in April 2013 to take such steps as they consider appropriate for improving the health of the population of their area. An important step in exercising this duty was the establishment of a Health and Wellbeing Board as a statutory committee of the Council and the production of a Health and Wellbeing Strategy. The first Health and Wellbeing Strategy for Wirral was agreed in March 2013.

The Health and Wellbeing Strategy sets out the overarching framework that describes how the public, private and voluntary sectors will work together with Wirral residents to improve the health and wellbeing of local people. The strategy provides a basis for the commissioning of health, social care and wellbeing services in Wirral.

The strategy does not replace existing commissioning plans; rather it is aligned with them. It is intended to support the commissioning of health, social care and wellbeing services.

The Strategy for 2013-15 was developed in consultation with stakeholders, with three priority areas for shared action; Mental Health; Older People and Alcohol misuse. Delivery plans were developed for the priority areas setting out a programme of activities to address the priorities and achieve the outcomes agreed by the Board.

### Refreshing the Health & Wellbeing Strategy

Following a review of the Health & Wellbeing Strategy by Board members in January 2014, it was agreed that the priorities of the Board be reviewed and refreshed to ensure that the Board was focusing on the right areas. For example, the need to be more explicit on the Board's aspirations to tackle health inequalities and promote wellbeing in our communities; the development of the Better Care Fund plan and the subsequent monitoring of its progress and performance is now a major focus of the local health and social care economy and the need to reflect the aspirations of the work of Vision 2018.

At the May development session the Board debated and agreed the following points for the refresh of the strategy:

**Approach to be adopted;** The Board agreed to amend its' vision to "The Health and Wellbeing Board's vision is to enable local people to live healthy lives, to tackle health inequalities and increase wellbeing in the people and communities of Wirral".

To achieve this vision the board agreed to use a **life course approach**. A life course approach focuses upon common themes at different stages in life which we believe will produce the biggest impact of the population. The reasons for this are to show how different partners' actions will contribute to the bigger picture, tackle underlying issues and build self-reliance. The approach acknowledges that the benefits of a good start in life accumulate thorough an individual's life. Protective factors such as a good education and family promote health and wellbeing for individuals. In turn, these people enrich the place and communities where they live. In all of this however the concept of place is fundamental to supporting people to live longer and healthier lives.

The Board discussed the importance of being clear on the outcomes that they want to see improved using this approach, these outcomes need to be debated further, appendix 1 provides an a framework for discussion.

The Board discussed **the principles they wish to see underpinning the new strategy**, these include the following:

- Action to tackle Health Inequalities as a priority with a focus on reducing the difference in life expectancy and healthy life expectancy between communities
- A focus on the wider determinants of health e.g. housing, economy and work
- Action to support the whole family, not just the individual
- Action to support all residents to have the opportunity to be the best that they can be
- Action to build upon Wirral's assets'
- The development of a different relationship between local organisations and local residents to recognise the strengths of local people, organisations and services
- Recognition that improving health and wellbeing is everybody's business'

The Board identified the following **enabling activity** to make this happen:

- Integration – joining up spending and services to improve health and wellbeing
- Reducing demand on public services and building independence and resilience
- Commissioning activity against clear outcomes to articulate what success would look like to local people
- Promotion of community development with a particular focus on the use of Asset Based Community Development methodology
- Connections being made across organisations and support to communities to make connections for themselves
- Workforce development to support staff to have a different relationship with local people to ensure the principles outlines above are actioned

The 2013 report from the Kings Fund “Improving the public’s health. A resource for Local authorities” <http://www.kingsfund.org.uk/publications/improving-publics-health> outlines **nine areas in which there is strong and clear evidence that action taken by local partners can have a major impact on health and wellbeing.**

- The best start in life
- Healthy Schools and pupils
- Helping people find good jobs and stay in work
- Active and safe travel
- Warmer and safer homes
- Access to green and open spaces and the role of leisure services
- Strong communities, wellbeing and resilience
- Public protection and regulatory services
- Health and spatial planning

The Board agreed to use this framework to structure a conversation with local people and partners to refresh the strategy. Appendix b provides detail on the nine areas and highlights some starting points for local conversations.

In the conversation the board needs to be clear on those areas where it needs to:

- **influence** e.g. support a call for a minimum unit price for alcohol
- **directly intervene** e.g. based on evidence identify where action needs to take place e.g. how is the local health and social care system responding to the needs of people aged 85+
- have a **watching brief** e.g. receive regular feedback from the Childrens Trust on action to tackle child poverty

The Board agreed that **the Strategy will be co – produced with representatives of the public, partner organisations and patients** to look at the potential priorities in order to co-design and develop the Strategy together. It is proposed that we do this via:

- The commissioning of insight work with local people and staff on their expectations of services and themselves in keeping Wirral healthy and well, we will discuss with them the use of services. The insight work will be used to challenge current perceptions of the roles of organisations and individuals in keeping the Borough healthy and well.
- A Health and Wellbeing Summit event, bringing partner organisations, members and communities together

Thorough out this work we would aim to develop an on-going conversation with local people as the Health and Wellbeing Strategy needs to be seen as a live document that is being refreshed as appropriate rather than a static document that is only amended at set points.

The insight from local people will be linked to data from the Joint Strategic Needs Assessment to define priorities for action

### **Timetable**

The proposed timetable for this work is

July – October 2014	Development/production of the Strategy - working alongside partners, public and stakeholders
November 2014	Health and Wellbeing Summit
21 <sup>st</sup> January 2015	Refinement of Strategy based on engagement at informal health and Wellbeing Board meeting
11 <sup>th</sup> March 2015	Presentation of refreshed strategy to Health and Wellbeing Board

### **Recommendations**

The Board is asked to debate and agree the approach for refreshing the Health and Wellbeing Strategy.

**Report Author:** Julie Webster  
Head of Public Health  
Wirral Council

**Date:** 25<sup>th</sup> June 2014