

WIRRAL HEALTH & WELLBEING BOARD

Meeting Date	8 July 2015	Agenda Item	
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Report Title	Wirral Public Health Annual Report 2014
Responsible Board Member	Fiona Johnstone

Link To HWB Function	Board development					
	JSNA/JHWS				X	
	Health and social care integrated commissioning or provision					
Equality Impact Assessment Required & Attached	Yes		No		N/A	N/A
Purpose	For approval		To note	X	To assure	

Summary of Paper	<p>Local government has long been involved in promoting health taking action to reduce harm from the things that create poor health. Wirral council, as the democratically accountable stewards of their population's wellbeing, understands the importance of 'place' in promoting wellbeing. The role of the Director of Public Health is to support the strategic thinking about how to drive reductions in health inequalities, both through the things that local authorities can directly influence, and through effective, local, partnership working. One of the important questions often asked is how we can maximise our efforts and impact on the health of people in Wirral. This year's Public Health Annual Report is based on a practical evidence based report produced By the Kings Fund in 2013 which sets out what can be done, how it affects Health and the associated business case for action. We reviewed each of the Nine priority areas to see what is being done locally and to highlight ways in Which we can strengthen our impact.</p> <p style="text-align: center;">http://www.kingsfund.org.uk/sites/files/kf/field/field_publication_file/publics-health-kingsfund-dec13.pdf</p>					
Financial Implications	Total financial implication	New investment required	Source of investment (e.g. name of budget)			
	£ N/A	£	£			
Risks and Preventive Measures						
Details of Any Public/Patient/ Service User Engagement						
Recommendations/ Next Steps	<p>One of the responsibilities of a Director of Public Health is to produce an annual report on the health of the local population, and the Council has a duty to publish that report. The intention of the report is that it is an important vehicle by which Directors of Public Health can identify key issues, flag up problems, report progress and, thereby, serve their local populations. It is also be a key resource to inform local inter-agency action and will contribute to improving the health and well-being of local populations and reducing health inequalities.</p> <p>The 2014 Public Health Annual report provides recommendations within each</p>					

	chapter for action. Many of these actions link closely with the aims of the existing Corporate plan to support vulnerable people, promote good health and a positive environment and encourage employment opportunities.
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Report History		
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Submitted to:	Date:	Summary of outcome:
Cabinet	29 June 2015	
Policy & Performance Committee	30 June 2015	

Publish On Website	Yes	X	Private Business	Yes	
	No			No	

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