

9TH MARCH 2016

REPORT TITLE	REVIEW OF HEALTH AND WELLBEING STRATEGY AND THE WIRRAL PLAN
REPORT OF	ROSE BOYLAN, POLICY AND STRATEGY MANAGER, WIRRAL COUNCIL

REPORT SUMMARY

At the Health and Wellbeing Board development session on 13th January 2016, the Board considered an update on the latest developments of the Wirral Plan, 20 Pledges and emerging Strategies. The Board discussion included a focus on:

- How the Wirral Plan and 20 Pledges relate to the work of the Board;
- How the Plan relates to the emerging NHS Sustainability and Transformation Plan; and
- How the Board can add value to help deliver more effective and efficient partnership working to achieve our priorities

The Board agreed that a follow up discussion was required to understand and agree, within the Wirral Plan and emerging strategies:

- Which strategies are top priorities for the Board;
- Which strategies does the Board want to; Lead; Influence; or be kept informed (see Fig 1)

To help inform the follow up discussion, this note brings together some supporting information. This aims to draw out the strategic linkages between the draft Health and Wellbeing Strategy and the Wirral Plan in order to help partners agree the future focus, priorities and strategic direction for the Board.

RECOMMENDATION/S

The Board are asked to advise:

- a) Whether the suggested linkages set out Fig 1 are the correct ones;
- b) Any additional activity and priorities that should be reflected;
- c) Any additional key cross cutting issues that need to be reflected eg Mental Health

SUPPORTING INFORMATION

1.0 Strategic Responsibilities of the Health and Wellbeing Board

The Health and Wellbeing Board has a remit (defined by the Health and Social Care Act 2012) to work together to:

- improve the health and wellbeing of the people in their area,
- reduce health inequalities; and
- promote the integration of services
- The statutory duties of the Health and Wellbeing Board are:
 - to produce the [Joint Strategic Needs Assessment](#)
 - to produce the Health and Wellbeing Strategy
 - to foster integration of services; and
 - to oversee the successful implementation of Better Care Fund arrangements locally

More detail about these responsibilities is set out in Appendix 1.

2.0 Development of Wirral Health & Wellbeing Strategy

2.1. During 2015, the Health and Wellbeing Board had a number of discussions about the development of a new Wirral Health & Wellbeing Strategy. The overarching vision for the strategy was agreed, together with the key principles. A development session of the Board was held on 26 May 2015, and the following strategic aims were agreed - that:

- We want to make Wirral a place where people are not disadvantaged by where they live, who they are or the circumstances they were born into
- We do not want any child in Wirral to live in poverty
- We will support Wirral residents to do as much as possible to keep themselves healthy, manage their own health, and live long, fulfilling lives
- We want people to receive the right support, at the right time, in the right place

2.2. Six areas for focus were put forward that had the following in common:

- They are all areas that require significant local improvement
- They are all areas where effective joint action could bring significant benefits to large numbers of our population
- They are all areas where effective joint action could result in significant savings for our local economy

The six areas for action discussed at the session were: alcohol, employment, childhood poverty, respiratory disease (including smoking), hypertension and the implementation of a new model of care.

2.3. Further work has been underway to scope out and refine the Board's priorities – for example to consider; what should be included in the children's priority; the need to include mental health within the priorities; and older people. A draft outline of a possible Health and Wellbeing Strategy framework was subsequently considered by the Board in July 2015, and is set out below.

2.4. Draft Health and Wellbeing Framework

“Health is a resource for everyday life” (WHO definition of health)

Health is something that when we’re younger is often taken for granted. As we get older it becomes more important; we see the impact health has on those we know and love, and on ourselves. The idea of health as a resource is an important one. Being healthy should enable us to achieve our goals in life; rather than being a goal in itself, and many factors influence our ability to be healthy.

In Wirral we see very varying experiences of health. Over the past ten years, the number of years that an average person might be expected to live has increased. Unfortunately we have not seen the years lived in healthy life increase in the same way. On average, men start to experience poor health at around 60 years of age, and for women at 62. This means that people may be living many years with health problems that restrict their enjoyment of life into older age.

We know that in the next 15 years the numbers of people aged 65 and over will increase to a third of our local population and that our over 85 year olds are similarly increasing rapidly. This is positive, but if quality of life is not great during those years, then the impact on people, their families and services is significant.

Children and young people achieve well, despite some difficult circumstances for some. But an unacceptable number live in poverty, or are in care. We know that a child’s experience in the early years has a major impact on their health and life chances.

The amount of money we have to put into all public services is shrinking, with much less to invest in services that support people who are unwell or unable to support themselves. This means that we have two important priorities: to keep people healthy for as long as possible; and to make sure that those who do need help and support get the best possible.

Our Health & Wellbeing Board will lead this work, through a number of approaches:

We want to see people empowered at different stages of their lives: getting the very best start in life through to enjoying their older age. This is not a case of doing things to people – we need to do this with our communities – to respond to **what matters to you**.

We hope to keep people well for as long as possible by reducing the levels of the main risk factors that can lead to poor health – alcohol, tobacco, high blood pressure, mental health. We will reshape health & social care: providing high quality integrated care and reducing the need for emergency admissions to hospital.

To achieve these aims we are producing four key plans:

- (i) A positive start to life**
- (ii) A healthy older age**
- (iii) Keeping people well**
- (iv) Supporting vulnerable people**

These plans will be produced with our communities so that we better understand what matters, and how we can be at the edges of people’s lives, not at the centre. From that insight we will focus our actions to make a real difference. For each plan we will consider:

- what is (are) the issue(s) on Wirral
- what do we want things to look like in 5 years – what are our ambitions?
- what are the actions that we feel are a priority?

3.0 Development of the Wirral Plan, 20 Pledges and emerging strategies

3.1. Since then, there have been a number of wider strategic discussions with partners from across the borough to consider how we can work together collectively to achieve better outcomes for Wirral residents. Key messages from the Partnership Summits include:

- All partners are facing considerable financial challenges, but recognise that this also presents significant opportunities for much greater collaboration;
- There is some excellent existing partnership activity, but often there are too many meetings, and actions not always followed through;
- Partners feel that there is a need for greater focus on a smaller number of priorities;
- Partners welcome the Council's role in leading greater collaboration, and broadly support the priorities set out within the 2020 Vision;
- Partners are committed to working together to agree a new Wirral Plan, and some shared priorities that we will really focus our efforts on

3.2. Partners have agreed that the Wirral Plan and the priorities set out within it form a single collective Vision for the borough. A number of strategies and action plans are being developed, as well as new ways of partnership working to enable the most efficient and effective collective approach to implement the Plan.

3.3. All of the priorities and strategies reflect a strong evidence base and are based on feedback and insight from our residents.

3.4. The diagram set out below starts to draw out some of the linkages between the 4 priorities of the Health and Wellbeing Strategy, and the related pledge within the Wirral Plan. This can help inform the Board's discussion about which of the pledges it wants to focus on, who could champion and the reporting requirements.

Fig 1: Health and Wellbeing Strategy and the Wirral Plan

Health & Wellbeing Priority	Wirral Plan Pledge	Wirral Plan Strategy	Partnership	Health and Wellbeing Board to:	Suggested HWB link
A positive start to life	Children are ready for school	Children and Young People's Strategy	Children's Joint Commissioning Group	Influence*	Julia Hassall
	Young people are ready for work and adulthood				
	Vulnerable children reach their full potential				
	Reduce child poverty	Improving Life Chances Strategy	Child Poverty steering group	Influence	Fiona Johnstone
Healthy Older Age	Older people living well	Older People Strategy	Ageing well steering group	Influence	Annette Roberts
Keeping people well	Wirral residents live healthier lives	Healthier Lives Strategy Alcohol Strategy Tobacco Strategy	HWB HWB	Lead Lead	Jon Develing
	Leisure and cultural opportunities for all	Leisure Strategy Culture Strategy	Steering Groups	Influence	Clare Fish
Supporting Vulnerable People	People with disabilities live independent lives	People With Disabilities Strategy	All Age Disability Partnership Board	Influence	Graham Hodkinson
	Zero tolerance to domestic violence	Domestic Abuse Strategy	Community Safety Partnership	Influence	John Martin

Health & Wellbeing Priority	Wirral Plan Pledge	Wirral Plan Strategy	Partnership	Health and Wellbeing Board to:	Suggested HWB link
	Wirral's neighbourhoods are safe	Community Safety Strategy	As above		Gary Oakford
Indirect links					
	Greater job opportunities in Wirral Workforce skills match business needs Increased inward investment Thriving small businesses Vibrant tourism economy	Growth Strategy	Growth Board	Influence	Cllr Phil Davies
	Good quality housing that meets the needs of residents	Housing Strategy	Growth Board	Influence	Cllr George Davies
	Attractive local environments for Wirral residents	Waste Management Strategy Environment Strategy	LCR Waste Partnership TBC	be informed	??

***Suggested reporting and governance**

	HWB Role	Reporting
Lead	HWB plays a lead role in implementation and delivery of the theme	Regular updates, key part of HWB work programme
Influence	Most appropriate Partnership leads on a theme but HWB can call into account delivery; review performance; make things happen to unblock barriers	Reporting to HWB by exception
Be informed about	HWB receives occasional updates or can request specific thematic update	Primarily to another group/Board

4.0 FINANCIAL IMPLICATIONS

The Wirral Plan and strategies have been developed in partnership with the public, private and voluntary sectors, to ensure the best outcomes for the residents of Wirral from the available collective resources. As the detailed delivery plans for the strategies are developed, financial implications will be identified as part of the project plan.

5.0 LEGAL IMPLICATIONS

There are no legal implications arising directly from this report. As projects to deliver the strategy are developed the legal implications will be identified as part of the project plan.

6.0 RESOURCE IMPLICATIONS: ICT, STAFFING AND ASSETS

The Wirral Plan and associated strategies are being co-ordinated in partnership by existing staff resources. Any additional resource requirements are being identified as the detailed delivery plans are developed.

7.0 RELEVANT RISKS

The Corporate Risk Register will be refreshed in line with the new Wirral Plan developments to ensure that any risks to delivery are understood and mitigating actions are put in place as appropriate.

8.0 ENGAGEMENT/CONSULTATION

The Wirral Plan and strategies have all been developed through extensive engagement, consultation and feedback from residents, partners and other stakeholders.

9.0 EQUALITY IMPLICATIONS

The potential impact has been reviewed with regard to equality and the impact assessment can be found at:

<https://www.wirral.gov.uk/communities-and-neighbourhoods/equality-impactassessments>

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REFERENCE MATERIAL

SUBJECT HISTORY (last 3 years)

Council Meeting	Date
Health and Wellbeing Board Development Session Agenda Item: Update on Wirral Plan and Pledges	13 th January 2016
Health and Wellbeing Board Agenda item: Draft Health & Wellbeing Strategy	8 July 2015

APPENDIX 1: Statutory Responsibilities of Health and Wellbeing Board

Integrated working

- A duty to encourage persons who arrange for the provision of any health or social care services in that area to work in an integrated manner for the purpose of advancing the health and wellbeing of the people in the area and to provide such advice, assistance or other support as it thinks appropriate for the purpose of encouraging the making of partnership arrangements under section 75 of the National Health Service Act 2006 in connection with the provision of such services.
- A discretion to encourage persons who arrange for the provision of any health-related services in its area to work closely with the Health and Wellbeing Board and/or with persons who arrange for the provision of any health or social care services (“health-related services” means services that may have an effect on the health of individuals but are not health services or social care services).

Joint Strategic Needs Assessments and Joint Health and Wellbeing Strategies

- The HWB must exercise the functions of the Council and the Clinical Commissioning Group in relation to the preparation of a Joint Strategic Needs Assessments (JSNA) and Joint Health and Wellbeing Strategies (JHWBS)¹
- The Council is required to publish the JSNA and the JHWBS
- The HWB may give an opinion on whether the authority is discharging its duty to have regard to the JSNA and JHWBS
- The CCG must consult the HWB when it prepares or revises its commissioning plan.
- The HWB must give an opinion to the CCG on whether the plan takes proper account of the JHWBS²
- The HWB may give the NHS Commissioning Board a copy of the opinion
- The HWB must be consulted in the preparation of the CCG’s annual report
- The HWB must give the NHS Commissioning Board its views on the CCG’s contribution to the delivery of the JHWBS when the NHS Commissioning Board conducts a performance assessment of the CCG

Pharmaceutical Needs Assessments

A duty to:

- assess needs for pharmaceutical services in its area; and
- publish a statement of its first assessment and of any revised assessment.

¹ In preparing a JHWBS the HWB must (a) consider the extent to which the needs could be met more effectively by the making of arrangements under section 75 of the National Health Service Act 2006 (rather than in any other way), (b) have regard the mandate published by the Secretary of State under section 13A of the National Health Service Act 2006 and guidance issued by the Secretary of State (c) involve the Local Healthwatch organisation for the area of the responsible local authority and (d) involve the people who live and work in the area. The HWB may include in the strategy a statement of its views on how arrangements for the provision of health-related services in the area of the local authority could be more closely integrated with arrangements for the provision of health services and social care services in that area.

² The CCG must include a statement of the opinion of the HWB in its published commissioning plan.