



COUNCILLOR CHRIS JONES

CABINET

MONDAY 21 MARCH 2016

**WIRRAL PLAN: A 2020 VISION -
UNDERPINNING STRATEGIES:
HEALTHIER LIVES**

Councillor Chris Jones, Cabinet Member – Adult Care & Public Health, said:

“We want our residents to have a long and healthy life. We know some of our communities face many challenge and this strategy aims to develop a new approach to support and enable people to live healthier lives in Wirral by building an environment in which healthy choices are the easy choices and where we can make a real impact in reducing health inequalities across the borough.

In the Wirral Plan we set out the following pledge: We remain committed to addressing health inequalities in Wirral through encouraging residents to lead healthier lifestyles and promoting physical activity and healthy eating. We will also continue to reduce the prevalence of smoking amongst our residents and the levels of alcohol related ill-health and anti-social behaviour thorough restricting availability of “super strength” alcohol. We want to see 30% of Wirral’s off-license retailers sign up to the Council-supported “reduce the strength” campaign.”

REPORT SUMMARY

The Wirral Plan: A 2020 Vision sets out a shared partnership vision to improve outcomes for Wirral residents. Delivery of the priorities and outcomes described in the Plan are underpinned through the development and implementation of a set of key strategies.

This report provides Cabinet with the Healthy Lives Strategy; a key strategic document which articulates ambitions related to the Wirral Plan Healthy Lives priority:

“We want all of our residents to have a good quality of life and live healthy lifestyles in clean and safe environments”

This matter affects all Wards within the Borough and is therefore a key decision.

RECOMMENDATION/S

Cabinet is requested to approve the Healthy Lives Strategy which is appended to this report.

SUPPORTING INFORMATION

1.0 REASON/S FOR RECOMMENDATION/S

- 1.1 The Healthy Lives Strategy has been developed to deliver the Wirral Plan pledge to create an environment in which our residents are encouraged and supported to live a healthy life.

The strategy has been developed with residents, partners and stakeholders to ensure that there has been extensive engagement in its development and identification of priority areas for action.

2.0 OTHER OPTIONS CONSIDERED

- 2.1 No other options have been considered.

3.0 BACKGROUND INFORMATION

- 3.1 A five year Wirral Plan received unanimous approval at the meeting of full Council on 13th July 2015 and has been adopted by all strategic partners from the public private and third sectors.

The plan contains twenty pledges to be achieved by 2020; one of the plans under the environment theme is the Healthy Lives pledge which sets out the following commitment:

“We remain committed to addressing health inequalities in Wirral through encouraging residents to lead healthier lifestyles and promoting physical activity and healthy eating. We will also continue to reduce the prevalence of smoking amongst our residents and the levels of alcohol related ill-health and anti-social behaviour through restricting availability of “super strength” alcohol. We want to see 30% of Wirral’s off-license retailers sign up to the Council-supported “reduce the strength” campaign.”

To deliver this pledge we are initially developing tobacco control and alcohol strategies together with the concept of a Healthy High Street to provide the environment for local people to keep healthy and well. The Healthy Wirral programme is a great opportunity for us to embed prevention and early intervention work across the health and social care sector. This pledge has key actions for delivery but will only be achieved by the combined actions of all the partners in the Wirral Partnership and local people.

The separate elements within the strategy complement each other and also link to the other Wirral Plan pledges particularly the Growth Plan and Culture Strategy.

The strategy has been developed through a partnership steering group chaired by the Council’s Strategic Director of Families and Wellbeing and Wirral Clinical Commissioning Group’s Chief Operating Officer and includes a set of partnership actions to be delivered over the course of the five year strategy. The strategy will be reviewed on an annual basis with regular performance reporting taking place through appropriate governance arrangements.

4.0 FINANCIAL IMPLICATIONS

- 4.1 As projects to deliver the strategy are developed the financial implications will be identified as part of the project plan.

5.0 LEGAL

- 5.1 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: STAFFING, ICT AND ASSETS

- 6.1 The Healthy Lives Strategy will be co-ordinated in partnership by existing staff resource. Any additional resource requirements will be identified as a detailed deliver plan is developed.

7.0 RELEVANT

- 7.1 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

- 8.1 The Healthy Lives Strategy has been developed through a partnership steering group and has been subject to wider consultation with residents, partners and other stakeholders.

Over the summer of 2015, research was undertaken with local people to understand their motivation for improving their health and wellbeing and the challenges they face in doing this. The research findings challenge current ways of working, and suggest that change is required in the way health and wellbeing services and communications are designed, commissioned and delivered. The research is being used extensively in developing the elements of the strategy.

Stakeholder events took place on the 29th January 2016 to inform the development of the Tobacco Control and Alcohol strategies, feedback from the events is being used to inform the strategies.

A local citizen's jury was commissioned between December 2015 and February 2016 to inform the development of the Alcohol Strategy. Over the three month period a group of nineteen local people met to discuss with local and regional experts action to address alcohol misuse, they have developed a series of recommendations which will be considered for inclusion in the alcohol strategy.

9.0 EQUALITY IMPLICATIONS

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

<https://www.wirral.gov.uk/my-services/community-and-living/equality-diversity-cohesion/equality-impact-assessments/eias-april-2014/eias-families-wellbeing>

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APPENDICES

Appendix 1 – Healthy Lives Strategy

REFERENCE MATERIAL

All reference material is contained within the strategy appended to this report.

SUBJECT HISTORY (last 3 years)

Council Meeting

Date

Not applicable

