

WIRRAL RESIDENTS LIVE HEALTHIER LIVES

THE WIRRAL PARTNERSHIP

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1.0 FOREWORD

Councillor Chris Jones

Cabinet Member - Adult Social Care & Public Health

Our health and wellbeing is influenced by many factors for example where we live, whether or not we have a job and the lifestyle choices we make. Action to tackle health inequalities and help our residents live healthier lives requires the concerted efforts of all partners in Wirral working with local people.

There are stark statistics in this paper on the poor health outcomes many of our residents face. The Wirral Plan and Healthy Wirral provide us with the opportunity to have a different conversation with local people to help manage demand on health and social care. The insight work we undertook with local people over the summer illustrates the in-depth work we need to do with our residents so that the drive for better health comes from them.

We want our residents to have a long and healthy life, however, we know some of our communities face multiple challenges. This pledge aims to develop a cross-partner approach to support and enable people to live healthier lives in Wirral. This will be done by building an environment in which healthy choices are the easy choices and nurturing a social movement for health so that local people make their own informed choices.

The initial work for this pledge will focus on action to help people adopt healthier lifestyles and the development of the concept of a Healthy High Street. The Healthy Wirral programme, which aims to transform the way health and wellbeing services are designed and delivered in Wirral, 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. This cross partner action will ensure that all the pledges in the Wirral Plan complement each other and deliver the ambitions we have for the borough.

The financial challenges the public sector faces are well documented and this means it is more important than ever to work in partnership to deliver the ambitions set out for this pledge. I encourage you to take the time to read this document and I look forward to working with you to deliver its ambition to create a borough that supports local people to live longer, healthier lives.

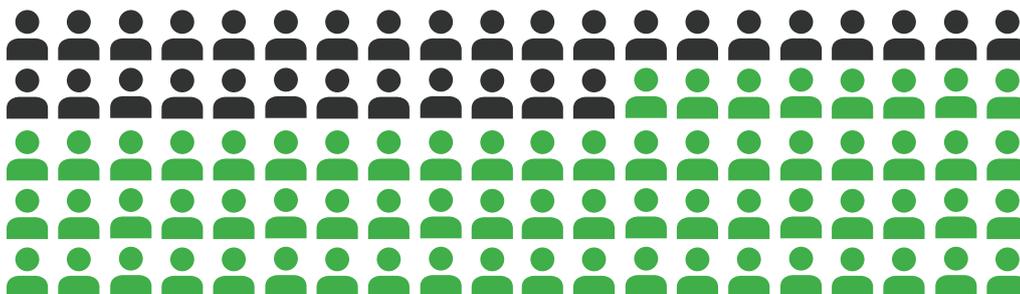


A handwritten signature in white ink that reads "C. Jones".

Councillor Chris Jones

KEY FACTS

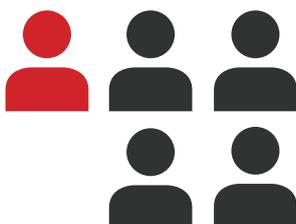
IF WIRRAL WAS 100 PEOPLE



32 OF THEM WOULD LIVE IN AREAS DESCRIBED AS DEPRIVED

Source: Wirral Joint Strategic Needs Assessment 2015

SMOKING AND THE HARM IT CAUSES ARE NOT EVENLY DISTRIBUTED



ONE IN FIVE PEOPLE IN WIRRAL SMOKE (46,432 PEOPLE)



PEOPLE IN THE MOST DEPRIVED AREAS ARE MORE THAN TWICE AS LIKELY TO SMOKE THAN PEOPLE IN THE LEAST DEPRIVED AREAS

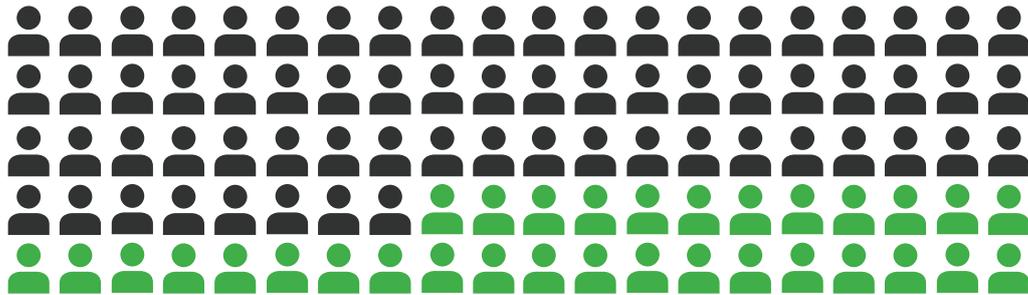


1 IN 6 WOMEN WHO SMOKE ARE STILL SMOKING AT THE TIME THEIR BABY IS BORN (16.7% IN 2014/15) COMPARED TO 1 IN 9 WOMEN IN ENGLAND (11.4%)

Source: Public Health England 2015

KEY FACTS

IF WIRRAL WAS 100 PEOPLE



**68 OF THEM WOULD BE AN
UNHEALTHY WEIGHT (BMI THAT
PUTS THEM IN THE OVERWEIGHT
OR OBESE CATEGORY)**

Source: Wirral Joint Strategic Needs Assessment 2015



INTRODUCTION

The Wirral Plan outlines our partnership commitment to take action to reduce the unacceptable levels of inequality, particularly in relation to poor health experienced by local residents. It is our ambition as set out in the plan to work in partnership with all organisations, local residents and others to achieve 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.

Purpose of the strategy

Our health and wellbeing is influenced by a multiplicity of factors as evidenced in 'Fair Society, Healthy Lives', a Strategic Review of Health Inequalities in England and the World Health Organisation's Commission on the Social Determinants of Health. The Department of Health estimates that health services, although important to our health and wellbeing, only contribute about 20% of our health status. The other 80% is determined by access to employment and

education opportunities, our income, good housing, transport links and supportive social networks.

This highlights the importance of the actions outlined in the Wirral Plan pledges to promote economic growth, good housing, employment opportunities, transport links and the people pledges to the achievement of the ambition of this pledge.

This pledge aims to develop an approach across the Wirral Partnership and with local people to support and enable them to live healthier lives by building an environment in which healthy choices are the easy choices and nurturing a social movement for health so that local people make their own informed choices.

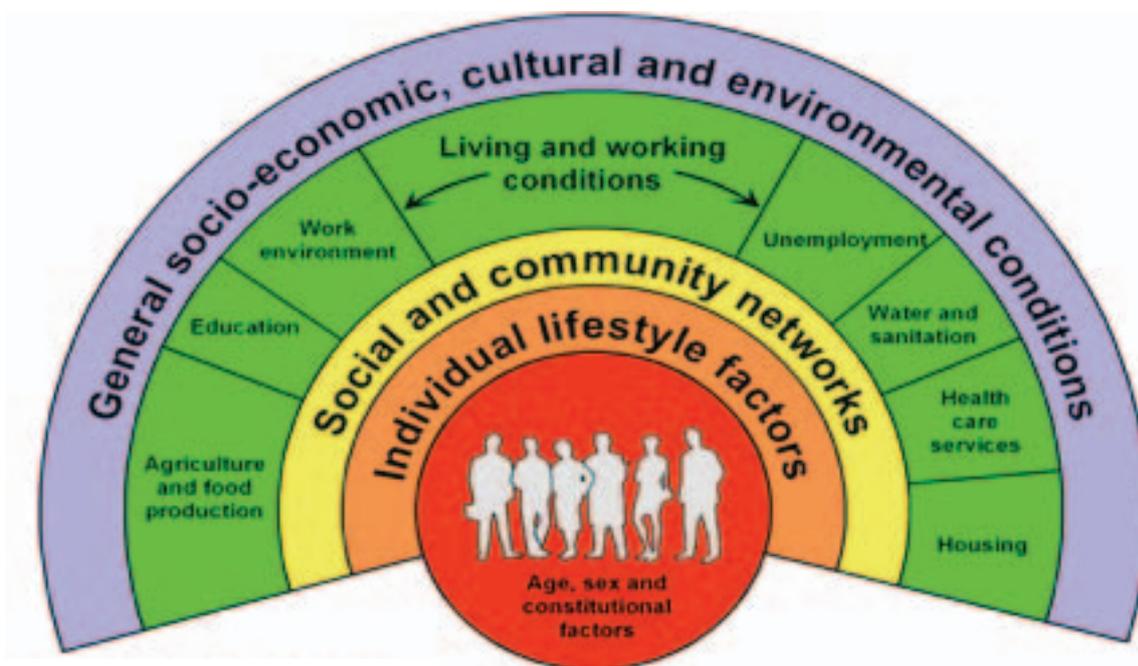
There are key actions for delivery outlined in this paper but the aspiration of this pledge will only be achieved by the combined actions of all partners and the pledges in the Wirral Plan.

The diagram on page 10 shows the factors that impact on our health. Our combined action across the Wirral Plan pledges will address these factors, supporting local people to live healthy lives.

Our Ambition:

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

Figure 1: Social Model of Health



Source: Dahlgren and Whitehead, 1991

Health inequalities are not inevitable or immutable, they result from social inequalities. Reducing health inequalities is a matter of fairness and social justice. We know that there are strong links between poverty, including lack of work and poor health and wellbeing. Focusing solely on our most disadvantaged communities to tackle health inequalities will not be sufficient.

We need intervention across the borough, but with a focus on our communities with the greatest health needs to ensure we reduce health inequalities.

The initial work for this pledge will focus on action to address lifestyle change and work with local people to support them to take control over their health and wellbeing. We will work closely with Healthy Wirral to build on their prevention and early intervention work.

Our priorities are to:

- Reduce the numbers of smokers in Wirral.
- Reduce the impact of alcohol misuse on individuals, families and their communities.
- Promote healthy eating.
- Support local people to take control over their health and wellbeing.



WHAT ARE LOCAL PEOPLE TELLING US?

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 key recommendations from this work focused on gaps in provision to show challenges and opportunities for change.

These challenges are:

- Communications are often incoherent and unappealing, branding and communications distance residents from council officers.
- Services sometimes set goals for people that are too easily achievable or do not sufficiently challenge them to progress. Individuals with extremely poor levels of health and fitness can feel excluded.
- Addressing fitness problems can feel 'too hard', especially at first. Individuals easily become demotivated by lack of progress and find 'starting' very difficult (and often physically difficult).
- The Benefits System can disincentivise improving health and fitness, with individuals fearful that improvements may count against them in their benefits assessments.
- Social isolation and 'what other people think' can compound inertia around change. In practical terms, this meant that those the researchers met often had a lot of anxiety about doing something they had never done before – and often cited 'not having someone to go with' as being a barrier. Few of the research participants had positive role models around health and fitness.
- Perceptions of risk in the local environment also caused disproportionate fears around safety.

These 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. It is clear that a collaborative effort will be needed, drawing on the skills and experience of a range of individuals including commissioners, frontline staff and professionals, community leaders and local residents themselves; this is a key challenge for the Wirral Plan.

The Joint Strategic Needs Assessment (JSNA) provides a wealth of information on the health and wellbeing of local people, together with results of insight work we have undertaken. The Joint Strategic Needs Assessment can be accessed at <http://info.wirral.nhs.uk/default.aspx> and provides the source of the data and insight used in this document.



**WHAT DO WE KNOW
ABOUT THE HEALTH
AND WELLBEING OF
LOCAL PEOPLE?**

- The health of people in Wirral is varied compared with the England average. Deprivation is higher than average with about 23.4% (13,700) of children living in poverty.
- The main causes of health inequalities are poverty and income inequality. Living in poverty is closely related to other factors that influence health such as education, living environment, employment and lifestyle.
- The gap in mortality rates between the most deprived 20% of areas in Wirral and the rest of Wirral has been widening since 2002. Health inequalities are evident across all age groups, even before birth. For example, mothers in deprived areas of Wirral are more likely to smoke in pregnancy, more likely to have low birth-weight babies and are less likely to breastfeed.
- Lifestyle related issues such as smoking, drinking high levels of alcohol and obesity all show strong associations with deprivation in Wirral (and nationally) and contribute to health inequalities. For various and complex reasons, these behaviours are more common in the most deprived areas of Wirral.
- Those living in the most deprived areas of Wirral have higher emergency hospital admission rates than those living in the most affluent areas.
- Local analysis quantifying the health effects of unemployment in Wirral in 2012 indicates that around 23 deaths, 1,664 cases of Long Term Limiting Illness and 2,392 cases of people suffering mental health problems are directly attributable to unemployment.

(Source: Wirral Joint Strategic Needs Assessment 2015)

Life expectancy for both men and women in the borough is lower than the England average and varies by over 10 years across the borough. The following chart illustrates that a child born today in Rock Ferry can expect to live for 74 years whilst a child born today in Heswall can expect to live for 84 years. The wards with the lowest life expectancy are also those with high levels of poverty and map closely to the indices of deprivation map.

LIFE EXPECTANCY VARIES BY OVER 10 YEARS BETWEEN WARDS IN WIRRAL



Almost one-third of people's lives in Wirral are spent in ill-health – this is considerably higher than the national average.

The major diseases driving the inequalities described above are heart disease and stroke, cancer, respiratory and digestive diseases this includes alcohol related diseases such as chronic

liver disease and cirrhosis - all of which have the following common risk factors:

- **Smoking**
- **Alcohol misuse**
- **Poor diet**



OUR PRIORITIES

1. Reduce the number of people who smoke in Wirral

The majority of people start smoking early, 66% of people start before the age of 18; 83% before the age of 20.

- We will work to reduce the availability and supply of tobacco products including illicit and illegal products and address the supply of tobacco containing products to children.
- We will work with local people, communities and businesses to reduce exposure to second-hand smoke.

What do we already know?

- In 2012, the rate of smoking-related deaths was 340 per 100,000 people, much higher than the average for England and equates to 671 deaths per year in Wirral.
- The annual cost of smoking to the Wirral economy is £77.7 million pounds which includes a £12.8 million cost to the NHS, £7 million cost to social care and £53.8 million lost productivity which includes smoking breaks.

How we will measure if we are getting it right

We will see a reduction in

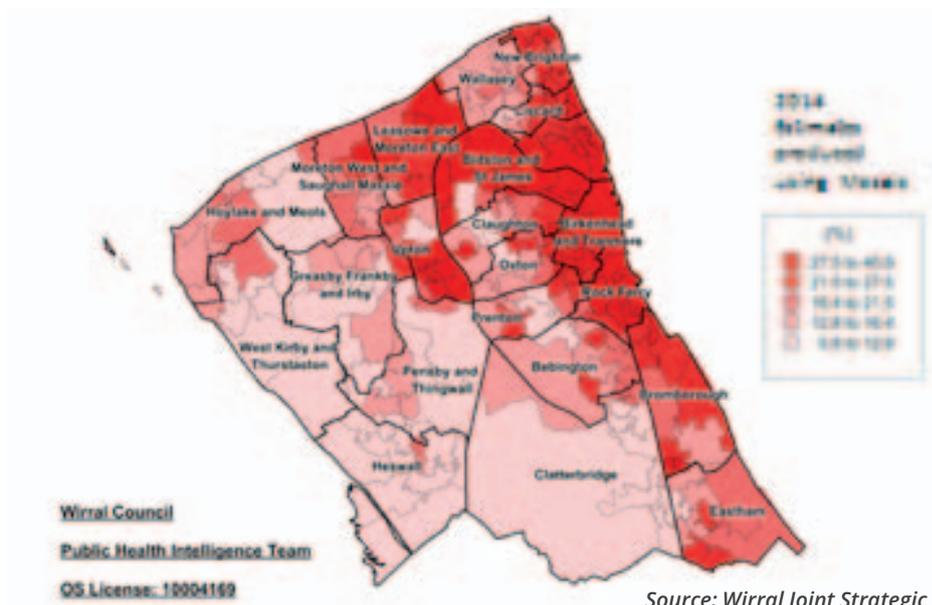
- the number of people who smoke in the borough with a focus on certain groups of people.
- the number of women continuing to smoke in pregnancy.
- smoking amongst 15 year-olds.

What are we going to do to reduce smoking prevalence in the borough?

- We will work with local people to promote consistent messages on the dangers of smoking and let them know where stop smoking services are available.

The map below shows the prevalence of smoking across the borough with higher rates of smoking in the East of Wirral.

Smoking prevalence in Wirral in those aged 15+ (2014)



Source: Wirral Joint Strategic Needs Assessment 2014

2. Reduce the impact of alcohol misuse on individuals and communities

Drinking alcohol has been part of British culture for hundreds of years, 85% of adults drink alcohol however 1 in 5 adults drink too much. Locally the impact of alcohol misuse on individuals, their families and communities is significant.

What do we already know?

- The economic cost to Wirral of alcohol problems in terms of health, social cost, criminal justice, and lost productivity is estimated at £127million per year, of which £25million are healthcare costs.
- 1 in 9 crimes are alcohol-related.

What are we going to do to tackle alcohol misuse in the borough?

We will:

- Encourage and support responsible attitudes and behaviours towards alcohol consumption.
- Deliver evidence based, recovery focused treatment support to meet individual needs and reduce the effects on health caused by excessive alcohol consumption.

- Protect children, young people and their families from harm related to alcohol misuse.
- Through business engagement, campaigning and regulation promote and enforce the responsible management of alcohol retailing. We will also ensure that the accessibility of alcohol is responsibly controlled through local licensing decisions and influencing of government policy.
- Engage with businesses in the voluntary Reducing the Strength campaign.
- Work with our partners: Police, HMRC, Immigration, Border Inspection, Utilities, Post Office, NorthWest Illegal & Illicit Tobacco, Wagtail Tobacco (Dog), Environmental Health, Trading Standards and Licensing Teams to address those businesses that are engaged in criminal activities.

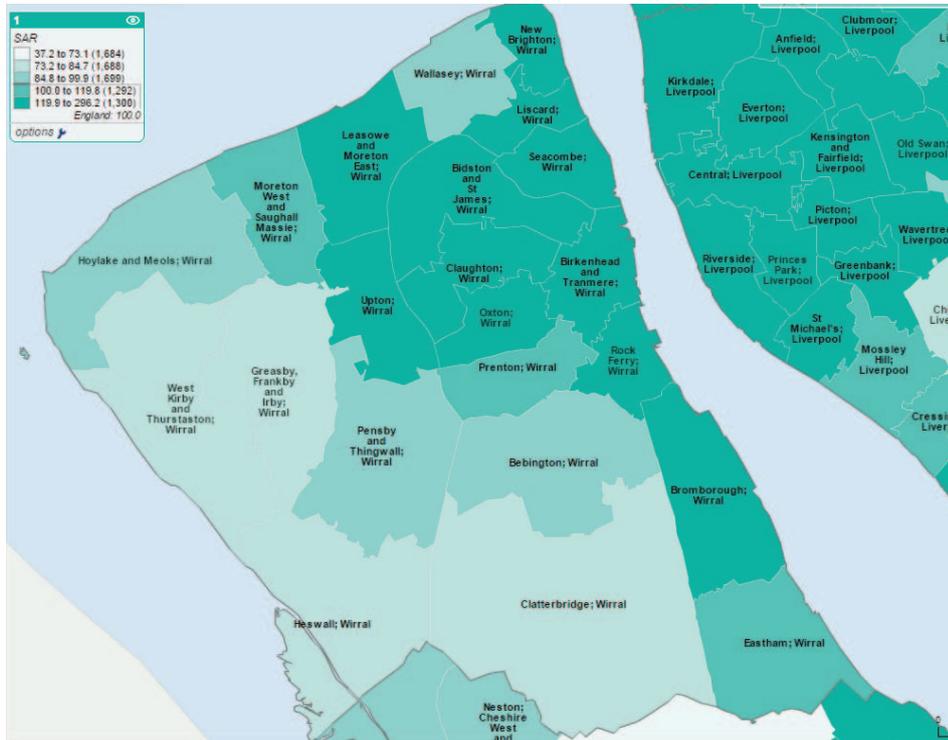
How we will know if we are getting it right?

We will see a:

- Reduction in alcohol related health harms.
- Reduction in alcohol related crime, anti-social behaviour and domestic abuse.
- Diverse, vibrant and safe night time economy.

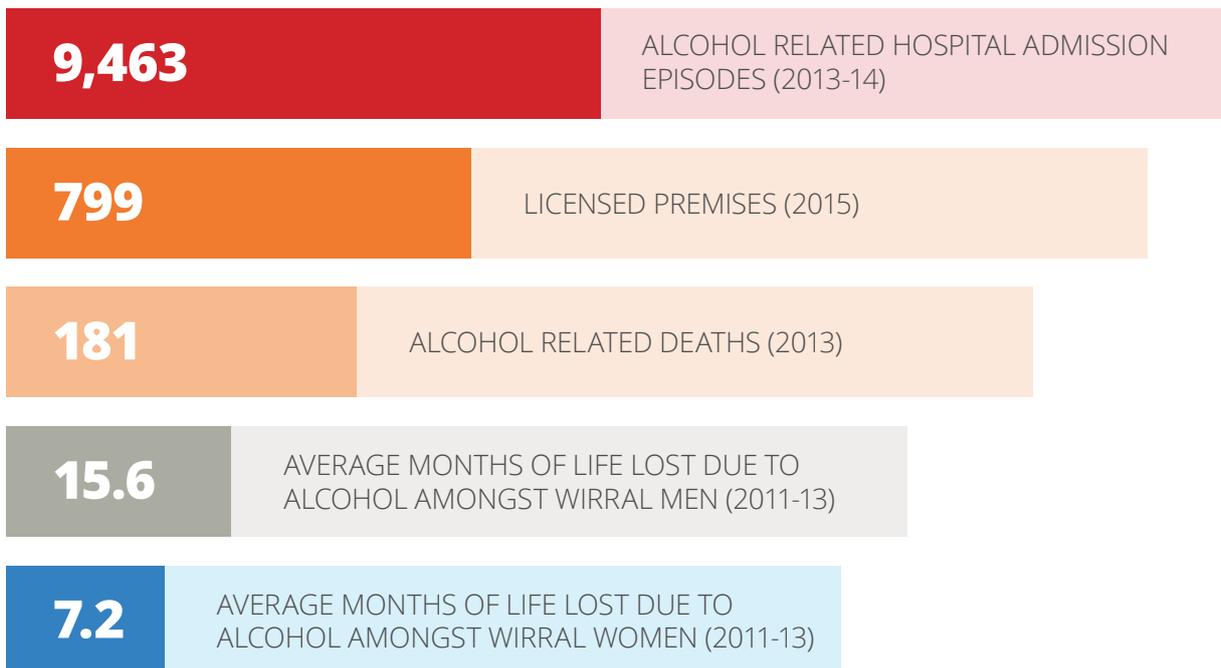
Hospital admissions for alcohol attributable conditions from 2008/09 to 2012/13

The following map illustrates the pattern of admissions to hospital for conditions attributable to alcohol misuse. Higher levels of admission relate to our areas of high socio-economic deprivation.



Source: Wirral Joint Strategic Needs Assessment

ALCOHOL IN WIRRAL



Source: Wirral Joint Strategic Needs Assessment

3. Promote healthy eating

In 2012, 18.6% of adults in Wirral were classified as obese. There are however significant differences across the borough. We see higher rates of obesity in our more deprived wards and lower numbers of people eating a healthy diet.

What are we going to do to promote healthy eating?

- Work with partners to mitigate risk factors for food poverty. The single biggest reason that people were referred to food banks in 2014 was benefit delay (29%), followed by low income.
- Explore with the planning team the opportunities to influence the core strategy and supplementary planning guidance to encourage the development of a Healthy High Street.
- Work across the Wirral Partnership to support businesses to optimise health by helping staff to engage customers in conversations about their health, signposting them to health services and having health promotion information and messages available and visible e.g. roll out of the Takeaway for a Change and Eat Well Wirral programmes, work with food businesses to reduce salt levels.

- Work with our schools on the importance of the school setting in promoting positive relationships with food.

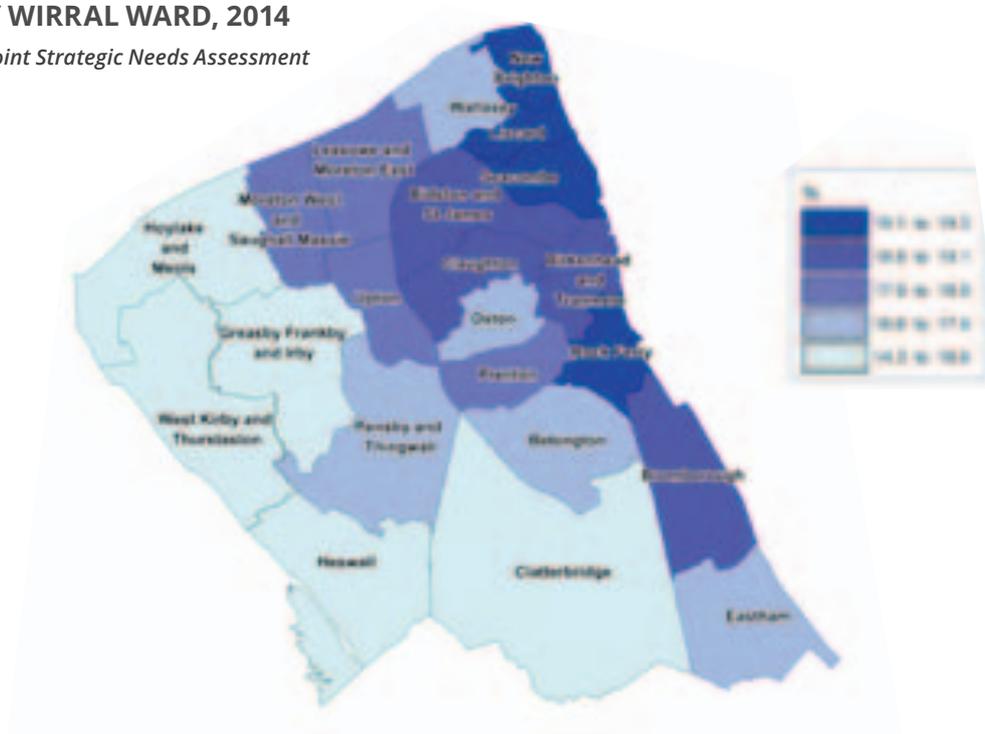
How we will know if we are getting it right?

We will see:

- An increased prevalence of healthy weight.
- A reduction in the levels of people who are overweight and obese.
- A reduction in the number of people experiencing food poverty.

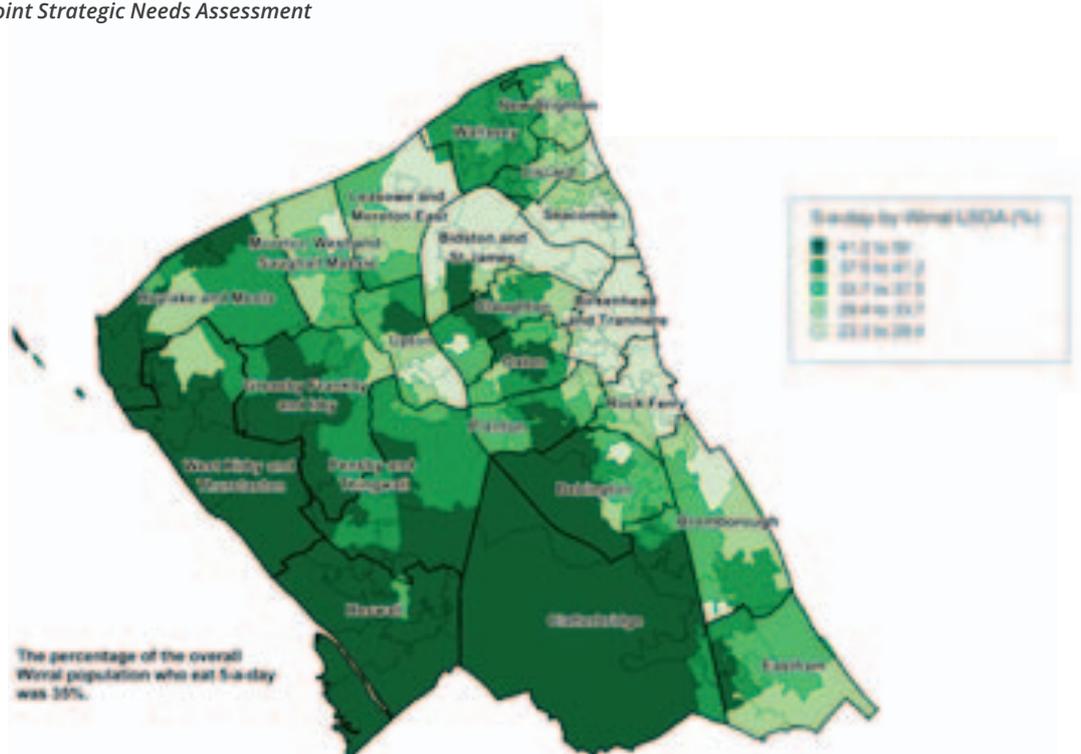
OBESITY BY WIRRAL WARD, 2014

Source: Wirral Joint Strategic Needs Assessment



PERCENTAGE OF THE WIRRAL POPULATION WHO EAT 5-A-DAY

Source: Wirral Joint Strategic Needs Assessment



4. Support local people to take control over their own health and wellbeing

Our work to support people to take control over their own health and wellbeing will focus on both policy changes and practical support. What are we going to do to support local people to take control over their own health and wellbeing?

Policy review

Business makes an important contribution to vibrant and healthy high streets. We want to work with businesses to support them to improve the health of their community. We will use Council powers to address businesses that may negatively impact on the public's health. We have had some success in this field e.g. Takeaway for a Change and Reducing the Strength campaigns but we need to undertake this work at scale.

We will:

- Undertake insight work with communities to develop further our understanding of the needs of local people in relation to a healthy streets retail and leisure offer.
- Undertake a review of potential regulation and voluntary measures to increase diversity on the high street in established shopping areas and new retail development sites.
- Develop a common view, working with residents and businesses on what a Healthy High Street means for the different communities in Wirral.

- Work with economic partners to develop the healthy retail offer in Wirral, supporting businesses to market and celebrate the healthy high street.

Practical support

A review of Information and Advice Services identified that although there are lots of activities being commissioned and provided by community and voluntary groups to support people with social, emotional or practical needs, they are not systematically connected to health and social care services. Stakeholder feedback reported that health and social care professionals and the general public feel overwhelmed when asked to identify social interventions available to help them and would like one portal to access advice and information on health and wellbeing.

In response we are developing a social prescribing model which will be a connected network of community and voluntary groups which are well known to and easily accessed by local people. The aim is that local people will be more willing and open to taking more control over their health and wellbeing.

How we will know if we are getting it right?

We will see:

- an increase in improved self reported wellbeing in the residents' survey.

“The aim is that local people will be more willing and open to taking more control over their health and wellbeing”

HOW WE WILL DELIVER THIS PLEDGE

The delivery of this pledge will be in partnership with local residents and public, private and voluntary sector organisations. We will deliver the ambitions outlined within this pledge through the following action plans and other key strategies and plans which focus on employment, housing, transport, education and promoting the health and wellbeing of local people.

The agreed actions will be delivered over the lifetime of this pledge with detailed project plans to be developed to ensure there is regular review and monitoring of the actions. There will also be further engagement and consultation with residents, partner organisations and other stakeholders as we develop more detailed action plans.

An annual report will be prepared which will outline progress of the actions and demonstrate the outcomes that have been achieved through the delivery of the strategy.



ACTION PLANS

1. Reduce the number of people who smoke in Wirral

What do we plan to do?	By when	Lead organisation
Produce a refreshed Tobacco Control Strategy to ensure a reduction in prevalence.	March 2016	Public Health
Support the work of the Trading Standards team and North West Illicit Tobacco Control Programme to ensure illegal and illicit tobacco is removed from our communities.	Ongoing	Trading Standards
Develop links with children and young peoples services to highlight the harms of tobacco smoking and investigate the development of an approach to risk taking behaviour to include drug and alcohol use.	March 2017	Public Health

2. Reduce the impact of alcohol misuse on individuals and communities

What do we plan to do?	By when	Lead organisation
Develop a refreshed alcohol strategy to reduce the impact of alcohol abuse on peoples lives and take forward the findings of the local alcohol inquiry.	April 2016	Public Health Team
Improve communications with local people to ensure consistent messages are delivered by all partners and utilise the recent guidance from the Chief Medical Officer.	September 2016	Public Health Team
Roll out the Reducing the Strength Campaign across Wirral.	Ongoing	Environmental Health Team
Work with Merseyside Councils to promote action to tackle access to very cheap alcohol.	Ongoing	Licensing Team
Work with partners developing the growth strategy for the borough to ensure that the concept of a Healthy High Street is integral to the regeneration and economic development of the borough.	Ongoing	Investment Strategy, Planning and Licensing Teams Wirral Chamber of Commerce

3. Promote healthy eating

What do we plan to do?	By when	Lead organisation
Promote and strengthen the Better Food Wirral network via social media and face-to-face events to positively change the local food culture.	Ongoing	Public Health Team
Work with NHS providers organisations to implement the North West catering guidance with a focus on food seasonality.	March 2017	Wirral CCG
Promote the positive relationships schools can have in developing and supporting a healthy relationship with food in childhood.	Ongoing	Local Schools
Roll out of Takeaway for a Change and Eat Well Wirral initiatives across Wirral.	Ongoing	Environmental Health Team
Promote innovation funding to test ideas on a small scale to promote healthy food, building in current initiatives.	Annually	Community Action Wirral

4. Support people to take more control of their health and wellbeing

What do we plan to do?	By when	Lead organisation
Commission a comprehensive information and advice offer for local people.	March 2017	Public Health team
Undertake a review of potential regulation and voluntary measures to increase diversity on the high street to include a review of the statement of licensing policy and the use of Cumulative Impact Policies.	September 2016	Regeneration Team
Explore, and where possible, use planning policy in retail and housing developments to ensure the promotion of health and wellbeing as well as economic growth.	Ongoing	Regeneration Team
Work with local retailers to promote responsible retail practice e.g. no underage and illicit product sales.	Ongoing	Regeneration Team

CONCLUSION

In developing the work programme for this pledge, we have listened to what our residents have told us for our initial focus for action. We will ensure that the Council creates the right environment for local people to lead healthier lives and work closely with them to take more control of their health and wellbeing.

We will work collaboratively with our partners and stakeholders, to deliver our ambition to address health inequalities in Wirral through encouraging residents to lead healthier lifestyles, and promoting physical activity and healthy eating.

We have seen improvements in people's health in Wirral but there is much more to do, especially to tackle health inequalities in the borough. We will continue to learn from what we, and neighbouring areas, have done to improve health. We will build this into the work that we do as we start to deliver the actions within this pledge, sharing with partners our achievements, challenges and opportunities to maximise impact.

REFERENCES

1. Marmot et al (2010). Fair Society, Healthy Lives: strategic review of health inequalities in England post 2010. Marmot Review Secretariat London.
2. World Health Organisation. Social Determinants of Health accessed at: http://www.who.int/social_determinants/publications/en/
3. ESRO (2016). Improving individual health and wellbeing across Wirral accessed at: <http://info.wirral.nhs.uk/ourjsna/esro.html>

To find out more:



search: Wirral 2020



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THE WIRRAL PARTNERSHIP