

**COUNCILLOR CHRIS JONES****CABINET****2 OCTOBER 2017****EXPECT BETTER: 2017 ANNUAL
REPORT OF THE DIRECTOR OF
HEALTH & WELLBEING
STATUTORY DIRECTOR OF PUBLIC
HEALTH****Councillor Chris Jones, said:**

“We have made great progress in supporting people to live healthier lives: focussed action on helping people stop smoking, drink more responsibly and eat healthier has delivered some outstanding results.

“We know there are still challenges to overcome, and the 2017 Public Health Annual Report provides an extremely helpful snapshot of the health of the Wirral population. It is there to help us plan our services and how we invest our resources, and I am sure will help us continue to achieve new and greater successes in the coming year.”

REPORT SUMMARY

This report provides Cabinet with the annual report of the Director of Public Health (DPH). The annual report is the professional statement of the Director about the health of the local population.

The 2017 annual report focuses on avoidable deaths and is titled Expect Better. It supports the delivery of the Wirral 2020 Plan and the Pledge ‘Wirral Residents Live Healthier Lives’.

The annual report aims to inform the public and local services of the principal causes of avoidable deaths in Wirral and demonstrate the inequalities seen across the borough. It also advises local services and residents on actions to improve health and prevent avoidable deaths. To aid awareness, this year’s report is accompanied by a short animated film. This displays and explains much of the data contained in the report and aims to improve understanding of the problems and suggested solutions.

RECOMMENDATION/S

Cabinet is requested to support the communication of the annual report which is appended to this report and the animation <https://youtu.be/kEC2W41ZtIE>

SUPPORTING INFORMATION

1.0 REASON/S FOR RECOMMENDATION/S

The 2017 annual report focuses on avoidable mortality. It is titled 'Expect Better'. It supports the Wirral Plan 2020 pledge: Wirral Residents Live Healthier Lives.

The production of an annual report is a statutory requirement of the Director for Health & Wellbeing (DPH). It is an important vehicle to identify key issues, flag up problems, report progress and inform local inter-agency action. The council has a duty to publish the report.

2.0 OTHER OPTIONS CONSIDERED

No other options have been considered.

3.0 BACKGROUND INFORMATION

Avoidable mortality refers to deaths from a defined list of conditions, which may be preventable through improvements to the environment, public health interventions and effective healthcare delivery. Around a quarter of deaths in Wirral are classified as avoidable.

Cancers accounts for 1 in 3 avoidable deaths in Wirral and cardiovascular disease for 1 in 4. In our most deprived areas the rate of avoidable mortality is 3 times higher than in our least deprived areas.

Smoking, poor diet, high blood pressure and alcohol are responsible for many of the early deaths experienced by local people.

There are big differences in uptake rates of important vaccinations and screening tests for cancers across Wirral, lives could be saved by reducing these variations.

This report and accompanying animated film asks that Wirral's residents expect better for their own health and work with local health services to reduce the variations we see across the borough.

4.0 FINANCIAL IMPLICATIONS

There are no financial implications arising from this report.

5.0 LEGAL

There are no legal implications arising from this report.

6.0 RESOURCE IMPLICATIONS: STAFFING, ICT AND ASSETS

The communication of the annual report and film will be co-ordinated by existing staff resource.

7.0 RELEVANT RISKS

There are no financial implications arising from this report.

8.0 ENGAGEMENT / CONSULTATION

There is a communication plan to share the report and film with a wide range of stakeholders to increase awareness and encourage people to take action. This includes, for example, Wirral Clinical Commissioning Group and local GPs, Wirral University Teaching Hospital NHS Foundation Trust, Wirral Community NHS Foundation Trust, Cheshire & Wirral Partnership NHS Foundation Trust, Wirral Council, local residents and third sector services.

9.0 EQUALITY IMPLICATIONS

The potential impact has been reviewed with regard to equality; the impact assessment will be published on the Council website in due course.

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APPENDICES *Appendix 1 – Expect Better 2017 Annual report of the Director for Health & Wellbeing (DPH) for Wirral*

REFERENCE MATERIAL

THE WIRRAL PLAN: A 2020 VISION, WIRRAL RESIDENTS LIVE HEALTHIER LIVES

SUBJECT HISTORY (last 3 years)

Council Meeting	Date