

COUNCIL

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CABINET PORTFOLIO SUMMARY REPORT

REPORT OF	Councillor Christine Jones
CABINET PORTFOLIO FOR	Social Care and Health
CO-ORDINATING CHIEF OFFICER	Graham Hodkinson, Director of Adult Social Services

EXECUTIVE SUMMARY

This report is an update from the Cabinet Portfolio Holder to Members of the Council on matters relevant to her portfolio.

1 WIRRAL RESIDENTS LIVE HEALTHIER LIVES

An innovative, ambitious and imaginative programme designed to reduce the harm caused by super-strength alcohol has been judged the best in the country.

The Chartered Institute of Environmental Health (CIEH) presented its Best Project Award to the people behind Wirral's 'Reducing the Strength and Custodians' scheme – delivered in partnership between the council's public health teams and colleagues within Environmental Health and Trading Standards under Cllr Brightmore's leadership.

'Reducing the Strength' is now embedded in Birkenhead, Tranmere, Rock Ferry and New Ferry working with local off licences encouraging them to stop the sale of super-strength, low-cost beers and ciders. The scheme is now expanding into Seacombe and other areas.

In naming the Wirral project as the national award winner, the judges said: "this project stood out because of its ambition and its success in tackling this important social and public health problem." You can read more about this fantastic recognition in [Wirral View](#).

Last month also saw the launch a new campaign, '5 Ways to Wellbeing' to coincide with World Mental Health Day. Physical and mental health is inextricably linked. Just as we're advised to eat 5 fruit and veg a day to improve our physical health, our campaign is proposing 5 easy ways to improve mental wellbeing.

Small changes can make a big difference. With one in four people experiencing mental distress during their lifetime, it's never been more important to take care of your mind and body. Our campaign will help people access support, connect people and make simple changes to their lifestyle to improve their wellbeing. Find out more at www.wirral.gov.uk/5ways.

We are also working at the moment to ensure everyone who is eligible for a free flu jab takes advantage of it. Residents are being encouraged to ask their GP, pharmacist or midwife for more information, or visit www.nhs.uk/staywell.

2 OLDER PEOPLE LIVE WELL

We continue to see encouraging progress in the employment rate for people aged over 50, which at 34.7% is rising at a faster rate than the UK average. We are also seeing continued improvement in the healthy life expectancy level for male and female residents, both of which rates are now higher than at the start of the Wirral Plan.

One example of us working differently with our partners is the Age Friendly programme. Mentioned briefly in my last update to Council, I am pleased to see the campaign is beginning to be rolled out across key locations in the borough.

To mark the International Day of Older People, the council and our partners including Age UK Wirral, Wirral Chamber, and local businesses launched a new initiative - 'Age Friendly Businesses' in Birkenhead. Those carrying the Age Friendly logo guarantee elderly visitors the minimum of a chair, the loo and a drink.

Look out for the Age Friendly logo in shops in Wirral and find out more from [Wirral View](#).

3 PEOPLE WITH DISABILITIES LIVE INDEPENDENTLY

Our progress towards integrating our services with NHS partners continues to gather pace, and allow for better, more efficient and joined up services for our residents.

Wirral is now one of only 9 health and social care systems in the UK to be fully approved through the Better Care Fund, which is yet another demonstration of our robust approach to ensuring reducing resources are targeted at creating the biggest impact for local people.