

CABINET PORTFOLIO SUMMARY REPORT

REPORT OF	Councillor Chris Jones
CABINET PORTFOLIO FOR	Adult Care, Health and Wellbeing

EXECUTIVE SUMMARY

This report is an update from the Cabinet Portfolio Holder for Adult Care, Health and Wellbeing to Members of the Council on matters relevant to the portfolio.

We want all our residents to have a good quality of life however, we know some of our communities face multiple challenges.

It is our responsibility to lead the way and develop key relationships that will allow us, together with our partners, to work closely with local people to support them to take control over their health and wellbeing, and build environments in which healthy choices are the easy choices.

We have made great strides so far this year I'd just like to highlight some of the work that has taken place and a snapshot of the differences that work has made.

Back in May we partnered with the British Heart Foundation to take part in a national campaign around the awareness of high blood pressure. There are a possible 34,350 people in Wirral living with undiagnosed high blood pressure, and we wanted many as possible to be aware of the dangers around this largely preventable disease. Our fantastic Public Health nurses took to the streets and set up pop-in events throughout Wirral, measuring over 500 blood pressures. Shockingly over half of those residents required a referral to their GP. We are now working closely with our CCG and NHS partners to make blood pressure testing more available, including automated machines in GP practices, free testing in pharmacies and BP machines in all local Council gyms.

Since the HPV vaccine was introduced back in 2008, 10 million doses of the vaccine have been given to young women in this country, meaning over 80% of women aged 15 to 24 have received the vaccine. Building on this success I'm thrilled to see the HPV vaccine being offered to young people – male and female across the board, in Wirral as well as nationally. Offering the vaccine to boys will not only protect them but will also prevent more cases of HPV-related cancers in girls - reducing the overall burden of these cancers in the future for all. [Members can read more in Wirral Globe](#)

Sadly, we are hearing far too often of people taking their own lives. It is our duty to play our part and look at how we can help to intervene at the earliest stage. There is a lot of work ongoing in this area, including the introduction of life-saving training that will benefit so many. Known as 'Gatekeeper' training, the programme aims to develop individuals' knowledge, understanding and attitudes about mental health. The training also enables individuals to better identify those who may be at risk of suicide and make referrals to support services when necessary.

Coordinated by Wirral Public Health, to date, 364 health professionals, care workers and community volunteers from 49 organisations across the borough have received the training. The fact that residents can go to a library or a one stop shop and know that the staff or volunteers there have chosen to equip themselves to better support each other and the community in relation to suicide and mental health is something to be proud of.

Ahead of the Stoptober campaign this month, Public Health England announced the fastest drop in smoking rates in more than a decade. Wirral can hold its head high with their contribution to this statistic as the borough has seen its smoking population dropping by more than a third, well below the north west and national average. Our partners, ABL (Stop Smoking Service) are way above the national and regional averages for supporting smokers to successfully quit after four weeks. Last year the service supported more than 3000 residents to ditch their cigarettes. The service hopes to surpass this once again this year. Members can find out more about ABL, as well as local and national statistics on [Wirral View](#)

Finally, I would like to thank everyone that has played a part in producing and bringing together this year's annual report. As an authority we must continue to demonstrate our commitment to encouraging healthier lives. One way of doing this is the production of a Public Health Annual Report. This year's report focusses on the role of culture as a means of improving health and wellbeing. Produced in collaboration with partners from a range of organisations and disciplines and with the engagement of over 1000 local residents, it is a blueprint aimed at influencing how residents, organisations and commissioners could use culture as a means to improving health.