

Wirral Public Health Annual Report 2020/21

Emerging Recommendations

Health and Wellbeing Board

20th July 2021

What is the Public Health Annual Report?

An independent report of the Director of Public Health and a statutory requirement

Focuses on a key priority or opportunity for action or improvement

Complements the Joint Strategic Needs Assessment

Have led to health improvement in the population

This is the seventh report since the Council took back responsibility for public health

Wirral Public Health Annual Report 2020/21

In Wirral some communities experience better health than others.

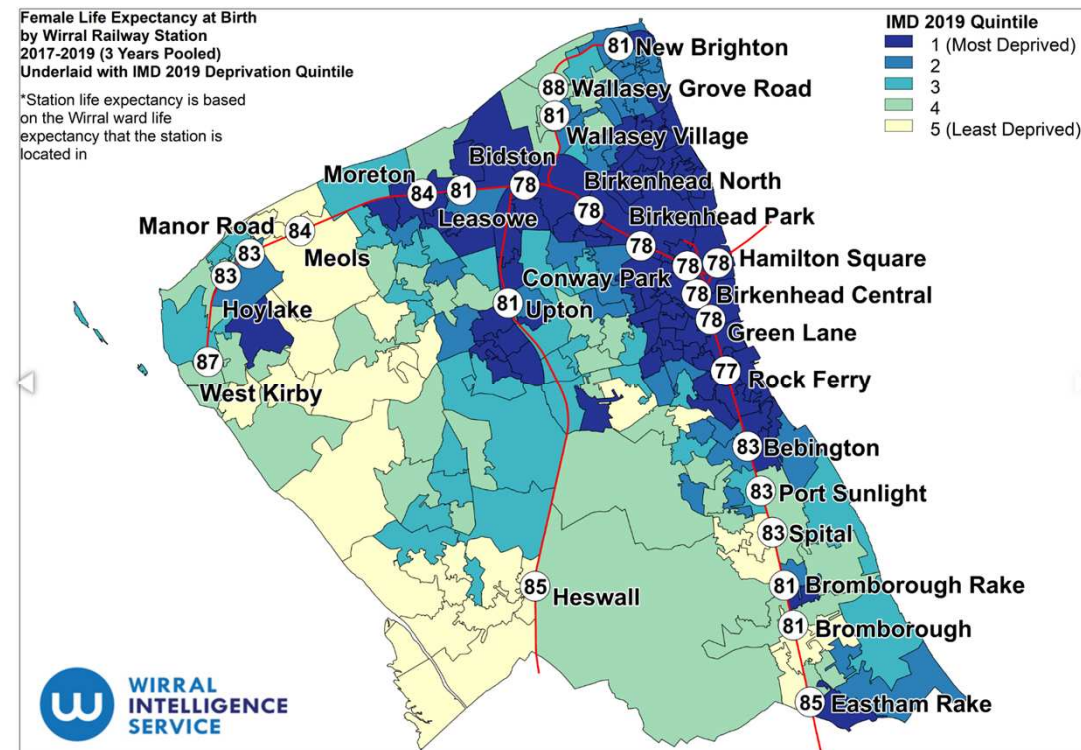
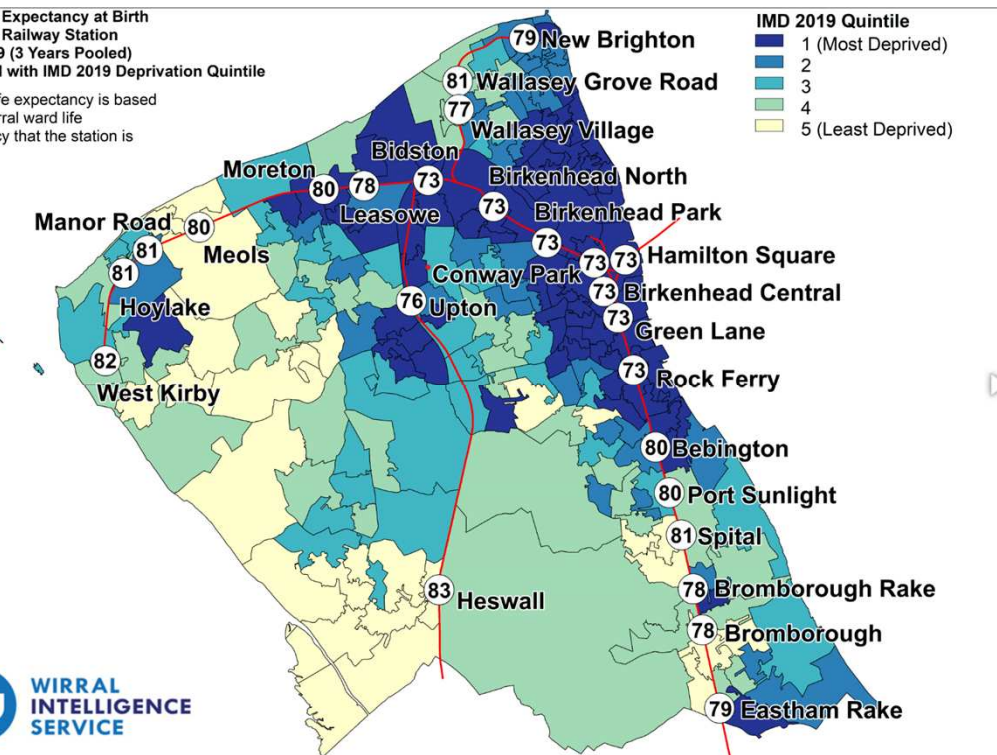
These differences are the most significant health challenge in Wirral. They impact on the quality of people's lives, the way they use services and how they and the economy prosper.

These differences have also shaped the way in which COVID-19 has affected some communities more than others.

Differences in health occur as a result of the social, economic and environmental conditions in which people live.

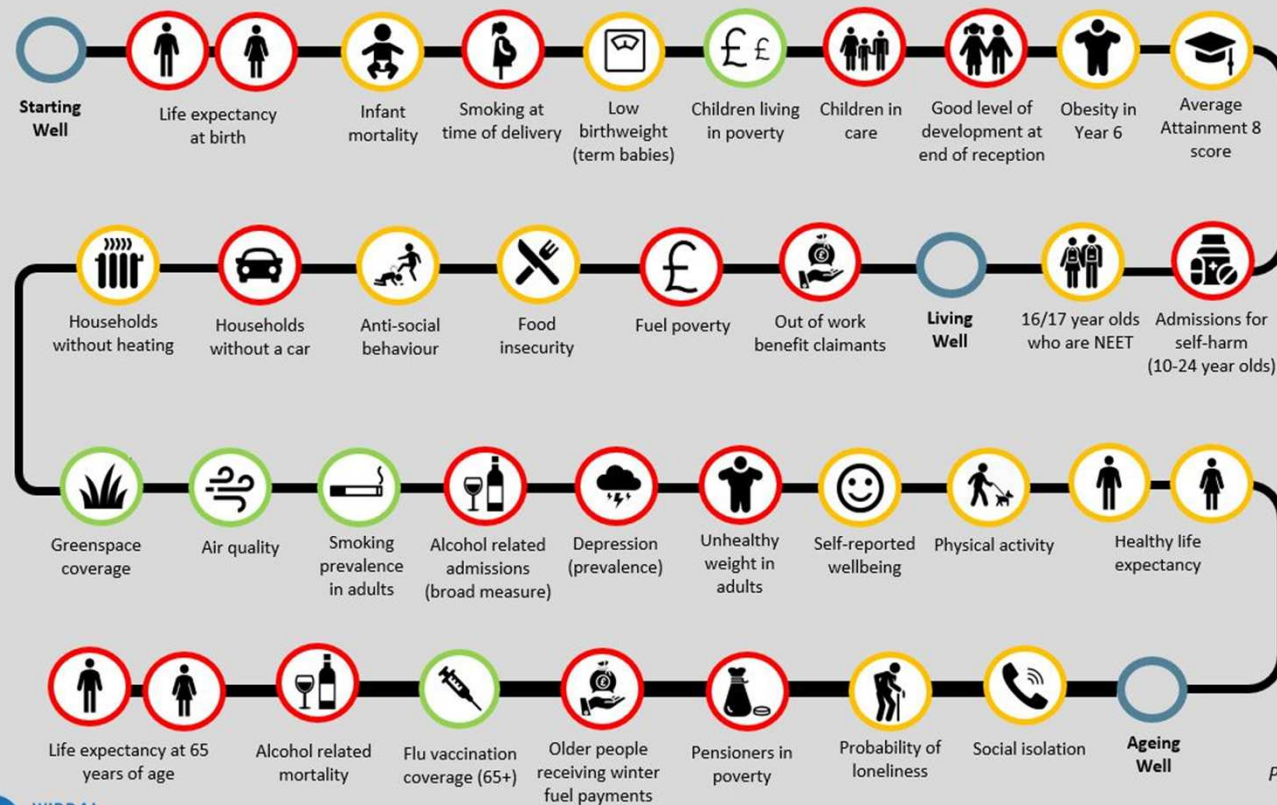
By taking action on these we will see the biggest results in terms of improving everyone's health.

We want everyone to have a good quality of life no matter where they live.



Wirral life course statistics 2021

A comparison to England



Wirral Facts

Population

*About **324,000** people live in Wirral

Deprivation

35% of the Wirral population live in the top **20%** most deprived areas in England

Child Poverty

15% of children aged 0 to 15 live in poverty in Wirral

Key

Statistical significance to England

- Better
- No significant difference
- Worse

Produced by Wirral Intelligence Service

Some icons were made by FlatIcon and are available here: <https://www.flaticon.com/>

Executive Summary

have made great progress in supporting people to live healthier lives.

ever health inequalities are stubbornly persistent. The COVID-19 pandemic has made these differences
e, and the heaviest impacts have fallen on the lives of people already experiencing health, economic and
l inequalities.

ective factors include having good quality employment, a safe and warm home and the best start in life. I
al:

-economic inequalities have been prevailing in some of our communities for generations

-not everyone in Wirral has a safe, secure and affordable place to live

-some children in our borough do not have the best start in life

ing health inequalities will benefit every resident of Wirral. The pandemic has shown us what we can
eve when we all work together and the speed at which we can make change happen.

Keep.Wirral.Well.

Emerging Recommendations

Prioritise economic regeneration and a strong local economy

Safeguard a healthy standard of living for all

Increase support for children, young people and families

Strengthen action to address health outcomes and prevention

Residents and partners continue to work together

Prioritise economic regeneration and a strong local economy

Recommend that:

Economic development plans are reviewed to ensure that they respond to the impact of the pandemic on residents and communities.

Economic Regeneration and Development Committee, working with the Health and Wellbeing Board, should consider the development of an Economic Inequalities Strategy for Wirral.

Employment support services and skills development programmes are available, accessible and sustainable to ensure income maximisation and support those most susceptible to job loss and job insecurity.

Partners embed a 'Health in All' policies approach to regeneration planning. We can use this approach to ensure that the wide breadth of health impacts of the pandemic is part of routine decision making and to reduce health inequalities.

eguard a healthy standard of living for all

commend that:

Wirral's Housing Strategy is reviewed to reflect the changing needs of residents and to address the challenges that have emerged during the pandemic.

There is an integrated information and advice offer to enable people to access support when they need it.

Build on the progress made during the pandemic to support people who are homeless.

Refine and streamline fuel poverty support pathways with partners across Wirral learning from COVID response.

Relevant partners utilise Health Impact Assessment in spatial planning to identify risks to health and ways to mitigate them.

ease support for children, young people and families

commend that:

he impacts of the pandemic on our young people are examined to ensure that children and families have the support they need to predict future areas requiring support and inform the offer for early years support from the Council and other partners

ontinue to develop the early help and intervention model underpinned by a prevention framework.

Work with families, early years, schools, further and higher education sectors to ensure all children and young people fulfil their potential through a 'cradle to career' approach.

nsure that services are maximising opportunities to mitigate the impact of the pandemic on children and young people and families with a focus on physical and mental health.

review existing support and services for our most vulnerable children, young people and families to ensure they are resilient, accessible and driving progress.

Strengthen action to address differences in health outcomes and prevention

Recommend that:

Local health and care partners focus on tackling inequalities in healthcare provision - this is their direct responsibility and must be the prime focus of their action.

Local NHS partners ensure they can access high-quality data to measure performance on reducing health inequalities across services. This includes being able to breakdown outcome and performance data by deprivation and ethnicity.

NHS partners use their role as local anchor institutions and the choices they make as an employer and a purchaser to reduce inequalities.

Preventative programmes and proactive health management for groups at greatest risk of poor health outcomes are accelerated across key service areas as outlined within the NHS long-term plan (cancer, CVD, respiratory disease, mental health and maternity care).

In the developing integrated care system and local providers have a named executive board-level lead for tackling health inequalities and access training made available by local and national partners.

Local NHS partners engage with and play a supportive role in multi-agency action to improve the social, economic and environmental conditions in which people live.

Local health and care partners build on the focus on good infection prevention control during the COVID-19 pandemic to ensure we prevent avoidable infections and keep people safe.

Residents and partners continue to work together

commend that:

All partners should continue to build on the strong partnership work developed through our COVID-19 response by implementing the action emerging from the Health and Wellbeing Board Community and Voluntary Sector work.

All partners fully engage local people to co-design services and initiatives to enable residents to recover and improve their health and wellbeing. We need to prioritise our more vulnerable residents who have been disproportionately affected by COVID-19 and use tailored communication methods.

We undertake a resident listening exercise to learn from the experience of the pandemic to understand local people's experiences and aspirations for the future. This work should be a blueprint for developing a sustainable model for the use of insights gathered from local people.

Next Steps

Health and Wellbeing Board members' reflections on the recommendations presented

Finalise report recommendations over the Summer

Publish the PHAR in September 2021