



WIRRAL HEALTH AND WELLBEING BOARD

23rd March 2022

REPORT TITLE:	DEVELOPING A HEALTH & WELLBEING STRATEGY
REPORT OF:	DIRECTOR OF PUBLIC HEALTH

REPORT SUMMARY

This report provides the Board with an update on the work to develop a Health and Wellbeing Strategy for Wirral and follows on from the Board's decision, at the meeting of 3rd November 2021, to establish a working group to produce a local Health and Wellbeing Strategy.

This matter affects all wards within the Borough; it is not a key decision.

RECOMMENDATION/S

The Health and Wellbeing Board is recommended to note and support the continued development of Wirral's Health and Wellbeing Strategy, based on the recommendations of the Public Health Annual Report 2021, detailed in Appendix 1.

SUPPORTING INFORMATION

1.0 REASON/S FOR RECOMMENDATION/S

1.1 This report gives an update on the progress of the work taking place to develop the Wirral Health and Wellbeing Strategy. The Strategy will support the Health and Wellbeing Board to fulfil its statutory duties and enable it to hold the wider system to account in order to maximise health outcomes for local people.

2.0 OTHER OPTIONS CONSIDERED

2.1 National guidance sets out the requirement for Health and Wellbeing Boards to produce a joint Health and Wellbeing Strategy.

3.0 BACKGROUND INFORMATION

- 3.1 The Health and Social Care Act 2012 established Health and Wellbeing Boards and set out their statutory duties. This included the requirement to produce a joint Health and Wellbeing Strategy which describes how the Board, working together with partners, will improve health and wellbeing.
- 3.2 National guidance states that a Health and Wellbeing Strategy should provide a framework for improving health and wellbeing in the area. The Health and Wellbeing Strategy should influence policy, commissioning and services beyond health and care sector, in order to make a real impact upon the wider determinants of health. The Strategy should enable the Board to address shared local issues collectively, in addition to the work as individual organisations.
- 3.3 Developing a local Health and Wellbeing Strategy will help to set local priorities for joint action, following the identification and assessment of the needs and priorities of the local population, adopting an outcomes-based approach, and considering those issues which matter the most to local people.
- 3.4 A key priority for the Health and Wellbeing Strategy is to enable the Board to hold the system to account on the identified priorities and areas for action, ensuring that plans are delivered, meet local resident needs, and are aligned to a strategic outcomes framework.

4.0 WIRRAL'S HEALTH AND WELLBEING STRATEGY

- 4.1 Wirral's Health and Wellbeing Board agreed in November 2021 for a working group to be established with representation from partners to take forward the recommendations of the 2021 Public Health Annual Report to produce a local Health and Wellbeing Strategy.
- 4.2 The Board also acknowledged the ongoing work of the Marmot Communities Programme across Cheshire and Merseyside Health and Care Partnership, and recommended to utilise findings from a local workshop, held on 30 November 2021, and the Marmot Communities final report, anticipated in May 2022, to inform the Health and Wellbeing Strategy development.
- 4.3 A Working Group has been formed, and the inaugural meeting was held on 7 March 2022, providing members with an overview of the priorities and recommendations identified in the Public Health Annual Report 2021 and the interim Marmot Communities report:
 - Recommendations - Wirral's Public Health Annual Report 2021 - Embracing Optimism: Living with COVID-19:
 - Prioritise economic regeneration and a strong local economy
 - Strengthen action to address differences in health outcomes and prevention
 - Increase support for children, young people, and families
 - Safeguard a healthy standard of living for all
 - Residents and partners continue to work together

- Areas for Action - Interim Report, Marmot Communities Programme, Cheshire & Merseyside Health Care Partnership – Building Back Fairer in Cheshire & Merseyside: Evidence for action and key approaches, November 2021:
 - Embed a systemwide social determinants of health approach
 - Improve leadership for health inequalities
 - Strengthen local partnerships
 - Co-create solutions with communities
 - Develop social value and anchor organisations
 - Develop shared local indicators
 - Strengthen the role and resources of local government and the NHS in reducing health inequalities
 - Strengthen the role of business in reducing health inequalities
 - Implement health equity in all policy approaches
 - Strengthen community resourcefulness

4.4 This first session was used by the working group to explore and identify strategic aims and key principles that would underpin and guide the strategy development. The proposed strategic aims are as follows:

- Set out our partnership vision to improve health and reduce health inequalities in the borough, providing an overarching framework for shaping policies and actions in Wirral.
- Provide a mandated and statutory approach to lead and shape the inequalities work of the borough going forward.
- Support the vision and deliver on the priorities of the Wirral Plan 2026, focussing on creating equity for people and place, opportunities for all and the best possible future for residents and communities.
- Take a joined-up, place-based approach to reduce health inequalities, recognising the importance of addressing the wider determinants of health, across the life course.
- Ensure strategic alignment with national strategies and local developments, including the ICS and other partnership priorities, working in collaboration, and considering governance and reporting arrangements with other partnership boards and committees.

The proposed key principles to underpin and guide the strategy are as follows:

- A four-year strategy (2022-26), in line with the Wirral Plan, and refreshed as appropriate.
- Focus on added value actions that will benefit from a partnership whole-systems approach, which would not take place as 'business as usual' elsewhere / in individual organisations.

- Strategy and relative action plans will identify accountable owners.
- Particular focus on reducing health inequalities between areas within Wirral.
- Reflective of local historical disparities, the impact of the pandemic and other wider-societal factors.
- Have an emphasis on the wider determinants of health.
- Developed in conjunction with local people, utilising existing insight and further specific engagement.
- Supported by an outcomes framework, with a focussed set of indicators, to enable local oversight.
- Subject to continuous review to ensure fit for purpose and relevant to local needs.

4.5 Discussion on the approach took place, considering a range of ways in which the recommendations of the Public Health Annual Report 2021 could be considered to identify the local priorities for a Health and Wellbeing Strategy.

5.0 NEXT STEPS

5.1 The working group will meet regularly to oversee the development of the Strategy. Once the approach and priorities are agreed in principle, further work will take place between officers within the working group to draft the Strategy. The priorities will be supported by the development of an outcomes framework, with a set of indicators upon which progress can be measured.

5.2 Updates on the Strategy development will come to the Health and Wellbeing Board for consideration, and the draft Strategy will come to the Board for approval. A high-level timeline, as set out in Appendix 2, was considered by the working group with a timeframe for completion by October 2022. This will be further informed when the approach has been refined.

6.0 FINANCIAL IMPLICATIONS

6.1 There is likely to be a relatively small cost associated with the design and production of the Strategy.

7.0 LEGAL IMPLICATIONS

7.1 There are no legal implications directly arising from this report.

8.0 RESOURCE IMPLICATIONS: STAFFING, ICT AND ASSETS

8.1 The work referenced within the report was developed by existing officers and partners. No additional resources are sought.

8.2 There is a need for commitment of officer time from partners within the working group, to develop and draft the Health and Wellbeing Strategy and engage with their

respective organisations. There also needs to be ongoing commitment to ensure the implementation and monitoring of the Strategy, and keeping the Board regularly updated on progress.

- 8.3 There may be resource implications for partners, services and programmes as a result of the implementation of a Health and Wellbeing Strategy; this will be dependent on the content of the Strategy and the priorities identified.

9.0 RELEVANT RISKS

- 9.1 Any risks related to the development of a Health and Wellbeing Strategy will be identified and managed by the Working Group and reported to the Health and Wellbeing Board.

10.0 ENGAGEMENT/CONSULTATION

- 10.1 No direct public consultation or engagement has been undertaken in relation to this report. A programme of engagement with local people on the development of a new Health and Wellbeing Strategy, will be developed and delivered in partnership with those organisations and members of the working group.

11.0 EQUALITY IMPLICATIONS

- 9.1 There are no direct equality and diversity issues arising directly as a result of this report. However an Equality Impact Assessment will be undertaken on the Health and Wellbeing Strategy to ensure that equality and diversity impacts are considered and addressed.

12.0 ENVIRONMENT AND CLIMATE IMPLICATIONS

- 12.1 There are no environment and climate implications arising from this report. However the local environment is a key influence on health. Addressing the social determinants of health, the conditions in which people are born, grow, live, work and age can impact on health inequalities.

13.0 COMMUNITY WEALTH IMPLICATIONS

- 13.1 The work of the Marmot Community programme is built upon a number of concepts including community resourcefulness and using this approach to improve health and social and economic outcomes and reduce inequalities between areas.

REPORT AUTHOR: **Julie Webster**
Director of Public Health
Wirral Council
Email: juliewebster@wirral.gov.uk

APPENDICES

Appendix 1: Public Health Annual Report 2021: 'Embracing Optimism - Living with Covid-19'

Appendix 2: Membership of Wirral's Health and Wellbeing Strategy Working Group

Appendix 3: Working Group presentation 'Developing a Health and Wellbeing Strategy for Wirral', Julie Webster, Director of Public Health, March 2022

BACKGROUND PAPERS

Health and Social Care Act 2012

SUBJECT HISTORY (last 3 years)

Council Meeting	Date
Health and Wellbeing Board Marmot Communities Programme Update	9 th February 2022
Health and Wellbeing Board Developing a Wirral Health and Wellbeing Strategy with support from the Marmot Community Programme	3 rd November 2021
Health and Wellbeing Board 2021 Public Health Annual Report: Embracing Optimism – Living with COVID-19	29 th September 2021