

Developing a new Health and Wellbeing Strategy for Wirral

Julie Webster, Director of Public Health
Health & Wellbeing Strategy Working Group
7th March 2022

Background

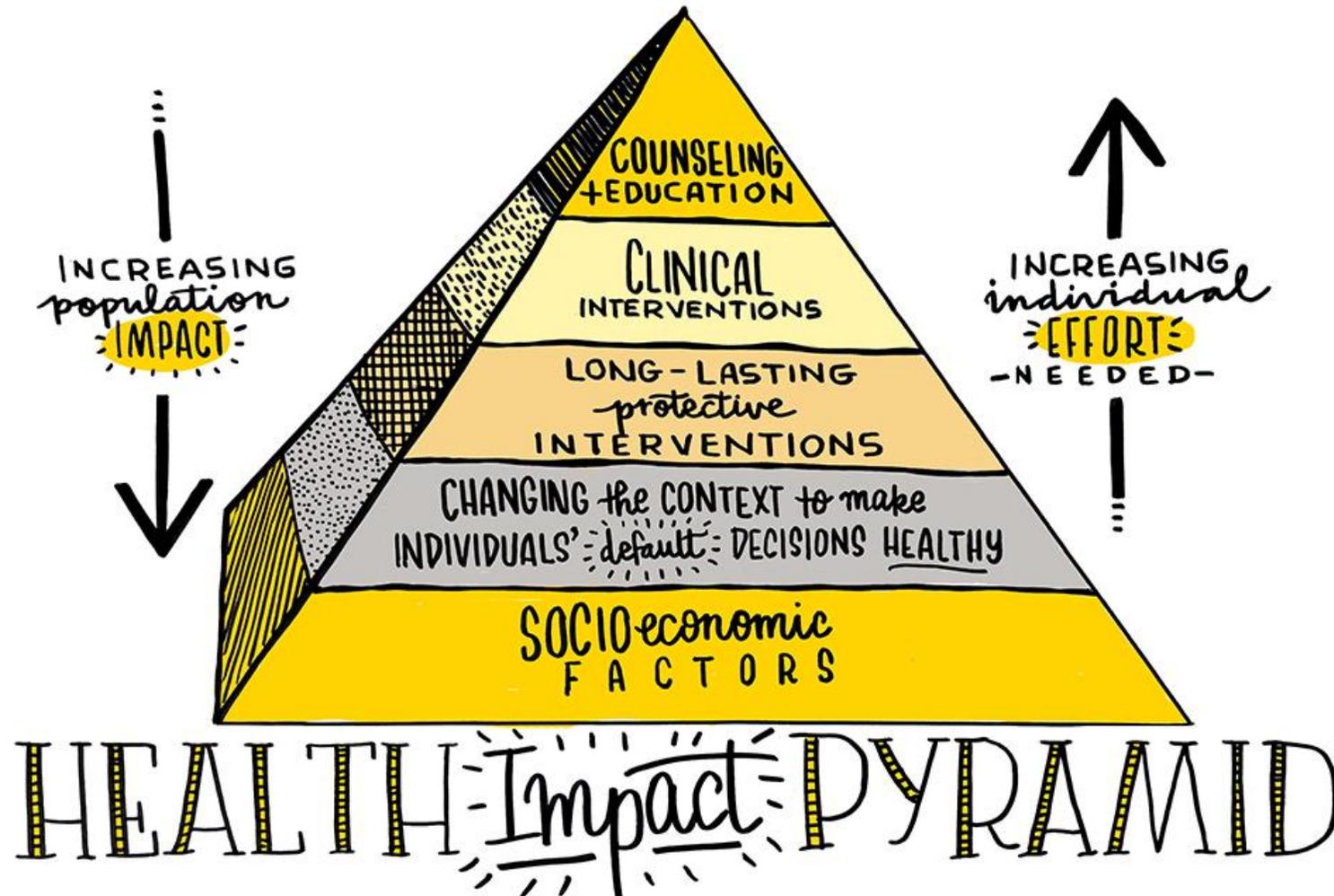
- Wirral's Health and Wellbeing Board has agreed to develop a new Health and Wellbeing Strategy, to refresh and renew partnership efforts at a local level to improve health and reduce health inequalities for local people.
- This Working Group, consisting of key partners represented at the Health and Wellbeing Board, has been established to lead on this work.
- The Board has determined that the 2021 Public Health Annual Report¹ will form the basis of the Health & Wellbeing Strategy, supported additionally by the findings of the Marmot Communities Programme².
- In developing this Strategy, due regard will be given to take account of relevant national and local developments, including the Integrated Care Board, Integrated Care Partnership and other place based system partnerships.

¹ Wirral 2021 Public Health Annual Report, Director of Public Health, October 2021

² Marmot Communities Programme, Interim Report, Cheshire & Merseyside, December 2021

Factors that shape our health and wellbeing

Strategy to emphasise importance of focussing efforts on the wider determinants of health – ‘the root causes’.



Building on the 2021 Public Health Annual Report Recommendations



Marmot Communities Programme, Cheshire & Merseyside Health Care Partnership

Cheshire & Merseyside is working to achieve Marmot Community status, reviewing local policy and decision making, and how improved health and reduced inequalities are factored into approaches to early years, education and skills, transport, housing, places and spaces, and jobs and businesses.

The Marmot Communities Programme Interim Report identified ten draft Areas for Action.

A final report and a 5-year system wide strategy for improving health and reducing health inequalities is due in May.

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

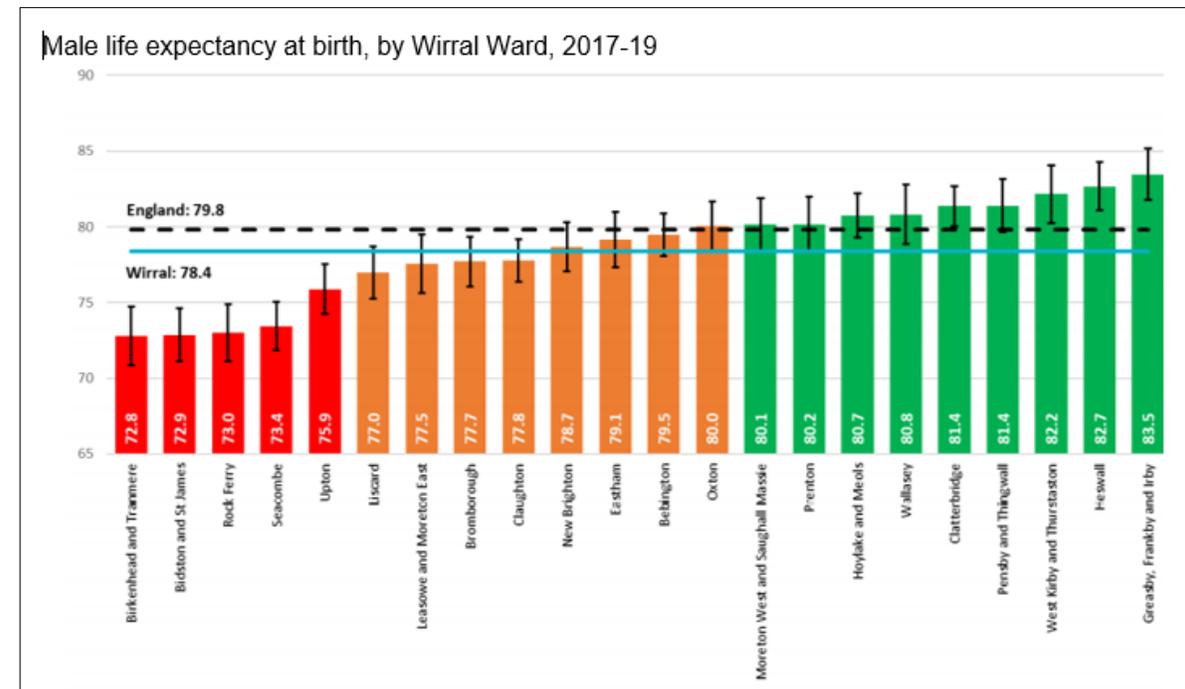
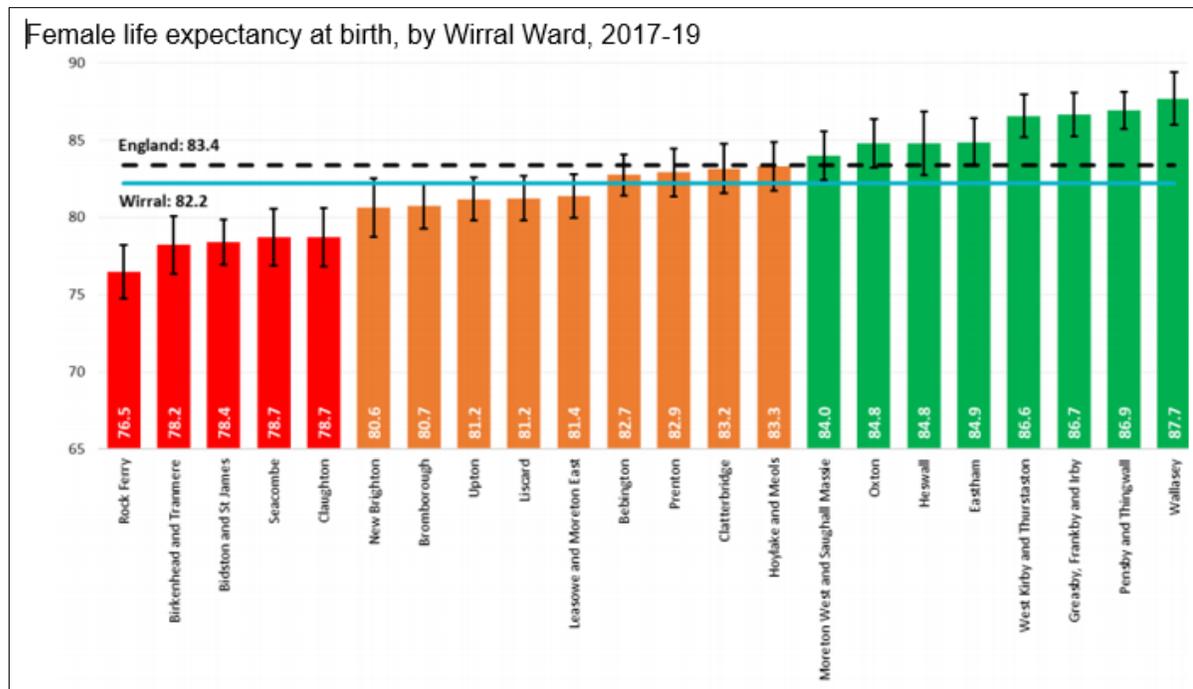
Strengthen community resourcefulness

The heightened need to tackle health inequalities

- The gap in life expectancy nationally is growing; people living in the most deprived areas are experiencing a decline in life expectancy, and there are stark contrasts in healthy life expectancy between the least and most deprived areas.
- COVID-19 has impacted everyone, however many of the enduring problems experienced by people with existing health, economic and social challenges, have been worsened as a result.
- As society moves into a new phase of ‘Living with Covid’, many people already experiencing inequalities, will continue to struggle with the ongoing impact of the pandemic.
- For those already struggling, inequalities are further exacerbated by a worsening cost of living crisis, and current international conflict will have global economic consequences. The poorest in our communities continue to be the hardest hit.
- The case for acting on health inequalities is recognised in recent announcements from across government, including the Levelling Up agenda, and in the NHS Long Term Plan.
- A new Health and Wellbeing Strategy will set a framework for meaningful, joined-up local action on health inequalities, through effective partnership working. Plans and outcomes for local people will be overseen by Wirral’s Health and Wellbeing Board.

Inequalities in Wirral: the local picture

- Life expectancy at birth in Wirral has increased slowly over recent years amongst males and females, however an increase in England at a similar rate, means a gap remains between Wirral and other parts of the country.
- Stark inequalities continue to exist within Wirral between communities. Recent data shows a life expectancy gap of 10.7 years for men, and 11.2 years for women, between the most and least deprived areas of the borough.



Inequalities in Wirral: the local picture

- COVID-19 and the measures to manage the pandemic and limit its spread over the last 2 years have exacerbated existing inequalities.
- A recent study identified that the inequalities between socioeconomic and geographic groups resulting from the pandemic are more pronounced than first thought, with the North-West being the worst affected nationally³.
- In Wirral, the heaviest impacts have fallen on the lives of people already experiencing health, economic and social inequalities⁴.
- Using local data continues to help determine local priorities, and inform local planning and services. We will utilise local intelligence to develop the health and wellbeing strategy and inform action planning.

³ Excess years of life lost to COVID-19 and other causes of death by sex, neighbourhood deprivation, and region in England and Wales during 2020

⁴ Risk and Outcomes of COVID-19 in Wirral, Wirral Public Health Intelligence Team, December 2021

Listening to local people

- Whilst data is important speaking, and listening, to residents about their health and wellbeing has been central to guiding what we do for a number of years.
- This insight has directed our plans, informed our commissioning decisions and shaped the delivery of our services.
- We have been in constant conversation with communities throughout the pandemic.
- To shape the Health & Wellbeing Strategy we will talk, and listen, to local people about what things are important to them now and in the future.



We will use both existing and new insight from local people to help develop the strategy

"I was surprised at how varied the group was and particularly pleased to see so many young people."

The Wirral Alcohol Inquiry, 2015/16

"Being out of work slows your brain. It messes your body up – you're out of whack because your routine ends. It becomes hard to focus on things."

Health Related Worklessness Insight, 2015

"There are some pretty hopeless people. I can't blame people who are bored and turn to drink and drugs."

Health Related Worklessness Insight, 2015

"People are thinking too small. What difference will planting a few trees make? What's more pressing is how we instil inspiration and creativity into local kids."

Resident Laird Street Healthy High Street, 2017

"I'd like to get involved in doing a bit more locally but I don't know where to start. Is there a list somewhere of things that need doing?"

Resident New Ferry Healthy High Street, 2017

"... this panel is so important as it brings people of the local community together that have different but equally valid opinions on how they would like the area improved and allows people to work together with the same aim."

People's Panel, 2020

COVID has massively affected my working hours. We have lost money due to loss of staffing budgets and having to isolate. Plus I now work from 3am until 9am. These are not suitable hours for a young family, especially as my partner had a traumatic birth during the pandemic and is working p/t and suffering with her MH too.

Community Connector Survey with residents, Nov 2021

I don't see the point in having the vaccine because you don't know what your injecting yourself with and it doesn't stop you from carrying the virus so you will still have to isolate and you can still pass it on to someone.

Insight Collection with Wirral Met Students, Sept 2021

Our lives have been affected by Covid because my partners hours have been lessened and I also caught COVID, so my partner had to shield and we did not get the wages back.

Community Connector Survey with residents, Nov 2021

I will be having the vaccine to protect my relatives and family and friends, plus I don't want to get Covid.

Vaccination Survey, Sept 2021

Local governance & approach to developing the strategy

Wirral's Health & Wellbeing Board

Set the strategic vision for Health & Wellbeing

Health & Wellbeing Strategy Working Group

Oversee development of the Strategy & Action Plan

Task & Finish Strategy Development Groups

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

Develop the priorities and actions across the five key recommendations of the 2021 PHAR

Member of the Working Group appointed to lead each T&F group, steering the direction, reporting into and making recommendations to the Working Group, giving consideration to overlapping themes.

Wider stakeholder engagement, intelligence and insight

**Local intelligence and insight to develop strategy
Outcomes framework to support strategy**

What are the strategic aims of the Health & Wellbeing Strategy?

- 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 2021-26⁵**, 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.

⁵ Wirral Plan 2021-26: Equity for People and Place, Wirral Borough Council, September 2021

What are the key principles that will underpin and guide the strategy development?

- 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.

High-level timeline for Health & Wellbeing Strategy development

Month	Activity
Mar 2022	Establish working group, task & finish groups & approach (membership, meeting frequency, objectives)
	Update report to the Health & Wellbeing Board (23 rd March)
Apr – June 2022	Agree strategic vision, aims, priorities and key principles.
	Develop Outcomes Framework
	Partner engagement, via working group, task & finish groups and other forums
	Resident & community engagement, and insight development
July – Sept 2022	Update report Health & Wellbeing Board
	Joint development/production of Strategy
	Strategy sign off by Working Group
Oct 2022	Update report to Health & Wellbeing Board
	Presentation of Strategy to Health and Wellbeing Board for approval