



WIRRAL HEALTH AND WELLBEING BOARD

15th June 2022

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

REPORT SUMMARY

This report provides the Board with an update on 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.

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 the 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 produce a local Health and Wellbeing Strategy. This is the second update to the Health and Wellbeing Board since the Working Group was formed.
- 4.2 The Strategy will take forward the recommendations of the 2021 Public Health Annual Report and will acknowledge the ongoing work of the Marmot Communities Programme across Cheshire and Merseyside Health and Care Partnership.
- 4.3 The Director of Public Health is leading on collaboration and engagement across the Council and with partner organisations as well as community representatives to inform the Strategy. Feedback from the Working Group and individual input has been received from all system leaders which has been used to develop the strategy's principles, priorities and deliverables. Through this collaborative approach, the Working Group is ensuring that the strategy aligns with other relevant plans and strategies, either existing or in development.
- 4.4 To ensure that the voice of Wirral residents and communities is reflected within the strategy, a programme of engagement is under development, overseen by the Working Group. Working with the Health and Wellbeing Board Reference Group, and the Community, Voluntary and Faith Network, as well as other partners and groups, resident input will be obtained via a programme of qualitative insight to inform the strategy's development and measure the impact in communities. Key lines of enquiry are being developed to obtain residents' views on their health and

wellbeing, their aspirations for change and actions they would like to see to help them live healthier lives.

- 4.5 At the last Working Group meeting held on 6 May 2022, the vision and principles for the new Health and Wellbeing Strategy were proposed. There is cross system consensus to focus on the priorities identified in the 2021 Public Health Annual Report, which are built on evidence and insight. In conjunction with the Working Group, initial draft deliverables within each theme for action during the first year of the Strategy have been developed. Appendix 1 sets out the draft vision, principles, priorities, and deliverables.
- 4.6 The Working Group has identified the importance of holding the system to account on the delivery of the Strategy and monitoring its impact over time. A range of quantitative and qualitative measures will support the Health and Wellbeing Board oversight of the strategy deliverables. A set of high-level indicators was shared with the Working Group in May 2022 and work will continue to develop an outcomes framework over the coming period. Appendix 2 illustrates the proposed indicators to support the Health and Wellbeing Board oversight of the strategy deliverables and measuring progress.

5.0 NEXT STEPS

- 5.1 The Working Group will meet regularly to oversee the ongoing development of the Strategy, and individual collaboration will continue throughout this period to ensure all partners are contributing to shape the Strategy.
- 5.2 Updates on the Strategy's development will continue to the Health and Wellbeing Board for consideration, and the draft Strategy will come to the Board for approval. Work continues to progress within the planned timeframe, for completion by Autumn 2022.

6.0 FINANCIAL IMPLICATIONS

- 6.1 There is likely to be a relatively small cost associated with the design and production of the Strategy, these costs will be met from the Public Health grant.

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 is in development and will be 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.

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APPENDICES

Appendix 1: Health and Wellbeing Strategy – Draft Vision, Principles, Priorities and Deliverables, May 2022

Appendix 2: Health and Wellbeing Strategy – Draft indicators to measure progress

BACKGROUND PAPERS

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

SUBJECT HISTORY (last 3 years)

Council Meeting	Date
Health and Wellbeing Board Developing a Health and Wellbeing Strategy	23 rd March 2022
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