

Draft Vision, Principles, Priorities, and Deliverables

(Working Group meeting 6 May 2022)

Vision

Wirral's Health and Wellbeing Board's vision is to enable residents to optimise their health and wellbeing, to live healthier lives in thriving communities, building on strengths and reducing health inequalities.

Principles:

- Work as a single system at place to improve health and care outcomes for people and communities.
- Equity has primacy – services and interventions should be proportionate to need and targeted to the communities, groups and individuals that need them most.
- Listen to, and work with communities, so they are able to take control for their own health and wellbeing and live their lives as healthily and independently as they can.
- Work together to focus collectively on the things that have the biggest impact on health.
- Measure the impact of what we do and be accountable.

Priorities:

Using feedback from engagement activities, the 2021 Public Health Annual Report Recommendations have been reframed to be action oriented, to translate to proposed Priorities for the Health and Wellbeing Strategy.

Appendix 1: Health and Wellbeing Strategy

2021 PHAR Recommendations	Health and Wellbeing Strategy Priorities
Prioritise economic regeneration and a strong local economy	Create opportunities to get the best health outcomes from economic policy and regeneration programmes.
Strengthen action to address differences in health outcomes and prevention	Strengthen health and care action to address differences in health outcomes.
Prioritise support for children, young people, and families	Ensure the best start in life for all children and young people.
Safeguard a healthy standard of living for all	Create healthy places for people to live that protect health and promote a good standard of living.
Residents and partners continue to work together	Create a culture of health and wellbeing, listening to residents and working with partners.

Deliverables:

HWS Priorities	Deliverables
Create opportunities to get the best health outcomes from economic policy and regeneration programmes.	Align Wirral's Economic Strategy with the HWB Strategy, focusing on the following actions that maximise benefit: <ul style="list-style-type: none"> • The role of anchor institutions • Health related worklessness programmes • Build Health impact assessment into regeneration schemes
Strengthen health and care action	<ul style="list-style-type: none"> • Tackle health inequalities related to services as business as usual within Wirral Place

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HWS Priorities	Deliverables
to address differences in health outcomes.	<p>Based Partnership (health and care led)</p> <ul style="list-style-type: none"> • Accelerate preventative programmes - proactively engage those at greatest risk of poor health outcomes (health and care led) • Ensure high quality and safe service delivery with strong focus on good infection prevention and control to prevent avoidable harm (health and care led) • Maximise roles as anchor institutions (links across priorities) • Health and care support and investment to deliver across other priorities e.g. employment, regeneration, housing, climate change (links across priorities)
Ensure the best start in life for all children and young people.	<ul style="list-style-type: none"> • Partnership approach to children's early development and to improving School Readiness, with a brave focus on our more deprived communities. • Accelerate most impactful elements of the wider 'Breaking the Cycle' programme. • Partnership approach to parental support e.g. improving employment opportunities, reducing levels of debt, improving housing conditions for struggling families. • Joint commissioning approach to mental health and wellbeing and risk/resilience offer for children/young people. • Implement Education White Paper to reduce impact of educational inequalities (linking curriculum/skills development to emerging employment landscape). • Integrated, seamless support offers within neighbourhoods wherever practical.
Create healthy places for people to live that protect health and promote a good standard of living.	<ul style="list-style-type: none"> • Align Wirral's Local Plan with the Health and Wellbeing Strategy focusing on the following actions that maximise benefit: <ul style="list-style-type: none"> ○ Active travel ○ Build health impact assessment into major regeneration schemes ○ Healthy housing • Develop a partnership approach to the cost-of-living crisis. • System collaboration to respond to the environmental and climate emergency.
Create a culture of health and wellbeing, listening to residents and	<ul style="list-style-type: none"> • Support development of Resilient Communities Programme. • Develop and embed Memorandum of Understanding/COMPACT with the Community

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working with partners.	<p>Voluntary Faith Sector.</p> <ul style="list-style-type: none">• Connect the work of the Community Voluntary Faith Network (formerly known as Humanitarian Cell) and the Health and Wellbeing Reference Group to the strategy priorities to support outcome delivery e.g. cost-of-living crisis.• Deliver a programme of insight with local people linked to the strategy priorities, to measure impact, and influence ongoing action and strategy development.