



WIRRAL HEALTH AND WELLBEING BOARD

29th September 2022

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

REPORT SUMMARY

This report presents the Health and Wellbeing Strategy for 2022 – 2027 and sets out the proposals for monitoring the progress of delivery of the Strategy.

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

The priorities of the Health and Wellbeing Strategy 2022-2027 are aligned to the ambitions of the Wirral Plan 2021-2026, to 'create equity for people and place' and will contribute directly or indirectly to all five of the Wirral Plan themes:

- Sustainable Environment
- Brighter Futures
- Inclusive Economy
- Safe and Pleasant Communities
- Active and Healthy Lives

RECOMMENDATION/S

The Health and Wellbeing Board is recommended to:

1. Receive and approve the Health and Wellbeing Strategy 2022 – 2027
2. Agree to monitor progress against the Strategy through the proposals within this report.

SUPPORTING INFORMATION

1.0 REASON/S FOR RECOMMENDATION/S

- 1.1 This report presents the new Health and Wellbeing Strategy 2022 – 2027 to the Health and Wellbeing Board, see appendix 1. The Strategy will support the Board to fulfil its statutory duties and enable it to hold the wider system to account 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, other options have therefore not been considered.

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 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 The implementation of 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. The Board has received regular updates throughout the development of the Strategy, on the progress of the Working Group.
- 4.2 The Strategy takes forward the recommendations of the 2021 Public Health Annual Report and is aligned to the All Together Fairer Report for Cheshire and Merseyside Health and Care Partnership, delivered through the Marmot Communities Programme.

- 4.3 The Director of Public Health has led 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 and partner leaders which has been used to develop the strategy's principles, priorities and deliverables. Through this collaborative approach, the Working Group has ensured 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 commenced during 2022, 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 has been obtained via a programme of qualitative insight to inform the Strategy. This programme of work will continue to support the ongoing delivery and monitoring of the Strategy implementation.
- 4.5 The Strategy describes five key priorities for the Health and Wellbeing Board to focus joint efforts to improve the health of the local population, addressing inequalities, working in partnership with residents:
1. Create opportunities to get the best health outcomes from the economy and regeneration programmes.
 2. Strengthen health and care action to address differences in health outcomes.
 3. Ensure the best start in life for all children and young people.
 4. Create safe and healthy places for people to live that protect health and promote a food standard of living
 5. Create a culture of health and wellbeing, listening to residents and working together.

The Strategy sets out how each of the priorities will be achieved and details the initial areas for focus.

- 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. Appendix 2 maps the Health and Wellbeing Strategy priorities, alongside the Marmot and Public Health Annual Report recommendations, setting out the indicators that will be used to support the Health and Wellbeing Board oversight of the strategy deliverables and measuring progress. Regular performance reports will be made to the Board, including a 12 monthly review of impact over the last period, and setting priorities for the next 12 months.
- 4.7 To deliver the ambitions and priorities of the Health and Wellbeing Strategy will require the ongoing commitment of all members of the Health and Wellbeing Board. Board meetings should have a clear focus on the priorities of the Strategy. To support the delivery of the Strategy, it is proposed that we build on the success of bringing together the Working Group to collaborate on the Strategy development, developing a Health and Wellbeing Board Steering Group, responsible for developing and overseeing a more detailed Implementation Plan.

5.0 FINANCIAL IMPLICATIONS

- 5.1 The cost associated with the design and production of the Strategy, is being met from the Public Health grant. There is no assumption that the Public Health grant will reduce, if this risk materialises, the strategy will have to be reviewed in line with the funding available.
- 5.2 There may be financial implications for the delivery of the strategy. The Health and Wellbeing Strategy sets out our approach for reducing health inequalities, however there are significant financial constraints across the system meaning the focus must be on how we can work in different ways as a system to deliver the priorities within the system funding available .

6.0 LEGAL IMPLICATIONS

- 6.1 Development of a Health and Wellbeing Strategy is a legal duty under the Health and Social Care Act 2012.

7.0 RESOURCE IMPLICATIONS: STAFFING, ICT AND ASSETS

- 7.1 The work referenced within the report was developed by existing officers and partners.
- 7.2 There is a need for ongoing commitment of officer time from partners to oversee the implementation and monitoring of the Health and Wellbeing Strategy, keeping the Health and Wellbeing Board regularly updated on progress and engaging with their respective organisations.
- 7.3 There may be resource implications for partners, services and programmes as a result of the implementation of the Health and Wellbeing Strategy.

8.0 RELEVANT RISKS

- 8.1 Any risks related to the development of a Health and Wellbeing Strategy will be identified and reported to the Health and Wellbeing Board.

9.0 ENGAGEMENT/CONSULTATION

- 9.1 A programme of engagement with local people on the development of the new Health and Wellbeing Strategy is ongoing, delivered in partnership with representatives across the Health and Wellbeing Board, community, voluntary and faith sectors.

10.0 EQUALITY IMPLICATIONS

- 10.1 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.

11.0 ENVIRONMENT AND CLIMATE IMPLICATIONS

11.1 The link between both internal and external environments and health is well evidenced. The delivery of the Health and Wellbeing Strategy will support and supplement the cool Wirral 2 - partnership strategy to tackle climate impacts.

Work with the NHS will also be important to tackle poor indoor environments caused by indoor air pollution e.g. smoking.

12.0 COMMUNITY WEALTH IMPLICATIONS

12.1 The Health and Wellbeing Strategy will support the delivery of the concepts of community wealth building e.g. community resilience.

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APPENDICES

Appendix 1: Health and Wellbeing Strategy 2022 – 2027

Appendix 2: Outcomes Framework

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	15 th June 2022
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

29th September 2021