

HEALTH AND WELLBEING BOARD

29 September 2022

REPORT TITLE:	PUBLIC HEALTH ANNUAL REPORT 2022 (PHAR)
REPORT OF:	DIRECTOR OF PUBLIC HEALTH

REPORT SUMMARY

The Public Health Annual Report (PHAR) is the independent annual report of the Director of Public Health and is a statutory requirement. This year the 2022 report is presented in two parts:

- A video which focuses on the key role of the Community, Voluntary and Faith sector in supporting local people and residents to be resilient in challenging circumstances
- A State of the Borough report which uses a range of statistics to report on health and wellbeing in the borough, which can be explored via the [Wirral Intelligence Service website](#).

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

The work highlighted in the report supports the following priorities of the Wirral Plan 2026:

- Brighter Futures - Working together for brighter futures for our children, young people and their families by breaking the cycle of poor outcomes for all regardless of their background.
- Safe and Vibrant Communities - Working for safe and vibrant communities where our residents feel safe and are proud to live and raise their families.
- Active and Healthy Lives - Working to provide happy, active and healthy lives for all, with the right care, at the right time, to enable residents to live longer and healthier lives.

RECOMMENDATION/S

The Health and Wellbeing Board is recommended to:

1. Endorse the Public Health Annual Report (video), acknowledging the role of the local Community, Voluntary and Faith sector in the local response to the COVID-19 pandemic and the huge contribution it continues to make for residents and the local economy.
2. Support the ongoing development of the State of the Borough website and receive an annual report on key indicators, themes, and the progress being made to improve health in Wirral.

SUPPORTING INFORMATION

1.0 REASONS FOR RECOMMENDATION/S

- 1.1 We need residents' engagement to tackle the entrenched health inequalities we have in the borough, which have been exacerbated by the pandemic. This year's Public Health Annual Report illustrates the key role that the Community, Voluntary and Faith Sector plays in taking forward action to address these inequalities.

2.0 OTHER OPTIONS CONSIDERED

- 2.1 The publication of the Public Health Annual Report is a legal requirement, no other options have been considered.

3.0 BACKGROUND INFORMATION

- 3.1 The Public Health Annual Report is an important vehicle to identify key issues, flag up problems, report progress and inform local inter agency action. The purpose of the PHAR is to draw attention to local issues of importance which have an impact on population health. Since the Council took back responsibility for Public Health in 2013, we have published seven reports on:

- Social isolation
- Healthy schools and children
- Domestic violence
- The roles of the Council and NHS in promoting health and wellbeing
- Problem gambling
- The role of culture in health and wellbeing
- Embracing Optimism – Living with COVID-19

The first stages of the COVID-19 pandemic were really challenging as we had minimum information on a new virus, how to manage or treat it. We had to make difficult decisions based on first principles and at pace. The introduction of lockdowns was a difficult time for everyone, but we all came together to keep each other safe. For this year's Public Health Annual Report, I thought it was important to hear stories from different community, voluntary and faith organisations about how they met the immediate response of the pandemic and are now dealing with living with COVID-19 and the new challenges we are facing.

We need our residents' support to tackle the entrenched health inequalities we have in the borough, and which have been exacerbated by the pandemic and now the cost-of-living crisis. This year's Public Health Annual Report illustrates the key role that the Community, Voluntary and Faith Sector plays in taking forward action to address these inequalities. This is also reflected in the Health and Wellbeing Board Strategy as a priority with the sector as a key partner to develop and deliver the plan.

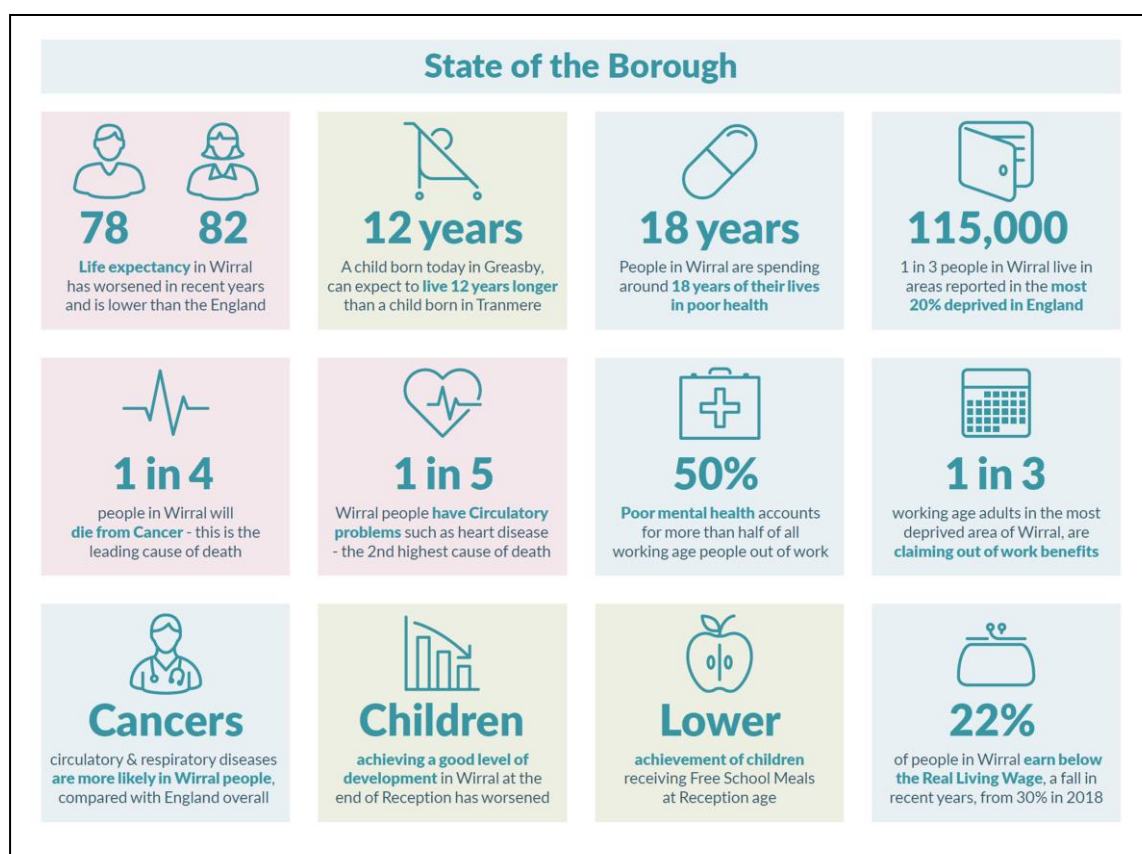
To support work to tackle health inequalities and ensure we are targeting interventions where they can really make a difference, we have developed an

interactive State of the Borough website to provide an up-to-date picture of Wirral using a range of statistics and insight from local people.

- 3.2 In Wirral we have a history of strong grass root community organisations who are the bedrock of our local communities. The community, voluntary and faith sector continues to play a hugely important role in Wirral, contributing to the local economy and providing a wide range of activities and services that support and enable residents in many ways. The sector is a key and equal partner in the delivery of many of our strategic plans; providing a bridge between the public sector and local people to help inform plans and services locally.
- 3.3 Local people have shown us that when times are tough, they are there for each other and never more so than throughout the global COVID-19 pandemic, when communities of all different shapes and sizes rallied together to ensure people had their basic needs met such as food and essential medication.
- 3.4 Communities and residents adjusted quickly to adapt to new ways of communicating ensuring people were looked after and not isolated. Many local groups and organisations were instrumental in these efforts from delivering food hampers to the elderly, supporting families to isolate, and walking their dogs.
- 3.5 They worked closely with Wirral Council to ensure that the voice of communities guided us as to how we supported local people. It is important that we do not lose the relationships that we gained during the pandemic.
- 3.6 Whilst we have made great progress to support people to live healthier lives in Wirral, health inequalities are stubbornly persistent. Even prior to COVID-19, Wirral already had some of the poorest health outcomes in the country, with high numbers of socially and economically vulnerable people and extensive, prevailing health inequalities. Within Wirral the difference in life expectancy between those living in the most and least deprived areas is 12 years for men and 10 years for women. The impacts on individuals, communities, services, and the economy are enormous, and the repercussions of the pandemic will aggravate these further.
- 3.7 Continuing to tackle health inequalities, and reduce its impact on our community, will be a key task long into the future and one which will benefit every resident. Although some things that influence our health cannot be changed, such as our age and genes, there are many important factors that, collectively, we can change. Issues such as poverty, unemployment, poor housing, and unhealthy environments are major contributors to this health gap. The pandemic has shown us what we can achieve when we all work together and the speed at which we can make change happen. The cases studies in the Public Health Annual Report provide examples of great practice in the borough and how the action of the community, voluntary and faith sector is key.
- 3.8 I have presented the 2022 Public Health Annual Report in the form of a video so that we can hear first hand from local groups who have worked closely with residents for many years to hear from them the challenges people face but also the amazing response and impact they have had in their communities. In the video we hear from:
 - Quirky Café, Hoylake

- Deen Centre, Birkenhead
- Make it Happen, Birkenhead
- Seacombe Family Centre

- 3.8 To ensure that work to tackle health inequalities is targeted where it can have the greatest impact, we have developed an interactive State of the Borough website to provide an up-to-date picture of Wirral using a range of statistics and insight from local people.
- 3.9 The State of the Borough paints a picture of Wirral using a range of statistics and can be accessed at <https://www.wirralintelligenceservice.org/state-of-the-borough/>. A presentation of the website will be provided at the meeting.
- 3.10 The website will be constantly refreshed as new data is released throughout the year and a summary report presented in 12 months alongside the 2023 Public Health Annual Report. The following graphic is a summary of key statistics which are being used to direct strategic plans e.g. Health and Wellbeing Strategy.



4.0 FINANCIAL IMPLICATIONS

- 4.1 There are no financial implications arising directly from this report. Where additional resources are required outside of the annual budget, this will be reported to

Members to determine whether these resources should be redirected from elsewhere.

5.0 LEGAL IMPLICATIONS

5.1 There are no legal implications arising from this report. The Public Health Annual Report is a statutory duty on Directors of Public Health under the Health and Social Care Act 2012.

6.0 RESOURCE IMPLICATIONS: STAFFING, ICT AND ASSETS

6.1 This report has been financed from within existing resource, the main inputs have been staff time of officers in Public Health.

7.0 RELEVANT RISKS

7.1 The impacts of the pandemic on the health and wellbeing of the local population are still emerging and therefore not fully understood.

7.2 The services and resources of all Wirral partners are pressured and stretched. The work highlighted in this report is intended to support and inform the local system to plan and enable the borough to recover effectively for everyone.

8.0 ENGAGEMENT/CONSULTATION

8.1 The community, voluntary and faith sector have been engaged in the production of this report.

9.0 EQUALITY IMPLICATIONS

9.1 An Equality Impact Assessment has been produced and is available at <https://www.wirral.gov.uk/communities-and-neighbourhoods/equality-impact-assessments>

10.0 ENVIRONMENT AND CLIMATE IMPLICATIONS

10.1 The content and/or recommendations contained within this report are expected to have no impact on emissions of carbon dioxide.

11.0 COMMUNITY WEALTH IMPLICATIONS

11.1 The Public Health Annual Report illustrates the relationship between the community, voluntary and faith sector and the concept of resilient communities. The Community Wealth Building Strategy needs a strong community, voluntary and faith sector to achieve its ambitions to improve the economic, social and health outcomes of the borough and reducing disparities in health.

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APPENDICES

Public Health Annual Report 2022 – video transcript

BACKGROUND PAPERS

SUBJECT HISTORY (last 3 years)

Council Meeting	Date
Cabinet	16 July 2018
Health and Wellbeing Board	18 July 2018
Cabinet	30 September 2019
Council	14 October 2019
Health and Wellbeing Board	13 November 2019
Adult Care and Health Overview and Scrutiny Committee	19 November 2019
Adult Social Care and Public Health Committee	13 October 2021
Adult Social Care and Public Health Committee	26 September 2022