



## HEALTH AND WELLBEING BOARD

23 March 2023

REPORT TITLE:	HEALTH AND WELLBEING STRATEGY IMPLEMENTATION PLAN UPDATE
REPORT OF:	DIRECTOR OF PUBLIC HEALTH

### REPORT SUMMARY

This report summarises the plan to implement the next phase of the Health and Wellbeing Strategy for 2022–2027. In order to ensure that the Strategy has an impact on inequalities and on population-level health outcomes, it is essential that there is a clear and strong implementation plan and that system leaders are fully aware of their responsibilities in relation to delivery.

The priorities of the Health and Wellbeing Strategy are aligned to the ambitions of the Wirral Plan 2021-2026 and will inform the themes of the forthcoming refresh to the Wirral Plan.

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

### RECOMMENDATION

The Health and Wellbeing Board is asked to note and approve the implementation plan.

## **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 implement the Wirral Health and Wellbeing Strategy which was developed in collaboration and published in September 2022.  
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. No other options have been considered.

### **3.0 BACKGROUND INFORMATION**

- 3.1 The Health and Social Care Act 2012 set out the statutory duty of Health and Wellbeing Boards to produce a Health and Wellbeing Strategy that would influence policy, commissioning and services beyond the health and care sector, in order to make a real impact upon the wider determinants of health. Wirral's Health and Wellbeing Strategy 2022-2027 was approved by the Health and Wellbeing Board on 29th September 2022. The full strategy can be found here:  
<https://www.wirralintelligenceservice.org/strategies-and-plans/wirral-health-wellbeing-strategy-2022-27>.
- 3.2 The priorities of the Health and Wellbeing Strategy are aligned to the ambitions of the Wirral Plan 2021-2026 and will inform the themes of the forthcoming refresh to the Wirral Plan. The strategy has been strongly informed by the recommendations of the recent Marmot report for Cheshire & Merseyside, "All Together Fairer".
- 3.3 The Strategy describes five key priorities for the Health and Wellbeing Board to focus joint efforts across the Wirral system to improve the health of the local population and to address local inequalities. The priority areas are as follows:
- Create opportunities to get the best health outcomes from the economy and regeneration programmes.
  - Strengthen health and care action to address differences in health outcomes.
  - Ensure the best start in life for all children and young people.
  - Create safe and healthy places for people to live that protect health and promote a good standard of living.
  - Create a culture of health and wellbeing, listening to residents and working with partners.
- 3.4 The themes and priorities of the strategy were agreed and developed locally by the partners that made up the Health and Wellbeing Strategy Working Group, which

included representation from the Voluntary Community Faith and Social Enterprise (VCFSE) Sector. Resident input was obtained via a programme of qualitative insight to inform the strategy themes and priorities.

### **3.5 IMPLEMENTATION PLAN**

In order to ensure that this Strategy makes a meaningful impact on the lives of our residents, in particular those with greatest need, it is essential that the Health and Wellbeing Board is able to hold the wider Wirral system to account on the identified priorities and areas for action. To do this, a clear structure of leadership and accountability is required.

3.6 The proposal to achieve this is as follows:

- a) Each priority theme area will have both a named System Lead and a named Public Health Lead. Whilst the Director of Public Health is the Senior Responsible Officer for the Health and Wellbeing Strategy, it is not the responsibility of Public Health to deliver all of the strategy's outcomes. The outcomes of this strategy cannot be achieved unless the Wirral system takes responsibility for driving and achieving progress in the identified priorities. On this basis, we believe that combining essential Public Health leadership skills with a system lead who has a greater depth of knowledge and experience within each of the themed areas would provide the best chance of successfully implementing the strategy.
- b) The joint leads for each of the priority areas will be responsible for:
  - Assessing the current 'state of play' within the priority theme, including an updated picture of existing routes and structures through which to exert influence
  - Agreeing the areas to focus on for most potential gain (i.e. for most impact on inequalities and/or largest shift in population health outcomes)
  - Identifying what is required from the wider Wirral system to achieve gain in that area
  - Overseeing the development of plans to address the key areas, crossing into the other priority theme areas wherever relevant
  - Identifying the quantitative and qualitative markers that will show evidence of progress within the priority theme areas
  - Escalating issues/barriers/support needs through the Health and Wellbeing Strategy Implementation Group and reporting progress through this and the Health and Wellbeing Board.

3.7 The strategy will need to maximise its potential impact by linking strongly to existing strategies/plans that have the potential to deliver (or act as a catalyst for) the outcomes of the Health and Wellbeing Strategy (e.g. Wirral's Economic Strategy, Community Wealth Building Strategy, Early Years Strategy, Wirral Health & Care Plan). The joint leads will need to identify these as part of their initial assessment.

- 3.8 It is proposed that the Consultants in Public Health work together to support the Director of Public Health in ensuring that progress is maintained and that the delivery system works as efficiently as possible.
- 3.9 It is proposed that Priority Area 5, “Create a culture of health and wellbeing, listening to residents and working with partners” will become an enabling factor, running throughout the other four priority themes, rather than being a stand-alone priority area.
- 3.10 The input of the Voluntary Community Faith and Social Enterprise (VCFSE) Sector will be reviewed in order to ensure that a fair and meaningful input is secured.
- 3.11 The original Health & Wellbeing Strategy Working Group has transitioned to become the Health and Wellbeing Strategy Implementation Group, with a revised Terms of Reference and a membership of the joint leads for each of the priority themes. This group will oversee progress, challenge where necessary and identify solutions to address barriers to progress.
- 3.12 To ensure that the voice of Wirral residents and communities is reflected within the strategy, a programme of engagement commenced during 2022 and will continue throughout the life of the strategy. There will also be a series of community-based events with the intention of bringing particular aspects of the strategy ‘to life’ for our local partners, including our residents.
- 3.13 The joint leads will be required to identify areas of progress to report into the Health and Wellbeing Board. This will ensure that the agenda of the Health and Wellbeing Board remains close to the intended outcomes of the strategy and that board members are informed about progress across all priority areas. A development programme for members of the Health and Wellbeing Board will also be considered as a way of equipping members with the necessary context and key information to enable them to challenge and support to maximum effect. It is proposed that in addition to the quarterly reports to the board on an aspect of progress within each priority theme, there will be a yearly review of impact of the overall strategy.

#### **4.0 FINANCIAL IMPLICATIONS**

- 4.1 Implementation of the strategy will include aligning existing resources more appropriately and using the strategy to lever in and focus additional resources across the system.

#### **5.0 LEGAL IMPLICATIONS**

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

#### **6.0 RESOURCE IMPLICATIONS: STAFFING, ICT AND ASSETS**

- 6.1 There is a need for ongoing commitment from Council officers along with a wide range of partners to deliver the priorities within the Health and Wellbeing Strategy.

The roles of joint leads for each priority area will require significant focus and capacity.

## **7.0 RELEVANT RISKS**

- 7.1 Any risks related to the development of the Health and Wellbeing Strategy implementation will be identified via the Health and Wellbeing Implementation Group and reported to the Health and Wellbeing Board where necessary.

## **8.0 ENGAGEMENT/CONSULTATION**

- 8.1 A programme of engagement with local people in order to ensure that this strategy remains relevant and impactful is ongoing. The strategy will be delivered in partnership with representatives across the Wirral system, including residents.

## **9.0 EQUALITY IMPLICATIONS**

- 9.1 The Health and Wellbeing Strategy has been underpinned by equality and diversity impact assessments and strives to address the inequalities that have been highlighted. Ongoing impact assessment of the strategy implementation will be undertaken to ensure that equality and diversity impacts are considered and addressed. An Equality Impact Assessment for the Health and Wellbeing Strategy can be located at <https://www.wirral.gov.uk/communities-and-neighbourhoods/equality-impact-assessments>.

## **10.0 ENVIRONMENT AND CLIMATE IMPLICATIONS**

- 10.1 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 partners to tackle indoor air pollution will also be important.

## **11.0 COMMUNITY WEALTH IMPLICATIONS**

- 11.1 The Health and Wellbeing Strategy will support the delivery of the concepts of community wealth building e.g. community resilience increasing local employment opportunities.

**REPORT AUTHOR:** Jane Harvey  
Assistant Director: Consultant in Public Health  
Wirral Council  
Email: [janeharvey2@wirral.gov.uk](mailto:janeharvey2@wirral.gov.uk)

## **APPENDICES**

N/A

## **BACKGROUND PAPERS**

<https://www.wirralintelligenceservice.org/strategies-and-plans/wirral-health-wellbeing-strategy-2022-27>

## **TERMS OF REFERENCE**

This report is being considered by the Health and Wellbeing Board in accordance with Sections (a, b, c) of its Terms of Reference:

The Health and Wellbeing Board will not be responsible for directly commissioning services, but will provide oversight, strategic direction and coordination of the following activities:

- a) To develop a shared understanding of the needs of the local community through the development of an agreed Joint Strategic Needs Assessment
- b) To seek to meet those needs through leading on the ongoing development of a Health & Wellbeing Strategy
- c) To provide a local governance structure for local planning and accountability of health and wellbeing related outcomes

## **SUBJECT HISTORY (last 3 years)**

<b>Council Meeting</b>	<b>Date</b>
<b>Health and Wellbeing Board</b>	<b>29 September 2022</b> <b>15 June 2022</b> <b>23 March 2022</b> <b>9 February 2022</b> <b>3 November 2021</b>