



HEALTH AND WELLBEING BOARD

20th July 2023

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

REPORT SUMMARY

This report provides an update on the implementation of the Health and Wellbeing Strategy 2022–2027. Building on the leadership model that was outlined in the previous report to the board on 23rd March 2023, the report summarises key areas of progress to date, along with the proposed next steps.

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 recommended to note the progress update and to approve the next steps.

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. Through 'Priority Area 2' in particular, there are strong links through to the Wirral Place Health and Care Plan.

- 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 (an 'enabling factor' that runs through each of the other priority areas)

- 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 has now evolved into the Implementation Group, and were closely informed by Wirral's Joint Strategic Needs Assessment (JSNA) and the recommendations of the recent Marmot report for Cheshire & Merseyside, "All Together Fairer". Resident input was

obtained via a programme of qualitative insight to inform the strategy themes and priorities.

3.5 The proposed leadership structure of each priority theme area, with both a named 'system' lead and a named Public Health lead was approved at the meeting of the Health and Wellbeing Board on the 23 March 2023. This structure enables the combination of essential Public Health leadership skills with a system lead who will have a greater depth of knowledge and experience within each of the themed areas. It was agreed that this structure would provide the best chance of driving and achieving progress and creating meaningful and tangible benefits for the local population. The Director of Public Health remains as the Senior Responsible Officer for the overarching strategy, whilst individual directors across the Council and local NHS have taken responsibility for having a Senior Responsible Officer role for each of the four priority areas.

3.6 The joint leads are 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; and
- 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 joint leads for each of the four priority areas have been identified and have been working closely together for several weeks. At the meeting of the Health and Wellbeing Strategy Implementation Group (HWBSIG) on 15th May 2023 the joint leads for each priority area were asked to provide their assessment of where to focus for the biggest potential impact, what the roles of other leaders within the wider Wirral system might be and what the next steps would be. The joint leads were asked to propose two to three 'game-changers' (i.e. areas for focussed system-wide effort where a real impact on inequalities and/or population health might be achieved). The 'game changers' presented at the meeting were as follows:

Priority area	Proposed 'game-changer'
P1. Create opportunities to get the best health outcomes from the economy and regeneration programmes	1. Increasing job opportunities for unemployed / vulnerable residents 2. Refocussing procurement spending power to support local supply chains
P2. Strengthen health and care action to address	1. Implementation of a CORE20Plus5 delivery plan, focussing on cardiovascular disease

differences in health outcomes	2. Community led approach to reducing poor health outcomes - Wirral Neighbourhoods Model
P3. Ensure the best start in life for all children and young people	1. Early years and school readiness 2. Family help
P4. Create safe and healthy places for people to live that protect health and promote a good standard of living	1. Fuel poverty 2. Violence reduction 3. Social regeneration to go hand-in-hand with physical regeneration.

- 3.6 Following an in-depth and engaging discussion at the HWBSIG in May 2023, members agreed on the importance of all of the proposed 'game-changers'. It was acknowledged that a great deal of local work is already taking place in each of the areas and that this would be enhanced by the implementation of this Strategy. A crucial role for the Implementation Group and the joint leads is to identify and share the good practice that already exists in Wirral, with a view to amplifying, strengthening, and joining that practice together more strongly in order to make 'greater' gains. This will require all partners to take responsibility for progressing specific actions that will make a tangible contribution to the 'game changer'.
- 3.7 Despite the unanimous support for the proposed list of nine 'game changers', it was strongly recommended that further work was required to bring various proposals together into one or two overarching areas for greater impact across the wider Wirral system and a more meaningful/tangible benefit for our residents. Members also identified the potential for gains in multiple areas at once through focussing partnership efforts into one or two main programmes of work.
- 3.8 Based on both the discussions from the HWBSIG meetings, and those that have taken place with partners since, one key area in which to focus is a new and more widely owned system effort, of increasing access to employment and being supported to secure 'good' ongoing employment, with particular emphasis on Wirral's more vulnerable population groups/residents. In order to explore this further and to gain concrete commitment to actions amongst system partners, the next meeting of the HWBSIG in July 2023 will take the form of a targeted workshop.
- 3.9 To support the work of the Strategy, a new model for wrapping all available insight and intelligence around the key emerging themes is currently being developed. In support of the employment theme highlighted above, this is where the initial intelligence model will focus. Together with the new intelligence model, the joint leads have been tasked with identifying the markers of success, i.e., how will it be known when this work is having a true impact.
- 3.10 A programme of training/engagement/awareness-raising for members of the Health and Wellbeing Board will also be developed as a way of equipping members with the necessary context and key information to enable them to challenge and support to maximum effect.

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, and should set out the vision, priorities and action agreed by the Health and Wellbeing Board to meet the needs identified within the joint strategic needs assessment and to improve the health, care, and wellbeing of local communities, whilst reducing health inequalities.

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 implementation of the Health and Wellbeing Strategy 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 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 has now evolved into the Implementation Group, and were closely informed by Wirral's Joint Strategic Needs Assessment and the recommendations of the recent Marmot report for Cheshire & Merseyside, "All Together Fairer". Resident input was obtained via a programme of qualitative insight to inform the Strategy themes and priorities.
- 8.2 The Strategy is being delivered in partnership with representatives across the Wirral system. The voice of Wirral residents and communities will continue to be reflected in the implementation of the Strategy through an ongoing programme of engagement, to ensure the Strategy remains relevant and impactful.

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

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 Section b of its Terms of Reference:

- (b) To seek to meet those needs through leading on the ongoing development of a Health & Wellbeing Strategy

SUBJECT HISTORY (last 3 years)

Council Meeting	Date
Health and Wellbeing Board	23 March 2023 29 September 2022 15 June 2022 23 March 2022 9 February 2022 3 November 2021