

**HEALTH AND WELLBEING BOARD****18<sup>th</sup> July 2024**

<b>REPORT TITLE:</b>	<b>HEALTH AND WELLBEING STRATEGY UPDATE REPORT FOR PRIORITY AREA 3: ENSURE THE BEST START IN LIFE FOR ALL CHILDREN AND YOUNG PEOPLE</b>
<b>REPORT OF:</b>	<b>DIRECTOR OF PUBLIC HEALTH</b>

**REPORT SUMMARY**

As requested by Members at the Health & Wellbeing Board this is the 3<sup>rd</sup> report in the rolling quarterly ‘deeper dive’ session for each of the priority areas. Priority 3 focuses on ensuring the best start in life for all children and young people through the priority’s game changers ‘Best Start/Early Help and Family Help’.

The priorities of the Health and Wellbeing Strategy are aligned to the ambitions of the Wirral Plan, particularly:

- Working for brighter futures for our children, young people and their families by breaking the cycle of poor outcomes and raising the aspirations of every child in Wirral.
- Working for safe and pleasant communities where our residents feel safe, and where they want to live and raise their families.

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

**RECOMMENDATION**

1. The Health and Wellbeing Board is recommended to endorse the implementation plan for the Priority Area 3 ‘Ensure the Best Start in Life for all Children and Young People and the associated ‘game changers’ Best Start/Early Help and Family Help’.
2. Support, influence and shape the strategic direction of these game changers.

## **SUPPORTING INFORMATION**

### **1.0 REASON/S FOR RECOMMENDATION/S**

- 1.1 To ensure that there is a robust plan to implement the key components that underpin the game changers and the opportunities to maximise their impact by working across the other gamechangers/priorities within the strategy.

### **2.0 OTHER OPTIONS CONSIDERED**

No other options have been considered as these game changers link to a range of strategic priorities and future developments that promote efficient use of resources and improved outcomes for children and families.

### **3.0 BACKGROUND INFORMATION**

- 3.1 Priority 3 of the Health and Wellbeing Strategy sets out the ambition to ensure the best start in life for all children and young people. The 'game changers' that have been identified as the focus for this priority are Best Start/Early Help and Family Help. This report provides a highlight of the key programmes of work that are currently operating in Wirral. It should be acknowledged that this is a dynamic and evolving programme and some of the work requires further development across the system. Wherever possible, the activity is reinforced by evidence and local intelligence/insight.
- 3.2 Appendix 1 provides a slide deck summary of examples of key activities that are currently operating and impacting on children, young people and their families.
- 3.3 Slides 3-4 focuses on the Best Start in Life, describing the offer specifically focused on the first 1001 days programme and work to date to further expand on this area.
- 3.4 Slides 5-6 provides information on Family Hubs and the extensive consultation that informed their development.
- 3.5 Slides 7-10 outlines the Family Help offer, using examples of specific elements of the offer to illustrate the breadth of support available.
- 3.6 Slides 11-12 highlights recent key developments for children and young people around emotional health and wellbeing and 'risk and resilience'.
- 3.7 Slides 13-15 illustrates the links between the game changers from the other priority areas in the Health and Wellbeing Strategy, with examples focused on 'Widening Participation and Access to Employment'.
- 3.8 The final slide outlines key actions going forward to build on work to date, and further development of the game changers. These actions include the implementation of new programmes/services and gaining further insight to inform future direction.
- 3.9 There are several programmes of work that are currently in the early stages of implementation that provide exciting opportunities in Wirral, such as the Families

First for Children Pathfinder. Considerable change/development also presents challenges. Strong leadership is in place to drive these programmes strategically, maximising their potential and preventing silo working.

- 3.10 Board members are invited to influence and shape the strategic direction of these game changers.

#### **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**

- 7.1 There is a need for ongoing commitment from council officers along with a wide range of partners to deliver Priority 3 within the Health and Wellbeing Strategy.

#### **7.0 RELEVANT RISKS**

- 7.1 Any risks related to the implementation of Priority 3 'game changers' 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 is being delivered in partnership with representatives across the Wirral system, including residents.

#### **9.0 EQUALITY IMPLICATIONS**

- 9.1 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 Community Wealth Building is a people-centred approach to economic growth which reorganises local economies to be fairer and stops wealth flowing out of communities, towns, and cities, and instead places control of this wealth into the hands of local people, communities, businesses, and organisations. The Priority 3 ‘game changers’ will support several of the key outcomes within the strategy.

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## **APPENDIX**

Attachment 1: Components of Priority 3 implementation

### **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 Committee in accordance with Section (b) of the Terms of Reference.

(b) to seek to meet those needs through leading on the ongoing development of a Health and Wellbeing Strategy.

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

<b>Council Meeting</b>	<b>Date</b>
<b>Health and Wellbeing Board</b>	<b>14 March 2024 7 December 2023 20 July 2023 23 March 2023</b>