

**WIRRAL LOCAL STRATEGIC PARTNERSHIP EXECUTIVE****WEDNESDAY 9 JULY 2009****REPORT OF THE JOINT DIRECTOR OF PUBLIC HEALTH****WIRRAL HEALTH INEQUALITIES PLAN****1. EXECUTIVE SUMMARY**

- 1.1. This report provides Wirral LSP Executive Board members with a final version of the Health Inequalities Plan for comment and approval. The plan was first drafted in March 2009 and has been amended following discussion and consultation with stakeholders. It is currently being submitted to committees within NHS Wirral and Wirral Council in addition to this committee and amendments as a result will be incorporated into the final version.
- 1.2. The Plan outlines three timescales for action and achieving improved outcomes; 2011, 2013 and 2025. These timescales are linked to national targets and local strategies.
- 1.3. Wirral is currently below trajectory for achieving the national health inequalities target for life expectancy and the Local Area Agreement target for all age all cause mortality. The Health Inequalities Plan identifies priority actions that need to be set in place if these targets are to be met.

**2. BACKGROUND**

- 2.1. Life expectancy in Wirral is increasing but at a slower rate than for England as a whole. The latest data show a gap in life expectancy of 2.0 years for males and 0.9 years for females between Wirral and England. This is an increase from the baseline year of 1995/97. Approximately 35% of the Wirral population live in the national most deprived lower super output areas (LSOAs) nationally. Life expectancy within this group has improved at a slower rate than for the rest of Wirral and the gap has therefore, widened.
- 2.2. In January 2009, Wirral invited the National Support Team for health inequalities to visit the area and scrutinise current plans and actions for reducing health inequalities. A large number of stakeholders took part in the visit which included individual interviews and group workshops. The visiting team provided a report detailing recommendations for partnership action and have since returned and praised progress that has been made. One of the overarching messages that emerged from the visit was that Wirral needed to plan interventions that were sufficiently equivalent to the scale of need. Recommendations have been incorporated into the Health Inequalities Plan.

**3. IMPLEMENTATION OF THE HEALTH INEQUALITIES PLAN**

- 3.1. Actions to meet three overarching health outcomes are grouped together under five strategic priorities:



- Address the underlying determinants of health
- Improve access to high quality public services for people with poor health and well-being
- Engage communities and individuals, supporting them to improve their health through the health and well-being choices they make
- Improve opportunities for children, young people and families
- Improve and share data and intelligence on health and well-being

A lead organisation for the completion of each action has been identified in addition to partners who will be integral to its success. An executive leadership group is to be established to ensure full engagement and drive the implementation of the plan. This group will report to the Health and Well-being Partnership Co-ordination Group and produce regular progress reports for the Wirral Local Strategic Partnership Executive.

#### **4. RECOMMENDATIONS**

- 4.1. Board members are asked to approve the Health Inequalities Plan and request further updates on progress.

**Marie Armitage**  
**Joint Director of Public Health**

This report was prepared by Sue Drew  
Deputy Joint Director of Public Health  
0151 6513948