

Appendix 1: Wirral Health Protection Strategy Implementation Plan 2023-24

This implementation plan sets out our collective approach to deliver the Wirral Health Protection Strategy during the 2023-24 financial year. For each priority it sets out the system lead, actions achieved within the first 6 months of strategy implementation and actions that are underway to be completed during this financial year. It also outlines the key metrics we will be measuring to assess strategic progress.

Status key:

Complete (Blue)	Action completed by the agreed deadline
Ongoing (Green)	Action underway and successful delivery currently achievable by the agreed future deadline
Ongoing (Amber)	Action underway and successful delivery appears achievable by the agreed future deadline, but risk/ issues have been identified requiring attention. These appear resolvable at this stage and, if addressed promptly, should mean the deadline will be met.
Serious issues (Red)	Successful delivery of the action is in doubt with major risks or issues apparent. Urgent action is needed to ensure these are addressed and establish whether resolution is feasible or if the action is unachievable.

Priority 1: Ongoing COVID-19 response, including being prepared for new variants				
System Lead: Public Health				
Priority	Action	Leads	Deadline	Status
Collectively review and refresh local surveillance	Establish multi-agency data, intel and comms group to monitor surveillance of infectious diseases including COVID-19 and acute respiratory infections	Public Health	April 2023	Complete (Blue)

Focus our local efforts on protecting people, communities, and settings at highest risk of adverse outcomes due to COVID-19	Establish robust processes to prevent and manage clusters and outbreaks in high-risk settings in partnership with Community Infection Prevention and Control Team and UK Health Security Agency	Public Health / Community Infection Prevention and Control Team	April 2023	Complete (Blue)
Develop a local respiratory infection 'wave plan' to help prepare for and strengthen Wirral's system resilience and sector specific response to increases in local prevalence of respiratory infections and emergence of new COVID-19 variants	Engage and consult with key partners to develop a respiratory infection wave plan	Public Health	April 2023	Complete (Blue)
	Approve respiratory infection wave plan through appropriate governance structures	Wirral Infection Prevention Forum	July 2023	Complete (Blue)
	Test the Wirral respiratory infection wave plan via a stakeholder exercise and implement any lessons identified / learned	Public Health / Community Infection Prevention and Control Team / Emergency Preparedness and Response	October 2023	Ongoing (Amber) Risk(s) being mitigated: Ensuring availability of key system partners to effectively test plan
Work collectively to increase uptake of COVID-19 vaccination	Work collectively to improve COVID-19 immunisation uptake rates and reduce inequalities in uptake within eligible cohorts	NHS Cheshire and Merseyside - Wirral Place	Autumn/Winter 2023/24	Ongoing (Green)

Contribute as required to the national COVID-19 inquiry and implement lessons learned as they emerge.	Undertake a local lesson learnt exercise to capture key learning from across system partners	Public Health / Wirral Council Emergency Preparedness and Response Lead	March 2023	Complete (Blue)
	Engage with public inquiry response and implement lessons identified / learned as they become published	Public Health / All Partners	Ongoing	Ongoing (Green)
<p>Key metrics being monitored:</p> <ul style="list-style-type: none"> - COVID-19 hospital admissions - COVID-19 cases and outbreaks in vulnerable groups and high-risk settings e.g., care homes - COVID-19 vaccination uptake and inequalities in uptake by eligible cohort 				
<p>Priority 2: Strengthen infection prevention and control</p> <p>System Lead: NHS Cheshire and Merseyside - Wirral Place</p>				
Priority	Action	Leads	Deadline	Status
Develop a system plan for reducing healthcare-associated infections (HCAI) to ensure improvements and learnings are embedded and sustained.	Establish a Wirral healthcare-associated infection system group	NHS Cheshire and Merseyside - Wirral Place	April 2023	Complete (Blue)
Supported by NHS England, undertake an externally led system peer review with the aim of reducing Clostridioides difficile (C.Diff) rates.	Coordinate the delivery of external Clostridioides difficile (C.Diff) peer review	NHS Cheshire and Merseyside - Wirral Place	May 2023	Complete (Blue)
	Following external review findings - develop and implement a Wirral Place	NHS Cheshire and Merseyside -	November	Ongoing (Green)

	Clostridioides difficile (C.Diff) improvement plan	Wirral Place	2023	
Ensure effective infection prevention control is included as a key measure to keep people safe and maintain service quality within local health and care winter plans.	Work collaboratively with health and social care system partners prior to winter to support the development of system winter plans with a strong focus on the prevention of infectious diseases and robust outbreak management responses	NHS Cheshire and Merseyside - Wirral Place	October 2023	Ongoing (Amber) Risk(s) being mitigated: NHS England winter planning is focussed primarily upon urgent and emergency care services
Deliver targeted training within community and high-risk settings to promote positive behaviour change to support infection prevention and control	Roll out 'e-Bug' training resources in early years settings and schools	Public Health	May 2023	Complete (Blue)
	Deliver infection prevention and control training within community settings e.g., residential care homes and primary care	Wirral Community Infection Prevention and Control Team	March 2024	Ongoing (Green)
	Deliver infection prevention and control training within acute trust setting	Wirral University Teaching Hospital Infection Prevention Control Team	March 2024	Ongoing (Green)
Develop communications campaign and utilise the Wirral Health Protection Service to promote the importance of	Develop and launch Winter Wellness communication campaign	Public Health	October 2023	Ongoing (Green)
	Refresh and circulate Winter	Public Health	October 2023	Ongoing (Green)

infection prevention and control community wide, particularly to vulnerable settings and communities.	preparedness checklist for residential homes and community settings			
<p>Key metrics being monitored:</p> <ul style="list-style-type: none"> - Healthcare Associated Infections - Clostridium Difficile (C.Diff) rates - Notifiable disease cases - Outbreaks in high-risk settings 				
<p>Priority 3: Reduce the impact of antimicrobial resistance (AMR)</p> <p>System Lead: Wirral University Teaching Hospital – Wirral Place AMR lead</p>				
Review local intelligence to strengthen and appropriately target our local actions to reduce inappropriate prescribing	Review antibiotic prescribing by setting and indication, and align with hospital admission data to target collective action to prevent infections, reduce antibiotic prescribing and reduce avoidable hospital admissions	Wirral University Teaching Hospital – Wirral Place AMR lead	April 2023	Complete (Blue)
Address the high usage of broad-spectrum antibiotics in primary care.	Develop and agree an incentive scheme for general practices to address high antibiotic prescribing in primary care	NHS Cheshire and Merseyside - Wirral Place	April 2023	Complete (Blue)
	Encourage primary care sign up to take part in a research project in collaboration with the University of Manchester aimed to reduce inappropriate antibiotic prescribing in	Wirral University Teaching Hospital – Wirral Place AMR lead / Wirral AMR Primary Care	March 2024	Ongoing (Green)

	primary care called BRIT2.	lead		
	Local roll out of the Target (Treat Antibiotics Responsibly, Guidance, Education and Tools) toolkit designed to support primary care clinicians to champion and implement antimicrobial stewardship activities.	Wirral AMR Primary Care lead	December 2023	Ongoing (Amber) Delivery timeline may be impacted by winter pressures/ demands on primary care
Prevent and improve the management of urinary tract infections in adults aged 65 years and over through promoting hydration messages and local roll out of the quality improvement project "To Dip or Not to Dip"	Prevent urinary tract infections through the promotion of hydration awareness messages across residential adult social care and community settings	Public Health	December 2024	Ongoing (Green)
	Deliver training to improve the management of UTIs in older person's care homes	Community Infection Prevention and Control Team	March 2024	Ongoing (Green)
	Implement best practice for management of recurrent UTI in primary care	Wirral University Teaching Hospital – Wirral Place AMR lead	March 2024	Ongoing (Green)
Take a system wide approach to deliver education using shared resources, videos and accessible forms across all organisations and sectors to improve public	Deliver an Antimicrobial Stewardship communication campaign to support people in self-management of self-limiting infections	NHS Cheshire and Merseyside - Wirral Place	January 2024	Ongoing (Green)

awareness and reduce public demand for antibiotics for self-limiting infections.				
Support antibiotic reviews and intravenous to oral antibiotic switches in secondary care.	Deliver the Antimicrobial intravenous-to-oral switch (IVOS) Commissioning for Quality and Innovation (CQUIN) scheme at Wirral University Hospital Trust.	Wirral University Hospital Trust – AMS Lead	March 2024	Ongoing (Green)
<p>Key metrics being monitored:</p> <ul style="list-style-type: none"> - Total antibiotic prescribing - Broad-spectrum antibiotic prescribing in primary care - Antibiotic prescribing for Urinary Tract Infection 				
<p>Priority 4: Reduce vaccine preventable diseases amongst adults and children</p> <p>System lead: NHS Cheshire and Merseyside - Wirral Place / Wirral Public Health</p>				
Priority	Action	Leads	Deadline	Status
Work collaboratively to develop an Immunisation Action Plan for Wirral	Review local intelligence to appropriately target local actions to increase vaccination uptake – agreed collective focus on COVID-19, Seasonal influenza and MMR immunisation uptake rates (2 doses at age 5 years)	Public Health	July 2023	Complete (Blue)
	Establish comprehensive reporting processes to track progress	NHS Cheshire and Merseyside - Wirral Place / Public	September 2023	Complete (Blue)

		Health		
Improve COVID-19 immunisation uptake rates and reducing variation in coverage.	Work collaboratively via established COVID-19 Tactical Group – building on learning to deliver targeted outreach for specific cohorts	NHS Cheshire and Merseyside - Wirral Place	Winter 2023/24	Ongoing (Green)
	Ensure collective focus on increasing COVID-19 uptake among local frontline health and care workforce	NHS Cheshire and Merseyside - Wirral Place / NHS England Screening and immunisation team	Winter 2023/24	Ongoing (Amber) Risk(s) being mitigated: Vaccine hesitancy among health and social care staff
Work collectively to increase uptake of seasonal Flu vaccination 2023-2024	Re-establish and review membership of Wirral Flu Steering Group for Flu Season 2023/24	Public Health	April 2023	Complete (Blue)
	Undertake lesson learnt exercise following 2022/23 season to inform development of local seasonal influenza action plan for 2023/24	NHS Cheshire and Merseyside - Wirral Place / Public Health / NHS England Screening and immunisation team	July 2023	Complete (Blue)

	Ensure collective focus on increasing seasonal flu uptake among local frontline health and care workforce	NHS Cheshire and Merseyside - Wirral Place / NHS England Screening and immunisation team	Winter 2023/24	Ongoing (Amber) Risk(s) being mitigated: Vaccine hesitancy among health and social care staff
	Ensure a collective focus on improving seasonal influenza uptake among 2-3 year olds and school age children	Wirral Community Health and Care NHS Foundation Trust / Public Health	Winter 2023/24	Ongoing (Green)
Support the development of a collaborative MMR immunisation working group	Work collaboratively with system partners to develop local action plan to increase uptake of MMR vaccination.	NHS Cheshire and Merseyside - Wirral Place / Public Health	Winter 2023/24	Ongoing (Green)
	Undertake rapid evidence review for increasing MMR/ 0-5 immunisations and share finding with primary care and local system partners	Public Health	April 2023	Complete (Blue)
Develop and implement a shared communications plan	Maintain an ongoing communications campaign to support immunisation uptake focused upon increasing COVID-19, Seasonal influenza and MMR immunisation uptake rates (2 doses	Public Health/ NHS Cheshire and Merseyside - Wirral Place /School Aged Immunisation Service	Winter 2023/24	Ongoing (Green)

	at age 5 years)			
	Wirral Health Protection Service to promote the importance of COVID-19, Seasonal influenza and MMR immunisation in high risk and wider community settings	Public Health	Winter 2023/24	Ongoing (Green)
<p>Key metrics:</p> <ul style="list-style-type: none"> - uptake of seasonal influenza immunisation across eligible cohorts - uptake of COVID-19 vaccinations and boosters > nationally set objectives - uptake of two doses of MMR vaccine in the routine childhood vaccination programme 				
<p>Priority 5: Strengthen preparedness, resilience and response to outbreaks, major incidents and emergencies</p> <p>System lead: Wirral Council Emergency Preparedness and Response Lead</p>				
Priority	Action	Leads	Deadline	Status
Establish a Wirral Health Resilience Partnership Forum to bring together local emergency planning leads.	Wirral Health Resilience Partnership Forum (WHRP) to be formed with TOR and membership agreed with partners.	Wirral Council Emergency Preparedness and Response Lead / Public Health	June 2023	Complete (Blue)
Develop a Wirral community risk register to achieve a common understanding of potential hazards and threats.	Based on the national security risk register 2022/23 work with Emergency Planning colleagues to develop a Wirral community risk register related to	Wirral Council Emergency Preparedness and Response Lead /	July 2023	Complete (Blue)

	health.	Public Health		
Undertake local training exercises and scenario planning to test our local preparedness.	Participate in the Cheshire and Merseyside Integrated Care Board Training and Exercise working group.	All system	October 2023	Ongoing (Green)
	Attend UKHSA Cheshire and Merseyside Measles event to exercise response to a measles outbreak and inform the refresh of the North West measles outbreak plan	All system	July 2023	Complete (Blue)
	Run local measles outbreak scenario to test North West measles outbreak plan with local system partners to ensure a co-ordinated and robust response	All system	Dec 2023	Ongoing (Amber) Risk(s) being mitigated: Awaiting finalised North West measles outbreak plan
	Test the Wirral respiratory infection wave plan via a stakeholder exercise and implement any lessons identified / learned	Public Health / Community Infection Prevention Control Team / Emergency Preparedness and Response	October 2023	Ongoing (Amber) Risk(s) being mitigated: Ensuring availability of key system partners to

				effectively test plan
Ensure robust extreme weather plans are in place, covering heat waves, cold weather preparedness linked to winter planning, and flooding.	Review Extreme Weather governance and response arrangements as per updated UKHSA Adverse Weather Plan for summer and winter risks	Wirral Council Emergency Preparedness and Response Lead / Public Health	December 2023	Ongoing (Green)
	Develop updated summer and winter response arrangements for adverse weather	Wirral Council Emergency Preparedness and Response Lead	December 2023	Ongoing (Green)
	Develop extreme weather preparedness packs for high-risk and community settings	Public Health	October 2023 (linked to winter preparedness) March 2024 (summer preparedness)	Ongoing (Green)
Key metrics: - Number of local training exercises undertaken to test plans				
Priority 6: Reduce health harms from climate and environmental hazards				
System leads: Air quality - Wirral Council Environmental Health team				
Climate change – Wirral Council Climate Emergency team				
Priority	Action	Leads	Deadline	Status
Develop a Wirral Air Quality	Re-establish multi-agency Wirral Air	Environmental	April 2023	Complete (Blue)

Strategy in collaboration with system partners (The Department for Environment, Food and Rural Affairs (DEFRA) has stipulated all local authorities must have an air quality strategy from 2023 onwards even if they do not have any air quality management areas)	Quality Steering Group to oversee the development of the local strategy	Health / Public Health		
	Hold a workshop on air quality to understand views and priorities from across wider system partners	Environmental Health / Public Health	June 2023	Complete (Blue)
	Conduct a public consultation to better understand public views on air quality and which priorities are most important to our residents: https://haveyoursay.wirral.gov.uk/air-quality-strategy	Environmental Health / Public Health	October 2023	Ongoing (Green)
	Deliver the grant funded programme re Particulate matter monitoring and engagement to increase awareness, encourage behaviour change around domestic burning, advise residents how they can reduce their exposure, and review local enforcement of legislation.	Climate Emergency Team / Public Health	March 2024	Ongoing (Green)
Embed actions to improve air quality and reduce CO2 emissions into local regeneration programmes e.g. through the implementation of measures to promote active travel and reduce vehicle usage	Build in a strategic priority related to regeneration and development into the emerging air quality strategy.	Environmental Health / Public Health	December 2023	Ongoing (Green)
	Collaborate with regeneration and planning to promote CO2 reduction in local master plan development.	COOL Wirral Partnership	March 2024	Ongoing (Green)

Build local partnership approaches to improving air quality and reducing emissions	NHS partners use their Sustainable Development Management Plans to deliver on the air quality and climate goals in the NHS Long Term Plan and share how they are supporting patients and staff to reduce the health impacts of air pollution and climate change.	NHS Sustainability Leads	March 2024	Ongoing (Green)
	Work with Wirral Chamber of Commerce to engage local businesses in development and delivery of the Wirral air quality strategy and the COOL 2 climate change strategy for Wirral	COOL Wirral Partnership	March 2024	Ongoing (Green)
Build upon local initiatives to raise awareness of climate change and air quality and the behavioural changes that can positively impact on these issues.	Support schools to improve the air quality around their settings by delivering 6 School Street pilots across the Wirral, facilitating and co-ordinating the bikeability programme, delivering a schools air quality project, where a challenge was sent out to schools to develop a low cost project to increase active travel to school and reduce local air pollution, working with charities such as Sustrans, Living Streets and Asthma and Lung UK to help schools promote and increase active travel.	Environmental Health	March 2024	Ongoing (Green)
	Collaborate with COOL 2 Partners to undertake a gap analysis regarding local adaptation plans to ensure Wirral	COOL2 Partnership	June 2023	Complete (Blue)

	is more resilient to the challenges extreme weather presents.			
<p>Key metrics:</p> <ul style="list-style-type: none"> - CO2 emissions - Nitrogen dioxide and particulate matter within the air 				
<p>Priority 7: Reduce the harmful impact to health of Tuberculosis and blood-borne viruses, including Hepatitis B, Hepatitis C and HIV</p> <p>System lead: Wirral Public Health</p>				
Priority	Action	Lead	Deadline	Status
Ensure prevention and behaviour change strategies such as harm reduction have been prioritised by local NHS commissioners and providers to reduce onward transmission of and avoidable deaths from blood-borne viruses, particularly among underserved population.	Ensure that Hepatitis B vaccination is offered in Primary Care to people who have been exposed to the virus.	Primary Care	March 2024	Ongoing (Green)
Review local intelligence to appropriately target local actions reduce the risk of TB and blood-borne viruses	Undertake a joint Hepatitis Health Needs Assessment	Wirral Intelligence Service	December 2023	Ongoing (Green)
	Undertake Sexual Health Joint Needs Assessment, which covers Sexual Transmitted Infection and HIV service	Wirral Intelligence Service and Public Health	May 2023	Complete (Blue)
Continue to build on local collaborative work with multiple	Achieve and maintain Hepatitis C micro	Hepatitis C Service /	Achieve by	Ongoing (Amber)

partners to increase case-finding and reduce late diagnosis for HIV, Hepatitis C and TB.	elimination in Wirral	Community Substance Misuse Service	October 2023	Risk(s) being mitigated: small number (<10) of substance misuse service users who are refusing testing
	Ensure that asylum seeker / refugees accommodated in hotels will be offered Tuberculosis and blood-borne virus screening.	Wirral TB Service	October 2023	Ongoing (Amber) Risk(s) being mitigated: Limited specialist Tb nurse capacity to manage future increases in demand
	Undertake outreach work working with appropriate partners that effectively engages with at risk individuals to increase HIV testing uptake.	Public Health/ Wirral Sexual Health Service/ Sahir House	March 2024	Ongoing (Green)
	Recommission Sexual Transmitted Infection and HIV service with a focus on outreach activity to reduce late diagnosis rates for HIV	Public Health	December 2023	Ongoing (Green)

	<p>Work collaboratively with partners across the Cheshire and Merseyside through TB Cohort Review group, C&M TB Strategic group, and Migrant health group to tackle challenges such as screening of vulnerable migrants and disparities in TB commissioning</p>	Public Health	March 2024	Ongoing (Green)
<p>Key metrics:</p> <ul style="list-style-type: none"> - Cases of acute Hepatitis B - Hepatitis C testing and treatment rates - New TB cases - Proportion of HIV cases diagnosed late diagnosis 				