

**Our reference:** KA/SH/PHR2016  
**Please ask for:** Kate Ardern  
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Dear Colleague

As Director of Public Health, I have a statutory duty to produce and publish an annual report on the state of the Borough's health and wellbeing and to present the report to appropriate committees, forums and audiences.

Following on the success of last year's switch to movie format, I'm delighted to introduce this year's annual report which is our second film commissioned from local director/film-maker Martin Green of Green Room Creatives entitled **"Getting Wigan Borough on the Move"**.

I'd like to express my grateful thanks and appreciation to the wide range of local people, colleagues across Wigan Council, NHS, and a wide range of partner organisations for their fantastic contributions which demonstrate how physical activity plays a vital role in improving health, well-being, mental resilience and social interaction in the Borough. This film belongs to the people of the Borough and is part of the community's narrative.

I hope you enjoy listening to our experiences and being part of the Wigan story and I would welcome any feedback on our second Public Health Annual Report movie.

Welcome to **"Getting Wigan Borough on the Move"** there are five chapters:

1. Chapter 1: The Deal for Health and Wellness
2. Chapter 2. Moving Further Faster Towards 2020
3. Chapter 3. Inspiring Healthy Lifestyles
4. Chapter 4. Getting Wigan Borough on the Move
5. Recommendations and Progress on last year's report

I'm pleased to be able to report that all of last year's recommendations have been both accepted and implemented in full.

<https://vimeo.com/248167316/2468140c1f>

Yours sincerely



Professor Kate Ardern MBChB MSc FFPH  
Director of Public Health

**Background to this year's Public Health Annual Report:**

**The Health and Wellbeing Strategy for 2016-2018** is built on the Robert Wood Johnson Foundation methodology to 'Create a Culture of Health' across Wigan and generate a sense of ownership across stakeholders to ensure that health is the business of all stakeholders. The strategy sets out the four action areas that need to be applied to create such a culture, these being:

- To make health a shared value
- To foster cross sector collaboration to improve wellbeing
- To create healthier, more equitable communities
- To strengthen integration of the health service and systems

The creation of such a culture will translate into significant improvements in health and wellbeing and will contribute to the realisation of the vision for The Deal for Health and Wellbeing, creating stronger communities and addressing the wider determinants of health through growth and reform. The investment and the strength of the applications and innovations at the community level will support the realisation of our vision and impact on our priority areas.

Wigan's four Health and Wellbeing Priorities for 2016-2018 are:

- a. Creating a Culture of Health & Well-being**
- b. Delivering Further Faster Towards 2020**
- c. Creating & Sustaining Resilient Communities**
- d. Addressing Wider Determinants through Maximising the Potential of Growth & Reform**

Key programmes which contribute to the new Health and Well-being Strategy Priorities are:

- I. The Deal for Health and Wellness** builds on the overall principles of **The Deal** and applies them within the context of transforming the health and well-being of the population and the health, care and wellness system across the Borough. It is asset-based, application of "different conversations" between citizens and health and social care staff and targeted investment in building community resilience for health and wellness – the approach is integral to the development of the integrated care organisation as set out in **Further Faster Towards 2020**
- II. The Heart of Wigan programme** which is the Transforming Population Health programme for the Locality Plan "**Further Faster Towards 2020**" has now progressed into the third phase of programme design and delivery. The Heart of Wigan continues to promote physical activity, through the utilisation of green spaces and active travel, to improve the health of Wigan residents. The success of Heart of Wigan has been built on strategic leadership and collaboration from across our partners. The previous phases have demonstrated what works, the benefits of collaboration and how the work has been an agent for change
- III. The Wigan Borough on the Move investment** which is in its second year is an additional element to the **Deal for Communities** seeks to achieve the same results through a community driven investment – to encourage a sense of ownership, to work collaboratively and be local agents for change.
- IV. Wellfest:** The Health & Wellbeing Week, known as '**Wellfest**' has been developed by WWL, Wigan Council, WBCCG, Inspiring Healthy Lifestyles and WALH along with interested and supportive partners like Trust in Leigh. The partnership is collaborating to consolidate efforts across the economy to promote and raise awareness of health and wellbeing initiatives and programmes within a targeted week of activity.

The main key outcomes of **Wellfest** have been; to promote health and wellbeing to local residents through a series of opportunities and showcase events (specific target opportunities) and associated fringe events (existing programmes and opportunities that will amplify the week). Incorporating many existing and current programmes, in a targeted approach will ensure greater and maximum impact by condensing activity into one week.

The Wellfest website details all of the activities that took place across the Borough during the week and enables groups to promote and post their own activities [www.wellfest.org](http://www.wellfest.org). Wellfest can also be followed on Twitter @WWellfest and on Facebook [www.facebook.com/wwellfest](http://www.facebook.com/wwellfest)

**Deal for Health & Wellness**

**NHS** | **Wigan Council**

**Our part**

- Support families to give children the best start
- Create training opportunities and jobs
- Provide seven day access to GP services
- Help communities to support each other
- Help you to remain independent for as long as possible
- Provide leisure facilities to help keep you healthy and active

**Your part**

- Lead a healthy lifestyle and be a good role model
- Take advantage of training and job opportunities
- Register with a GP and go for regular check ups
- Get involved in your community
- Support older people to be independent
- Make the most of leisure facilities and be active

**healthwatch Wigan**

5 Boroughs Partnership **NHS** Foundation Trust

Wrightington, Wigan and Leigh **NHS** Foundation Trust

ridgewater Community Healthcare **NHS** Foundation Trust

**NHS** Wigan Borough Clinical Commissioning Group