

## Background to 2016 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**" is now progressing 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 a newly launched 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. To maximise resources and streamline efficiencies, the £2m **Deal for Community** Investment fund, Round 4 and £500k Wigan Borough on the Move will be launched together during the dates 3<sup>rd</sup> – 10<sup>th</sup> September to coincide with the Health and Wellbeing week. The official launch day was on the 7<sup>th</sup> September highlighted by the 'walk a mile' initiative

- 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.

Wellfest ran from Saturday 3rd September and end on Sunday 10th September and comprised of a number of high profile health and wellbeing events. Key events included:

Wigan 10k

Fun Runs

Mass Mile/Daily Mile

Launch of Wigan Borough on the Move Deal for Communities Investment Fund

Pop up Velodrome (3 day cycling event)

Proms in the Park

Veterans Wheelchair Rugby

Launch of Incredible Edible

The initiative was the first of its kind within Greater Manchester and is a tangible representation of the locality plan “**Further, Faster to 2020**” principles of a coordinated approach to health and promoting self-help and prevention above treatment which is a dominant theme of the **NHS 5 year Forward View**.

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.

A website was developed which 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). Activities and events were also be publicised using social media. Wellfest could be followed on Twitter @WWellfest and groups could post their activities on Facebook [www.facebook.com/wwellfest](http://www.facebook.com/wwellfest).

### 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

## The Director of Public Health's Annual Report Recommendations for 2016:

### Start Well

- I. Implement the **Deal for Children and Young People** including the roll-out of Young Health Champions and the 8 stage Early Years model.
- II. Target improving children's oral health (DMFT under 5s to improve to Eng average) through the **Healthy Living Dentistry Programme's** key priority Baby Teeth Do Matter.
- III. Redesign and refocus **CAMHS** to focus on early intervention and prevention especially improving mental well-being in primary school age children
- IV. Improve the percentage of school ready children in the 20% most economically deprived neighbourhood
- V. Implement '**Heartmark**' programme in schools

### Live Well

- I. Implementing phase 3 of **Heart of Wigan** – whole system CVD prevention programme. Heart of Wigan: prevent cardiovascular disease for people living in the 20% most deprived areas - includes **Heart Champions, Heartstart** & Accessible defibrillators.
- II. The **NHS Health Check** will target geographic & higher risk communities esp 40-50s
- III. Expand Health Check screen to include depression and anxiety
- IV. Review of physical activity services -integrated lifestyle approach and piloting integrated programmes with Adult Social Care £200k Joint Commissioning Board investment in radical upscale of "**Exercise on Prescription**"
- V. Improve uptake of integrated health improvement and screening services for people with long term mental illness, people with learning disabilities and carers
- VI. Evaluate the impact of the new Health on the High Street shops in Wigan and Leigh

## Age Well

- I. Continue to expand and establish **Dementia Friendly** communities across the Borough and implement a vascular dementia risk awareness programme
- II. Falls Prevention: New referral pathway from GMFRS, Pilot programme with Inspiring Healthy Lifestyles later life strength & balance programme, one of 24 national pioneer cohorts for the PHE Falls and Fragility Fracture programme
- III. Review the impact of the **Wigan AWARM** programme tackling fuel poverty on avoidable admissions.
- IV. Implement the **GM AMR** action plan to target and reduce avoidable ill-health & admissions from urinary tract infections especially from residential and nursing homes.
- V. Focus on improving older people's oral health as the other key priority for the Healthy Living Dentistry programme and link this to reviewing current provision of dental services to people who are housebound or living in nursing and residential homes

## Health, Wellbeing and Social Care Integration

- I. Support the primary care reform agenda through phase 4 of **Health Living Pharmacies** and upscale of the **Healthy Living Dentistry programmes**.
- II. Work with the Local Optometry Committee to establish a **Healthy Living Optometry** programme
- III. Continue roll-out and implementation of the Council's **Deal for Health and Wellness**
- IV. Build on the success of the first Borough **WellFest** Week in Sept 2016 to embed wellness services as the first point of contact for our citizens ...redefining Health in the NHS.
- V. Implement the GM Alcohol harm reduction strategy's alcohol harm reduction champions programme
- VI. Evaluate effectiveness of new technology for Health Improvement eg. Wellness kiosks, Quit-it app, mobile support offer etc. Expand scope of offer to include digital and online support solutions in line with the **Deal for the Future**.

## Wider Determinants

- I. Expand numbers trained to undertake Health Impact Assessments (including planning officers)
- II. Complete the Borough's strategic cycleway plan (with Transport for GM input).
- III. Support all public sector organisations in borough to sign and implement workplace charter by January 2017
- IV. Improve to England average the uptake of physical activity across the life course – borough-wide introduction of the **Daily Mile**, roll-out of Wigan on the Move. targeting key cohorts (Learning & physical disabilities, mental health and Develop the capacity of amateur sports clubs