West Lancashire Borough Council
Health and Wellbeing Strategy

Explaining the approach to creating the Health and Wellbeing Strategy for West Lancashire.

Presentation by:

Cllr Kevin Wright – Portfolio holder for Health and Community Safety and Caroline Robinson – Health & Wellbeing Strategy Manager.
Strategy Development

- 2010 Marmot Review – Fair Society, Healthy Lives
- Public Health England Five Year Action Plan
- NHS Five Year Forward View
- West Lancashire Health and Wellbeing Partnership
- Council Plan & Priorities
- Internal audit of health-promoting assets
- Review of internal strategies
- Lancashire County Council Joint Strategic Needs Assessment (JSNA)
- National evidence-based data

- Utilise collective effort and resource for greater impact.
- Address a gap in current provision.
- Be feasible in terms of delivery.
- Expand already effective programmes and services.
- Look to develop an untapped opportunity.
Council Vision
“To be a Council which is ambitious for West Lancashire”.

Health & Wellbeing Strategy Vision
“To have in place the best conditions possible for people to live fulfilling lives”.

Cross-Cutting Theme
“To focus on the needs of the local population to reduce health inequalities.”

Core Principle
“To clearly define health and wellbeing in its broadest sense”.

Priority 1
Ensure across-the-board action to improve health and wellbeing throughout the Borough.

Priority 2
Take every opportunity to improve health and wellbeing through contacts with residents and in key settings such as schools and workplaces.

Priority 3
Create and sustain an environment that helps people to make healthy choices.

Priority 4
Support residents and communities to manage their health, prevent ill-health and build resilience.
Delivery Plan Outcome Focus

- Addressing perceptions of crime and feelings of safety
- Setting best practice in the promotion of workforce wellbeing
- Social isolation & loneliness
- Develop the infrastructure to provide employer led workforce development
- Improving accessibility and promoting active travel
- Reducing the harmful effects of drug and alcohol misuse
- Choice and support to manage long-term conditions and independence
- Reducing antisocial behaviour
- Fuel poverty & energy efficiency
- Developing healthy places by improving the quality of the environment and local neighbourhoods
- Increasing community action and resilience
- Improving access to skills, work experience and training
- Develop opportunities for employment
- Maximising the leisure and culture offer
- Safeguarding vulnerable people
- Mental wellbeing
Some of the Challenges within the Borough

- Over 27% of 4 to 5 year olds are overweight (national average 22%).
- An estimated 2.10% of residents have dementia (national average 1.89%).
- By 2031 the proportion of people over 60 is expected to rise by 32%.
- Hip fractures in the 65s and over is worse than the national average.
- An estimated 12% of residents are living with a mental health disorder, such as anxiety and depression.
- Hospital stays for alcohol-related harm is worsening and above the national average.
If you would like to get in touch about the Health and Wellbeing Strategy then please contact via caroline.robinson@westlancs.gov.uk or alternatively telephone: 01695 585152.

Thanks for listening.