

# **West Lancashire Borough Council Health and Wellbeing Strategy**

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

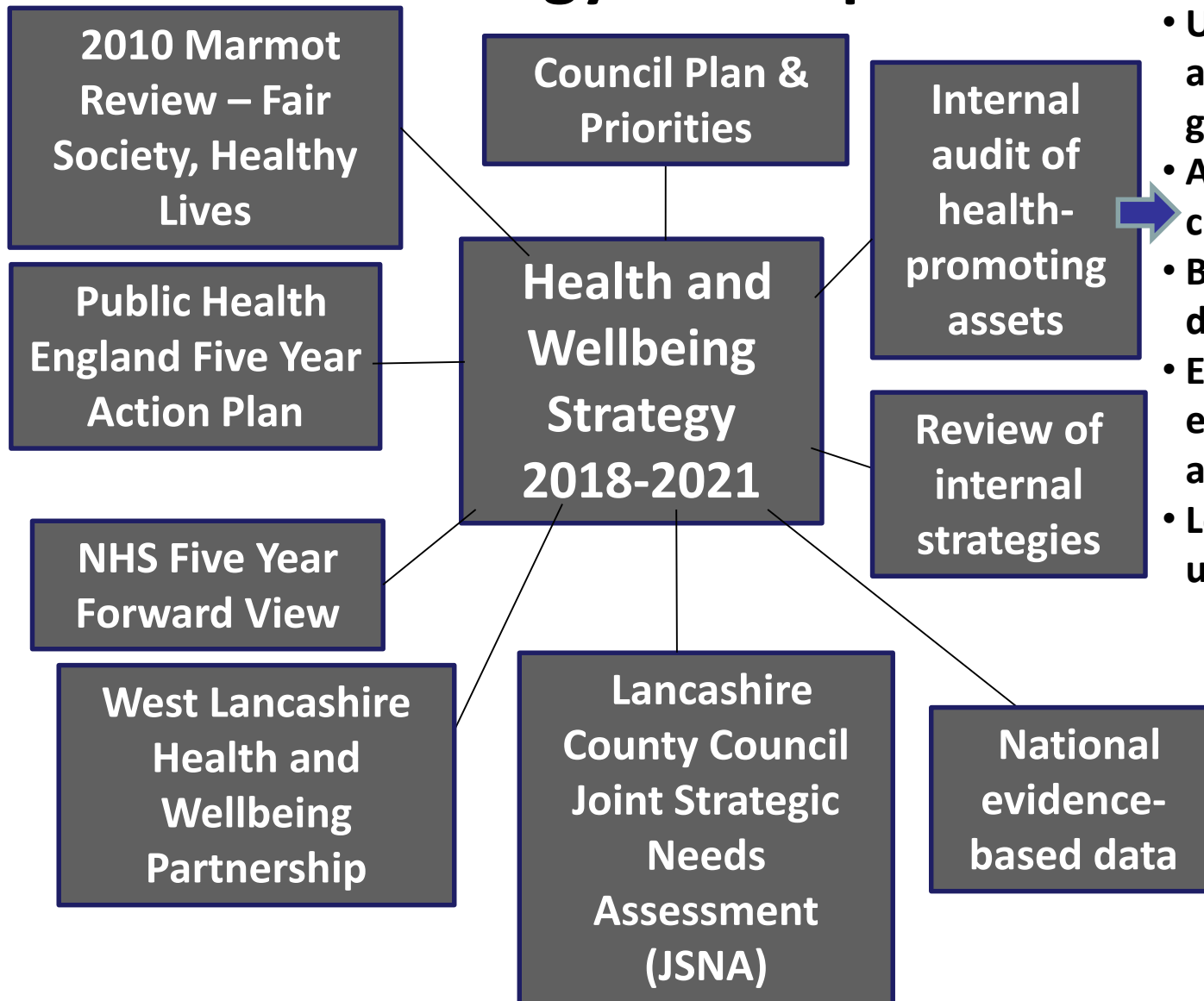
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**Presentation by:**

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# Strategy Development



- 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”.**

**Core Principle**

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

**Cross-Cutting Theme**

**“To focus on the needs of the local population to reduce health inequalities.”**

**Priority 1**

**Ensure cross-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**

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alternatively telephone: 01695 585152.**

**Thanks for listening.**

