



# **CREATING HEALTH**

Wigan's Strategy for Health & Wellbeing

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**2024 – 2034**

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# Our Ambition

Health is our most important asset. Enabling people to live their best lives, a prosperous economy and sustainable public services all rely on a healthy population.

**We want everyone to experience health in a way that enables people to live their best life, no matter who they are or where they live**

This strategy sets the long-term direction for change to improve health outcomes.

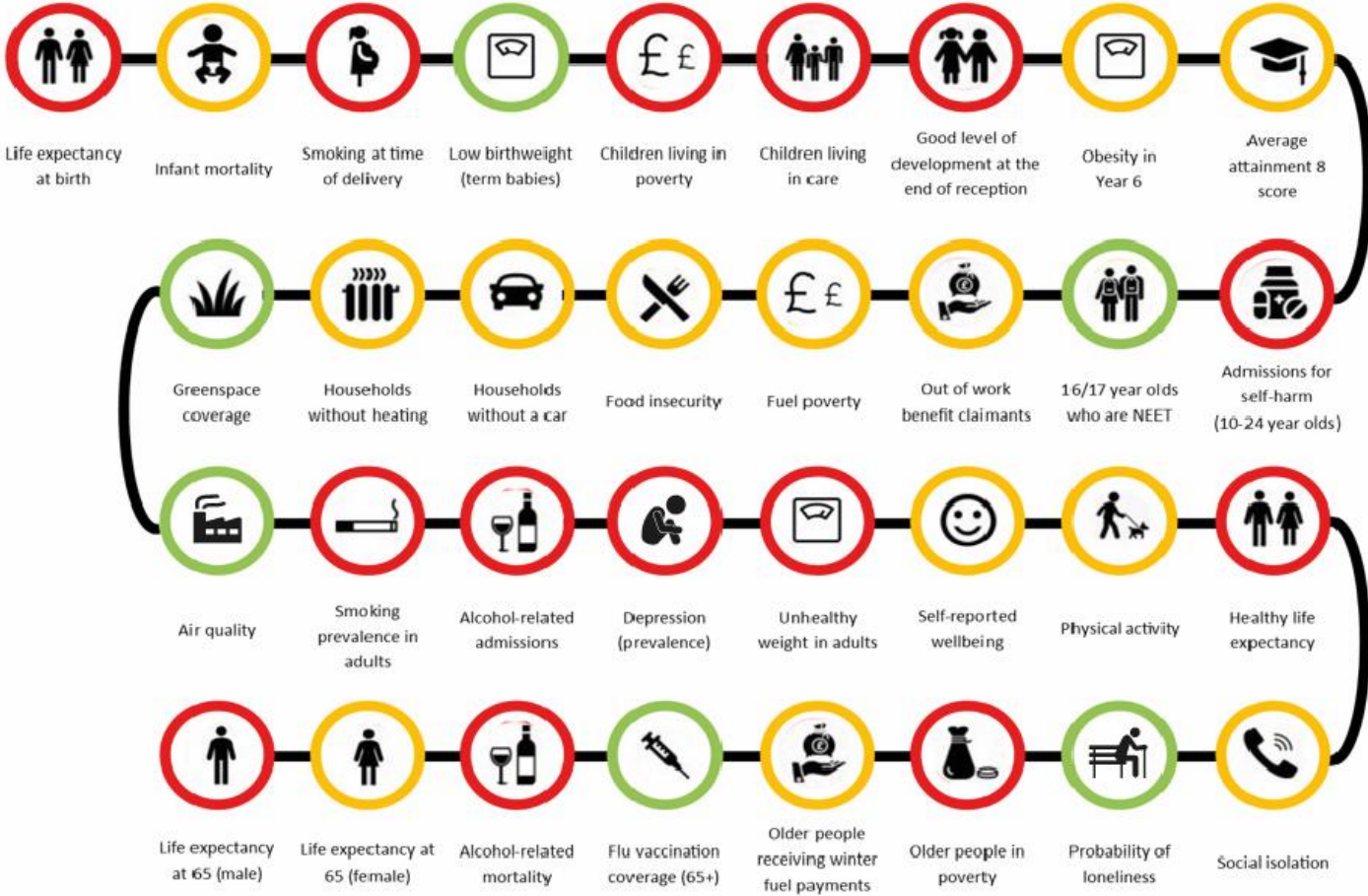
We will turn our ambition into reality by focusing together on the things we know make the biggest difference to improving health for everyone.



# Key Statistics

## Wigan Borough Key Statistics 2023

A comparison to England



### Wigan Facts

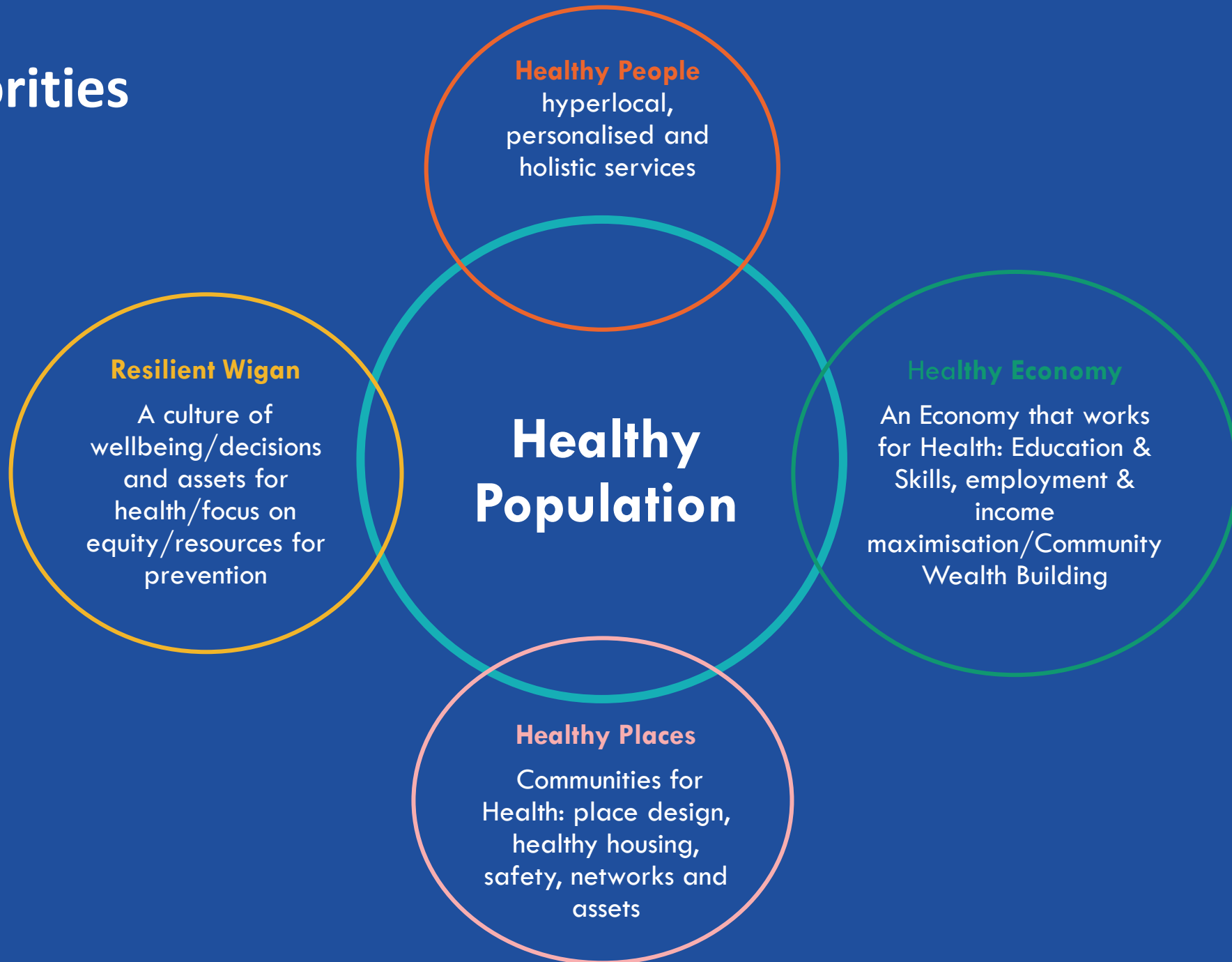
- Wigan has a population of around 329,000
- 1 in 3 Wigan residents live in the top 20% deprived areas nationally
- 17.4% of children live in poverty

### Key

Statistical significance to England:

- Better
- No significant difference
- Worse

# Our Priorities




# An Economy for Health

Differences in health mean that some people spend more of their life in poor health, and die earlier, than others. These health inequalities are the product of wider inequalities in society.

When aimed explicitly on health, as well as economic, outcomes our Economic Strategy and Community Wealth Building approach have the potential to have a transformational impact.

Working with education partners from early years to our higher education institutions and with local businesses and anchor institutions, we aim to make a generational shift in skills, good employment and in retaining the wealth we create for the benefit of our population.




# Communities for Health

Living and working in a place that you are proud of and that makes you feel happy and safe is vital for creating health.

Having a good home that keeps you safe and warm and feeling part of a supportive and kind community is an essential building block for health and wellbeing.


To make it easy for people to control of their health and to stay well health creation will be designed into our neighbourhoods from the outset and a fundamental part of decision making around the shape and nature of our places and how we deliver services.



# Happy and Healthy People

Our asset-based approach, relentless enthusiasm and permission to innovate, successful integrated placed based delivery and an infectious culture with deep roots of positivity, kindness, accountability and courage have driven improvement.

As a partnership, we learn from what we have already achieved and we will go even further to deliver hyperlocal, holistic and personalised services that are targeted, preventing issues before they occur, and proportionate in order to root out stubborn health inequalities.



# Our Shared Commitment

Succeeding in our goals will require long term effort across communities and partners. Lasting improvement will be secured by a major shift in how we think about health and what we value. To do this together, we will:

- Create a movement, and culture, of wellbeing building relationships with residents, as partners and the workforce.
- Leverage our assets for health and focus on the factors that determine health, and which we can influence locally.
- Focus our action to accelerate health improvement in communities to achieve equity of outcomes, opportunity and experience.
- Shift efforts and resources towards prevention through our partnership for health and wellbeing.

**Be Positive**

**Be Accountable**

**Be Courageous**

**Be Kind**



# By 2034

The number of years people live in good health, and the gap in people's experience of health, between the best and worse outcomes, has improved.

More people feel healthier and happier, achieving their goals and are in control of their health and wellbeing.

All children and young people enjoy the best start in life with opportunities, skills, relationships and networks to live well.

Our economy is thriving and inclusive attracting business and people, encouraging entrepreneurship and offering sustainable employment opportunities for all.

Service demand spending has been rebalanced towards prevention.

