

Equality Impact Assessment Toolkit

(April 2014)

Section 1: Your details

EIA lead Officer: Julie Webster

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Head of Section: Julie Webster

Chief Officer: Clare Fish

Directorate: Public Health

Date: 7th January 2016

Section 2: What Council proposal is being assessed?

Wirral Plan Pledge: Wirral residents live healthier lives Phase 1 EIA

Section 2a: Will this EIA be submitted to a Cabinet or Policy & Performance Committee?

Yes / No **If 'yes' please state which meeting and what date**

To be confirmed following Chief Executive sign off

Families & Well-Being (Adult Social Services, Children & Young People, Sport & Recreation)

<https://www.wirral.gov.uk/my-services/community-and-living/equality-diversity-cohesion/equality-impact-assessments/eias-april-2014/eias-families-wellbeing>

Section 3: Does the proposal have the potential to affect..... (please tick relevant boxes)

- Services**
- √ **The workforce**
- √ **Communities**
- √ **Other** e.g.: NHS, Private Sector, Voluntary & Community Sector

If you have ticked one or more of above, please go to section 4.

- None** (please stop here and email this form to your Chief Officer who needs to email it to engage@wirral.gov.uk for publishing)

Section 4:

Could the proposal have a positive or negative impact on any protected groups (race, gender, disability, gender reassignment, age, pregnancy and maternity, religion and belief, sexual orientation, marriage and civil partnership)?

You may also want to consider socio-economic status of individuals.

Please list in the table below and include actions required to mitigate any potential negative impact.

Which group(s) of people could be affected	Potential positive or negative impact	Action required to mitigate any potential negative impact	Lead person	Timescale	Resource implications
All population groups	Local people are taking positive action to live healthier lives in Wirral which has been supported by the Council and its partners developing an environment in which healthy choices are the easy choices and nurturing a social movement for health so that local people make their own informed choices.	Action detailed in the pledge narrative	Various	As defined in the pledge narrative	TBC
All population groups	No action is taken by the Council to amend policies to promote healthy choices	Action detailed in the pledge narrative	Various	As defined in the pledge narrative	TBC
All population groups	Local people are disengaged and/or unwilling to change behaviour	Action detailed in the pledge narrative	Various	As defined in the pledge narrative	TBC

Section 4a: Where and how will the above actions be monitored?

Actions will be monitored via the Healthy Lives Pledge Oversight Group

Section 4b: If you think there is no negative impact, what is your reasoning behind this?

N/A

Section 5: What research / data / information have you used in support of this process?

This information is included in the narrative for the pledge.

Section 6: Are you intending to carry out any consultation with regard to this Council proposal?

Yes (please delete as appropriate)

If 'yes' please continue to section 7.

If 'no' please state your reason(s) why:

(please stop here and email this form to your Chief Officer who needs to email it to engage@wirral.gov.uk for publishing)

Section 7: How will consultation take place and by when?

Over the summer of 2015, research was undertaken with local people to understand their motivation for improving their health and wellbeing and the challenges they face in doing this.

The key recommendations from the work focussed on gaps in provision to show challenges and opportunities for change. These challenges are:

- Communications are often incoherent and unappealing, branding and communications distance residents from council offers

- Few mechanisms are in place to support personal progression. Individuals with extremely poor levels of fitness and health can feel excluded, and can cause service providers to set levels at the lowest common denominator.
- Addressing fitness problems can feel 'too hard', especially at first. Individuals easily become demotivated by lack of progress and find 'starting' very difficult (and often physically difficult)
- The Benefits System can disincentivise improving health and fitness, with individuals fearful that improvements may count against them in their benefits assessments
- Social isolation and 'what other people think' can compound inertia around change. In practical terms, this meant that those the researchers met often had a lot of anxiety about doing something they had never done before – and often cited 'not having someone to go with' as being a barrier. Few of the research participants had positive role models around health and fitness.
- Perceptions of risk in the local environment also caused disproportionate fears around safety.

The research findings challenge current ways of working, and suggest that change is required in the way health and wellbeing services and communications are designed, commissioned and delivered. It seems fairly clear that a collaborative effort will be needed, drawing on the skills and experience of a range of individuals including commissioners, frontline staff and professionals, community leaders and local residents themselves, this is a key challenge for the Wirral Plan.

Section 8: Have you remembered to:

- Select appropriate directorate hyperlink to where your EIA is/will be published** (section 2a)
- Include any potential positive impacts as well as negative impacts?** (section 4)
- Send this EIA to engage@wirral.gov.uk via your Chief Officer?**
- Review section 4 once consultation has taken place and sent your updated EIA to engage@wirral.gov.uk via your Chief Officer for re-publishing?**