

**Taking forward the Sustainable Community Strategy Commitments:  
FEEDBACK FROM WORKSHOPS 27 APRIL 2010**

**7. Reducing health inequalities and encouraging people to live longer, healthier and active lives**

**i. What particular aspects of this commitment should we be focusing on initially?**

- Robust data – ensuring everyone feeds into JSNA – ensure this links to developing plans
- Ensure incorporates mental health
- Look at cross boundary organisations/services
- Prevention agenda is key, given resource constraints
- Visibility and quick wins will engage people, using positive role models within communities
- Breaking the cycle of unhealthy lifestyles at an early age
- Targeting communities with a range of exercise options.

**ii. Are there any particular communities/areas/issues in need of improvement activity that we should focus on?**

- Needs to be community specific eg. through APB
- Ellesmere Port
- Older people
- Obesity – multiple causes
- Children and young people
- Members of communities are often not prepared to travel out of communities (eg to access leisure opportunities) – need to understand this and other barriers to healthy lifestyles

**iii. Are there any areas of good practice that we can build on?**

- Merseyside advocates
- SPRINGBOARD – example of how sharing data can work
- Smoking cessation programme
- Current work with the homeless – improving and providing access to basic health provision
- Cycleways – constantly need to raise awareness of these opportunities

**iv. Any opportunities for innovative activity?**

- Fire and rescue assessment could be expanded
- Podiatry service engaging communities
- Engagement of CAB, voluntary organisations, need to use grass roots information
- Ask the communities what they see as the issues
- Pool budgets

