

Health and Wellbeing Board

27 October 2015

Healthy Walsall Website

1. Purpose

This report outlines the developmental process of the 'Healthy Walsall' website and the steps, (including a period of consultation), being undertaken to establish it is fit for purpose and can be launched successfully.

The website will play a key role in ensuring that the population of Walsall can access relevant healthy lifestyle advice and, where necessary, relevant support services.

It is important that members of Walsall Health and Wellbeing Board know about the website, are happy with its content, can suggest/support appropriate links to partner websites and can play a role in promoting it to residents and people who work or socialise in Walsall.

2. Recommendations

- 2.1 That the Health and Wellbeing Board notes the 'Healthy Walsall' website to be found at: www.healthywalsall.co.uk
- 2.2 That Health and Wellbeing Board members suggest and facilitates appropriate links to partner websites
- 2.3 That Health and Wellbeing Board members note the period of consultation as part of the website's development, input their own views and encourage others to try the website and feedback views to the report authors by Friday 20th November 2015.
- 2.4 That members of the Health and Wellbeing Board use the website and promote it to residents and through other relevant networks.

3. Report detail

- 3.1 The Walsall Health and Wellbeing Strategy (HWBS) has highlighted the need to have a single point of access, user friendly, website to enable those who live, work or socialise in the Borough of Walsall to easily access health and wellbeing promotion and prevention messages and to navigate preventative services.

3.2 Specifically, HWBS priorities 14 and 16 set out the intention to '**encourage ways to involve local people and communities in efforts to improve health**' and '**help people to find out how to improve their own health.**'

4. Implications for Joint Working arrangements:

4.1 The website provides a tool to signpost users to local services and recognised national information websites such as 'NHS Choices' or 'FRANK' and reciprocal links to websites of key strategic partners, including the following:

- Walsall Clinical Commissioning Group
- 'Walsall Community Living Directory'
- Walsall Healthcare NHS Trust
- Dudley & Walsall Mental Health Trust
- 'My Walsall, My Future'
- HealthWatch Walsall
- Walsall Voluntary Action
- Walsall Housing Group
- NHS England
- Public Health England

4.2 In addition, links will be made to locally commissioned services where the quality of content will be managed through commissioning arrangements.

5. Health and Wellbeing Priorities:

5.1 The development of the 'Healthy Walsall' website aims to provide an effective means of supporting the achievement of priorities 14 and 16 of the HWBS.

5.2 The central themes of the website: 'Starting Well', 'Living Well' and 'Aging Well' should encourage visitors to the site, regardless of age and gender, to take responsibility for their own health and wellbeing through the provision of tailored, age-relevant health messages and service information links that they can act upon for themselves.

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