

Wirral Community Champions Induction

WIRRAL PUBLIC HEALTH



Introduction

- These slides were used during Community Champions induction workshops delivered in late 2025 and are shared here for transparency and reference.
- They are a snapshot of the material presented at the time and do not provide the full context, discussion, or learning that took place during the workshops.
- If you would like to explore any of the topics further, ask questions, or find out about future training opportunities and face-to-face conversations, please contact [**communitychampions@wirral.gov.uk**](mailto:communitychampions@wirral.gov.uk) or look out for updates in the Community Champions newsletter.



Welcome to the Community Champions Induction

Welcome

Let's get started on your journey as a Community Champion.

Together, we'll build healthier, stronger, more connected communities.



Overview of Wirral



- Wirral is an amazing place.
- Named as one of the happiest places to live in the UK, we are surrounded by beautiful beaches, parks and historic, industrial and maritime architecture. It is a great place to grow up, live and work.
- We are proud of our borough; our local partnerships are strong and our community spirit abundant.
- Wirral is however a borough of contrasts with some of the most affluent and deprived wards in the UK and where life expectancy varies by around 10 years between the rural and urban areas that sit alongside each other.

Health and Wellbeing Interactive Report



78 **82**

Life expectancy has worsened in recent years and is lower than the England average



12 years

A child born today in Greasby, can expect to live **12 years longer** than a child born in Tranmere



18 years

People in Wirral are spending around **18 years of their lives in poor health**



115,000

1 in 3 people in Wirral live in areas reported as the **most 20% deprived in England**



1 in 4

people in Wirral will **die from Cancer** - this is the leading cause of death



1 in 5

Wirral people have **Circulatory problems** such as heart disease - the 2nd highest cause of death



50%

Poor mental health accounts for more than half of all people out of work, due to a health condition



1 in 3

working age adults in the most deprived area of Wirral, are **claiming out of work benefits**



Cancers, circulatory and respiratory diseases are **more likely in Wirral people**, compared with England overall



Children

achieving a good level of **development** in Wirral at the end of Reception has worsened



Lower

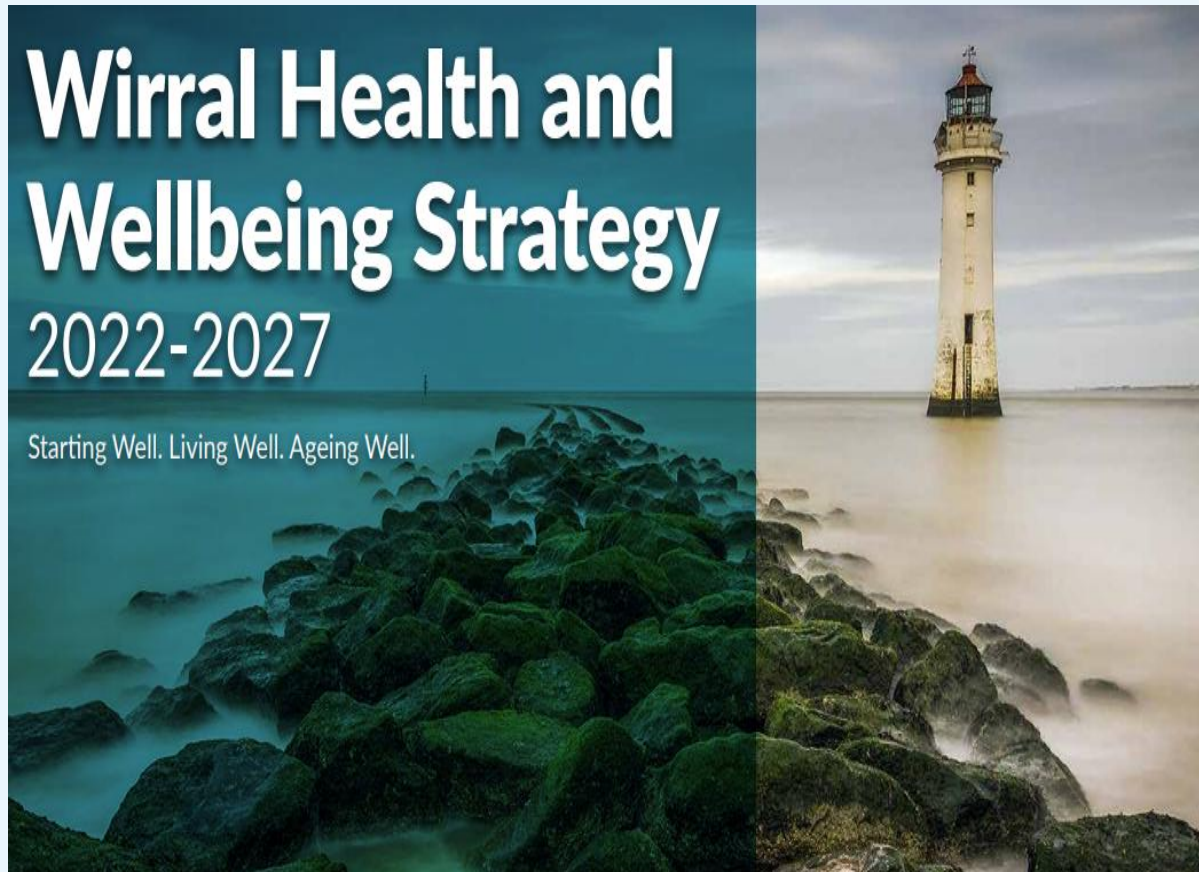
achievement of children receiving Free School Meals at Reception age



22%

of people in Wirral **earn below the Real Living Wage**, a fall in recent years, from 30% in 2018

Purpose of Wirral Health and Wellbeing Strategy



Purpose:

- Sets local priorities to improve health and wellbeing
- Developed by Health & Wellbeing Board with local partners
- Informed by resident feedback and evidence

Our ambition

Five priorities which, by working together, will make the biggest difference to improving health for everyone.

We want Wirral to be a place where everyone has the opportunity to live a healthier life, no matter who they are or where they live.

We will turn this ambition into a reality by focusing on the following five priorities which, by working together, will make the biggest difference to improving health for everyone and to help reduce health differences within Wirral:

Our Priorities

- 1** Create opportunities to get the best health outcomes from the economy and regeneration programmes.
- 2** Strengthen health and care action to address differences in health outcomes.
- 3** Ensure the best start in life for all children and young people.
- 4** Create safe and healthy places for people to live that protect health and promote a good standard of living.
- 5** Create a culture of health and wellbeing, listening to residents and working together.



Community Champions Aims

Climate Communities
Empower
Knowledge Regeneration
Wellbeing
Inclusive Digital
Confidence
Health
Inequalities

Why Community Champions are Important

- Trusted local voices – people listen to you
- Help reduce inequalities by reaching those often missed
- Strengthen community connections and resilience
- Share lived experience to influence change

Your Role:

- Share accurate information in your community
- Signpost to services and support
- Encourage participation in local campaigns
- Provide feedback from residents to help shape future work

This is not a full-time role, it's flexible and designed to work around your life.



Four Key Focus Areas

Health & Wellbeing:

*Promoting healthy lifestyles, mental health, and access to services
Tackling social isolation and stigma*

Climate Action:

Promoting sustainability and environmental awareness

Digital Inclusion:

Helping others build confidence with technology and get online and stay connected

Regeneration:

Championing community needs in local developments



How You Can Help Us

We ask that you:

- Engage with induction and training
- Act respectfully and inclusively
- Stay connected through meetings, emails, groups
- Use programme resources responsibly
- Represent the programme positively in your community



Tools and Support

You'll receive:

- **Lanyard** – so you're recognised in your role
- **Community toolkit** – leaflets, resources, and key contacts
- **Training opportunities** – linked to core themes
- **Ongoing support** – from a dedicated contact, mentors, and fellow Champions
- **Regular catch-ups** – to share progress and ideas
- **Celebrations events** – to recognise your impact

Examples of Champion Activities

- Signposting to Services
- Sharing information
- Engaging in discussions
- Supporting local community events linked to Public Health priorities



Training and Development

- **Build core skills:** communication, engagement, safeguarding, digital confidence
- **Explore key themes:**
 - **Health & Wellbeing** - Introduction to public health, mental health awareness, and signposting.
 - **Digital Confidence and Inclusion** - Helping others get online and use digital tools confidently.
 - **Climate Awareness & Local Action** - Sustainability, environmental wellbeing, and promoting small climate actions.
 - **Regeneration & Community Voice** – Understanding local regeneration, representing community views, and help influencing change.
- **Training formats:** RSPH Level 2 Accredited courses. E-learning modules, Face-to-face interactive workshops, Group discussions and peer mentoring
- **Gain confidence, knowledge, and opportunities to support local Public Health campaigns**

Winter Preparedness

Key Focus Areas:

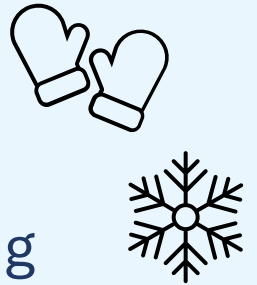
Fuel Poverty – support residents with energy saving advice and signposting for support to advice and grants

Vaccinations – helping promoting access to measles, flu and COVID-19 vaccines especially for vulnerable groups

Smokefree Community – encourage quitting support and raise awareness of smoke-free spaces

Air Quality – share tips on reducing exposure indoors and outdoors

Food Banks and Community Spaces – signpost local support hubs and emergency help



Let's Plan Together

Activity: Local issues and ideas

For each of the four themes:

1. Health & Wellbeing
2. Digital Inclusion
3. Regeneration
4. Climate



- What local issue within each theme could you help address as Champions?
- What small action or way to support a campaign could you take?
- What support or information would help you get started?

What Happens Next?



- **Upcoming training sessions:** Join upcoming training sessions (dates to follow).
- **Group communications:** Stay in touch via dedicated email address, communitychampions@wirral.gov.uk
- **Opportunities to get involved:** thinking about how you can start communicating with your community as a CC and what support you will need.
- **Ongoing communication and support:** Keep reflecting, sharing, and learning, CC newsletter, dedicated emails, IT portal.

Thank You!

You're now part of a growing network of Champions.

We're excited to support you on this journey.

Let's create change – together.

Communitychampions@wirral.gov.uk

