



Building a system-wide approach in Cheshire and Merseyside

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Cheshire and Merseyside

Working together to improve health and
wellbeing in Cheshire and Merseyside

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Cheshire and Merseyside's unique model for reducing inequalities and improving population health

- For over 20 years Cheshire and Merseyside's nine Directors of Public Health have worked together on public health priorities, meeting regularly as the **Cheshire and Merseyside Directors of Public Health and Population Health Executive Board**.
- Over this time, the Board has pooled resources and received external funding to create the **Champs Public Health Collaborative** and run specific programmes of work, innovative pilots and hugely impactful behaviour change campaigns.
- The Board also has representatives from key public health system partners and collaborates with a wide range of subregional and national organisations. It is supported by a team of dedicated Public Health, Programme Management and Communications professionals – **the Champs Support Team**.
- NHS Cheshire and Merseyside (the subregion's Integrated Care Board)'s Director of Population Health, Professor Ian Ashworth, joined the Collaborative's Board as an equal partner and 10th Director in 2023.
- **No other area in the country benefits from a Directors of Public Health Executive Board with NHS presence, distributed leadership, and a dedicated support team – making Cheshire and Merseyside's model truly unique.**

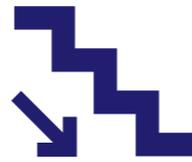


Working together to improve health and wellbeing in Cheshire and Merseyside

The Scale of Challenge in Cheshire and Merseyside



**Liverpool and Knowsley
are among the most
deprived areas**



**Life expectancy below
the average for England**



**Healthy life expectancy
also below the average**



**3rd highest COPD prevalence in
England**



**Over 110,000 children living
in poverty**

***“We’re going to change the world, and we’re going to start in Cheshire and Merseyside”* Professor Sir Michael Marmot and All Together Fairer**

- Professor Sir Michael Marmot and his team at the Institute of Health Equity have been working with the Collaborative since 2019 on the All Together Fairer Strategy and Programme
- All Together Fairer embodies the collaborative’s commitment to working together to create a fairer, more equitable society
- A dedicated group of Marmot Leads from across the local authorities meet regularly to drive forward plans and identify opportunities to work together
- NHS Cheshire and Merseyside and the Cheshire and Merseyside Health and Care Partnership have embedded the All Together Fairer Strategy and Programme into their own strategies



A Smokefree Cheshire and Merseyside

- The All Together Fairer report and strategy identified smoking as a key driver of inequalities across the sub-region
- Development of the All Together Smokefree strategy and framework in 2024
- The collaboratively-funded programme allows us to maximise resource and ringfence funding, enabling us to commit to future planning and investment
- System-owned nature of programme ensures sustainability



Building a whole-system approach to ending smoking



Shared leadership and strategy: Directors of Public Health and NHS leadership jointly leading the All Together Smokefree programme through the Champs Public Health Collaborative. Programme embedded within the All Together Fairer Marmot strategy to tackle health inequalities



System engagement: Strong Tobacco Leads and Commissioners Group supporting leadership and partnership across local authorities, NHS trusts, VCFSE and enforcement agencies. Smokefree Spaces NHS and LA Toolkits supporting organisations to adopt consistent smokefree policies and pilot SF App offer supporting staff quits



Workforce mobilisation: Training and engagement of NHS and partner staff to deliver Very Brief Advice (VBA) and connect smokers to support. SHE Training Hub supporting expanding the role of the wider workforce in prompting quit attempts



Regional collaboration and influence: Joint working with Greater Manchester and northern partners on campaigns and illicit tobacco. Collective advocacy influencing local and regional policy e.g. inclusion of vapes in Liverpool City Region healthy advertising policy, recent DsPH joint statement resulted in regional BBC and ITV broadcast media coverage for T&V Bill as part of SFAC

Activating the system to increase quits



Population behaviour change: Large-scale campaigns delivered across Cheshire & Merseyside with strong return on investment. **Real-story narratives increasing motivation to quit** and increasing quit attempts



Targeting inequalities: Campaign and outreach work focused on routine and manual workers and communities with highest smoking prevalence including those living in social housing resulting



Digital system infrastructure: Work to date includes development of the ATSF dashboards and SHE website, linking communications, data insight and service access (Graphnet / CIPHA collaboration)



Strengthening pathways into support: Smoking Ends Here brand directing smokers to help, **generating 100,000+ website visits**. In the latest quarter the six most accessed stop smoking services in the North West were all in Cheshire & Merseyside, **all above the 5% quit-date threshold**. Stop Smoking System Review in progress.



Tackling illicit tobacco: Northern collaboration with regional partners to disrupt illicit supply and reduce demand. World first programme to tackle illicit vapes as well as tobacco.

Challenges



Stakeholder engagement: lots of different stakeholders from a variety of agencies – can be difficult to ensure all voices are heard.

Mitigation: strong governance in place with dedicated stakeholder engagement strategy



NHS reform: collaborative programmes affected by changes in NHS, particularly in relation to funding and forward planning

Mitigation: fluid planning process with sustainability built in wherever possible



Variations across the patch: local authority stop smoking services work differently across the sub-region, making it difficult to provide a unified offer which can be promoted

Mitigation: Currently carrying out a stop smoking system review to determine current and potential offers and how best to promote these

Ending Smoking. Everywhere. For Everyone



<https://www.youtube.com/watch?v=baKLx9Z05Uc>

Thank You

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