

# Strengthening intersectoral health promotion action: the Well Waterford Committee



Elaine Mullan (Active Cities Officer,  
Waterford Sports Partnership; SETU)

Eoin Morrissey (Waterford Healthy City  
& County Coordinator)

# A range of new community-facing, WCCC-based roles



**activetravel** >  
*walking cycling permeability*  
*safetoschool local sustainable*



**You can be the difference**

We are hiring a  
**Climate Change Officer**



Comhairle Cathrach Phort Láirge  
Waterford City & County Council



# Collaboration remit



- All have a remit to
  - Collaborate with local stakeholders
  - Also address environmental and systems barriers
- All have access to significant funds
  - Partners required
- Potential for c'tee membership burden if each role has its own working group
  - Duplication of effort & reporting



# Previously *Healthy Waterford*

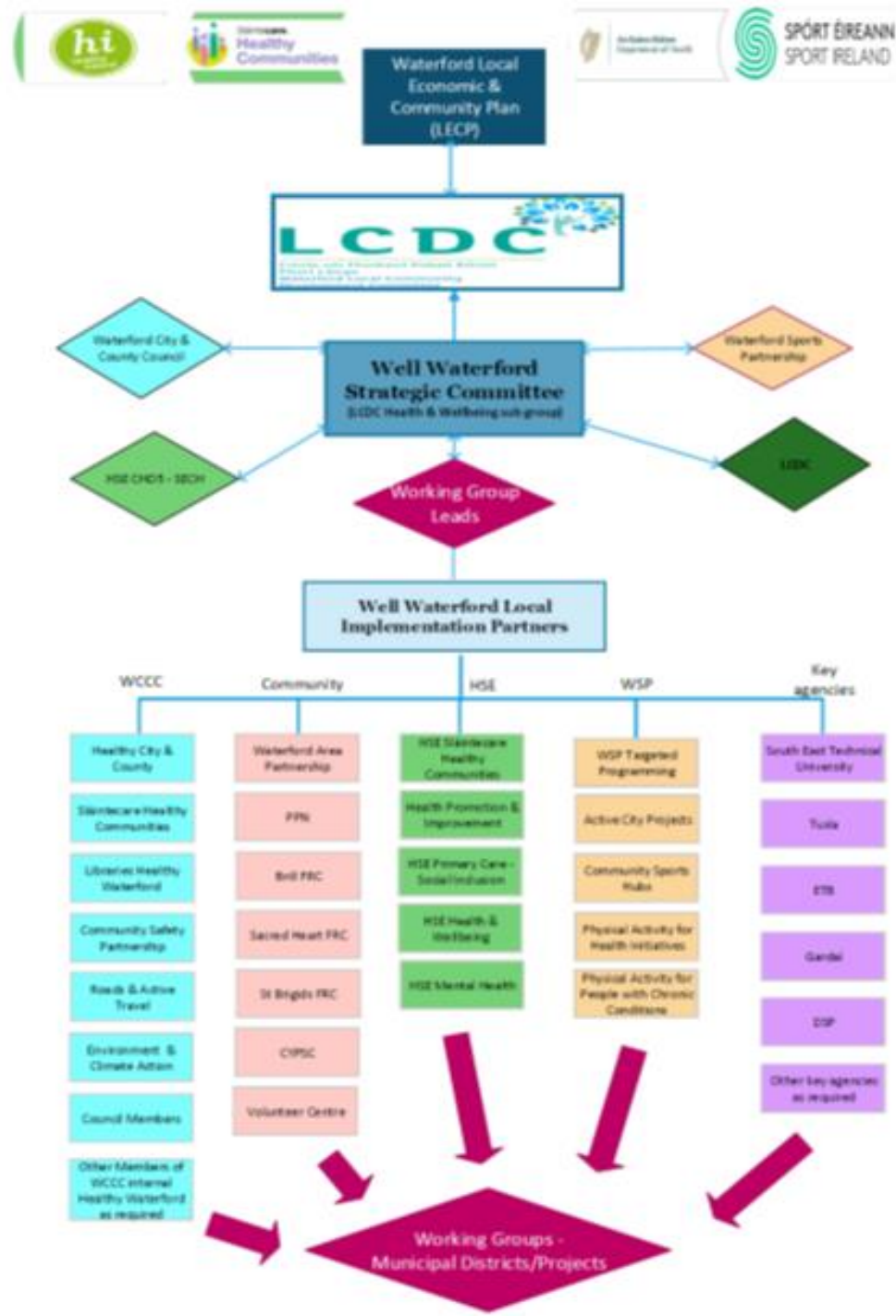


Smaller membership  
Managed by WAP



- In-person meeting August 2022
- Wide representation
- Overview of new posts/roles
- Develop a model for future cross-sectoral engagement & collaboration

- ✓ Structure devised
- ✓ Terms of reference agreed







**Well**  
**Waterford**



Comhairle Cathrach  
& Contae Phort Láirge  
Waterford City  
& County Council

- A rebranding & broadening of HW
- Sub-c'tee of the LCDC
- Formalisation of informal meetings
- Cross-sectoral
- Multi-agency
- Information sharing
- Broad health determinants





**Waterford Local  
Economic &  
Community Plan  
(LECP)**



**Waterford City &  
County Council**

**Waterford Sports  
Partnership**

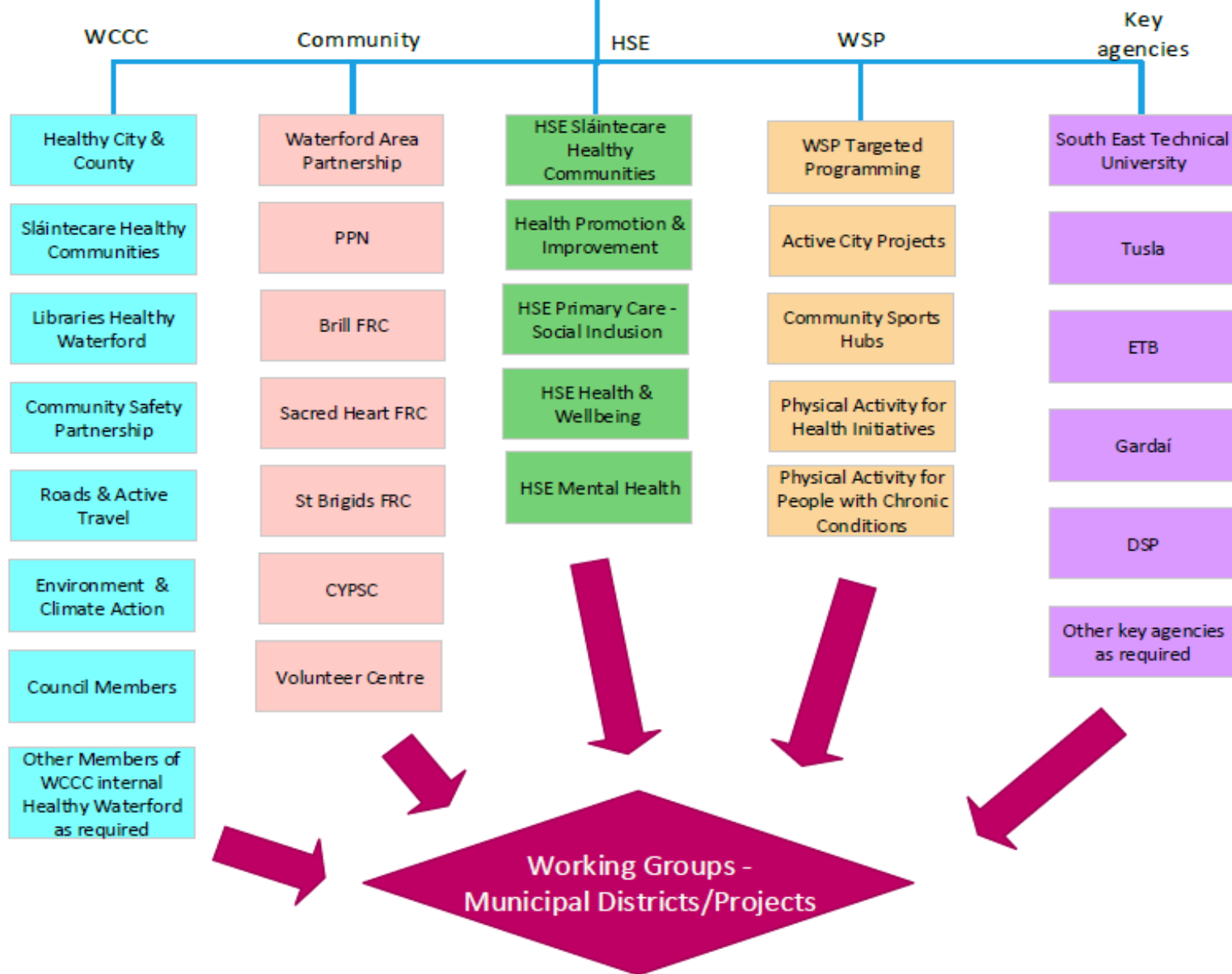
**Well Waterford**  
(LCDDC Health & Wellbeing Strategic  
Committee)

**HSE CHO5 - SECH**

**LCDC**

**Working Group Leads**

# Well Waterford Local Implementation Partners





# Potential benefits



- Maximise recourses, avoid duplication, share consultation
- E.g., Carrickpherish
  - New greenfield development
  - Mixed housing, schools, library, sports hall
  - ✓ Community Safety Masterplan - CSP
  - ✓ Landscaping & green-spaces plan - SHCP
  - ✓ Pathfinder & Safe Routes to School - AT
  - ✓ Physical activity spaces & facilities - AC



# Challenges



# Representation?



- So many relevant sectors - where draw the line?
- Level of representation provided?
  - **'On-the-ground'** - identify needs/gaps, implement, but no decision-making power
  - **Managers/Heads of Function** - sign off & move things forward (leadership!)



# Who & how often?



- How mandate/enable representation?
  - Onerous but essential
  - The bigger the membership the harder it is to function & to see the overlap & benefits
- If just meet 2-4 x pa, what can you realistically achieve?
  - Just an info sharing or reporting mechanism?
  - If more frequent, attendance may suffer



# Function?



- Real joined-up thinking and action?
- Staff giving positive news stories?
  - Rubber stamping
- Difficult to work collaboratively with people who are used to working in silos!!
  - E.g. Roads/Active Travel
  - Health & well-being isn't (an explicit) part of their job





# Awareness



- Need at least **one person/champion in each org.** that knows about WW - core activities, key people, how they benefit from engagement
- But.....
  - Time commitment
    - Travel; reporting back
  - Not in job spec/contract
  - Re-brandings of roles/functions
  - Staff turnover = lost knowledge





# Conclusion

Well Waterford is a work in progress with great potential