

Salford's Joint Health and Wellbeing Strategy

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What is health and wellbeing like in Salford?

- Deprivation is higher than average and about 13,100 children live in poverty.
- Ageing population
- The health of people in Salford is generally not as good as the England average. Life expectancy is 3 years less than the England average.
- The gap in life expectancy **within** Salford: 12.1 for men and 8.2 years for women.
- Over the last ten years, rates of early deaths under the age of 75 have fallen BUT: early death rates from cancer, heart disease and stroke remain higher than the England average.
- The rate of infant death under the age of 1 in Salford has not shown the same downward trend as the rest of England
- Under 18, teenage pregnancy, alcohol-specific admissions and smoking in pregnancy are all higher than the England average.
- Levels of breast feeding initiation and GCSE attainment are lower than the England average.

What are we trying to achieve?

- We aim to improve health and wellbeing across the City and remove health inequalities.
- We will create an integrated system that responds to local needs and gains public confidence.

We believe that prevention is better than cure and that by empowering people we can:

- improve quality of life
- Improve the long-term health of communities
- Promote individual responsibility and behavioural change



The scale of our ambition

- To improve life expectancy in Salford so that the gap between Salford and the UK average is reduced
- To improve health and wellbeing at every stage in life



Our priorities

Ensure all children have the best start in life and continue to develop well during their early years

Outcome 1a – promoting healthy weight at primary school age in targeted schools.

Outcome 1b – increasing breastfeeding initiation, with additional focus in wards currently less likely to breastfeed

Outcome 1c – reducing teenage conceptions with a particular focus on hotspot wards



Our priorities

Local residents achieve and maintain a sense of wellbeing by leading a healthy lifestyle, supported by resilient communities

Outcome 2a – provide more effective joined-up systems and services to support the wellbeing of people who are vulnerable

Outcome 2b – positively influence individual and neighbourhood health and wellbeing

Outcome 2c – communities have the resilience to respond to and manage community issues for wellbeing



Our priorities

Local residents have access to quality healthcare and use it appropriately

Outcome 3a – timeliness of access

Outcome 3b – ensuring people feel supported to manage their condition

Outcome 3c – enhanced quality of life for carers



What will Salford look like when we achieve our ambition?

1 in 10 more

- people eat healthily and are more active
- mums breastfeed their babies
- older people supported to live at home rather than in residential care

1 in 10 fewer

- mums smoke when pregnant
- children are obese
- people with diabetes
- emergency admissions and re-admissions to hospital for older people

2 in 10 less

- teenage pregnancies
- children living in poverty
- children with tooth decay
- people unemployed
- people admitted to hospital due to alcohol
- people misusing drugs