

Salford Public Health Annual Report

2021/22



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Preface



Message from the Director of Public Health

As the population of Salford continues to grow, it brings a new set of challenges and opportunities for public health in Greater Manchester and Salford. In 2021-22, the new NHS Greater Manchester Integrated Care System was launched. Primary Care Networks in Salford took on their NHS leadership role for place and people recognising Public Health as a key partner to connect with the diverse and growing communities in Salford.

Our Locality Plan ambition remains that Salford is a place where everyone can enjoy the best opportunities that Salford has to offer. People in Salford will get the best start in life, will go on to have fulfilling and productive adulthood, will be able to manage their health well into their older age and will die in a dignified manner in a setting of their choosing. People across Salford will experience health on a parallel with the current 'best' in Greater Manchester (GM), and the gaps between communities will be narrower than they have ever been before.

In this year's annual report, we look at the role of public health in protecting and improving health and supporting health and care delivery. Some of the achievements and challenges are highlighted along with inspiring stories of change. The report includes data up to and including the week ending 30 September 2022.

Once again, I have included links to [The Five Ways to Wellbeing](#) – Connect, Take notice, Give, Stay active, and Keep learning. Mental health continues to be a priority for all of Salford's partnerships, with a renewed focus on the joint strategic strengths and needs assessments (JSSNAs) which are referred to as the Road Map to the Locality Plan. In line with the 2020-25 Locality Plan, the central theme of tackling inequalities together is explored ending with the role of people and organisations to pledge to make improvements to their own health and their contribution to Salford as a whole.

Dr Muna Abdel Aziz

Director of Public Health for Salford
November 2022

Public Health in Salford

The Director of Public Health (DPH) and the core Public Health team exist to champion health and wellbeing, to lead and influence work across partners to improve and protect health, to commission public health and preventative services, and to set priorities and monitor progress towards reducing inequalities. Activities and achievements often involve all council teams working across our communities and the integrated care partnerships in the city.

Summary of activities in 2021/22

One of Public Health's main aims is to reduce health inequalities within Salford and other parts of the country. Our team works closely with communities and voluntary sector colleagues to raise the profile and uptake of public health prevention programmes and to address historical barriers and inequalities. By reaching varied and diverse groups in our communities, we can improve people's health and wellbeing and avoid or reduce the risk of illness.

The Locality Plan [Core JSSNA dashboard](#) and the [Salford Ward profiles](#) hold a repository of helpful information for use by members of the public and by Partners in Salford. In addition, the new look website for [Partners in Salford](#) highlights how the Great Eight priorities in Salford all impact public health for adults, children, and families. Partners in Salford continue to work together to tackle health inequalities and improve mental health.

The Health Protection Board continues to meet as a subgroup of the Health and Wellbeing Board. The focus has widened towards all respiratory illnesses and infectious diseases as a response to threats related to imported diseases and reduced coverage with vaccination. Uptake of scheduled immunisations and cancer screening have seen a decline during the pandemic. As a result, two Salford system-wide groups tackling immunisation and operational screening were formed.



The groups met for the first time in January 2022 to scrutinise data and develop work programmes to increase uptake. The groups include members from key services across the relevant service providers and commissioners, including public health who chair the groups.

The JSSNA programme, led by the Locality Programme/Joint Strategic Needs Assessment (LPG/JSNA) group, is a subgroup of the Health and Wellbeing Board. The JSSNA is building on the assets already in place, like the vibrant community groups, patient champions, housing and leisure, local anchors, and other trusted voices in each neighbourhood. As part of the The Salford Locality Plan roadmap, our public health team have been keeping track of how health and wellbeing have changed in the last few years. [The Salford Locality Plan](#)

2021/22 saw the production of the mental health and sexual health [Joint Strategic Needs Assessments](#). In addition, the cancer JSNA and other Deep Dive chapters are in progress for PCN/Neighbourhoods, 0-25 and the Wider Determinants. The [Pharmaceutical Needs Assessment](#) was completed and published on 1 October 2022.

The Physical Activity strategy for Salford is about to be published. The Health Improvement Service and Salford Community Leisure rolled out programmes for adult weight management. Across the city, there is a new focus on the positive role of culture [\(Suprema Lex\)](#) on mental health and wellbeing.

The Salford Time to Act (STAT) group (a subgroup of the Health and Wellbeing Board) continues to meet monthly to develop a shared understanding of health inequalities and oversee the co-production priority for the Locality Plan. Recent meetings have focused on the economy, health, and the role of the private sector in health and wellbeing and how we can support small and medium enterprises – our local anchors.



Salford's diverse and growing population

This interactive tool produced by ONS provides the headlines for [How the population changed in Salford, Census 2021](#) compared to the previous census in 2011. The increase in Salford's population has not been uniform across the city with the east of Salford seeing the most significant population growth covering the area stretching from Salford Quays, Blackfriars, right through to Broughton boundaries.

A population can grow from 'natural change' when there are more births than deaths, or from population movement, with more people moving into an area than leaving it. Usually, both factors will affect the population. However, the drivers of these changes will differ in different parts of Salford, and the implications will likewise vary.

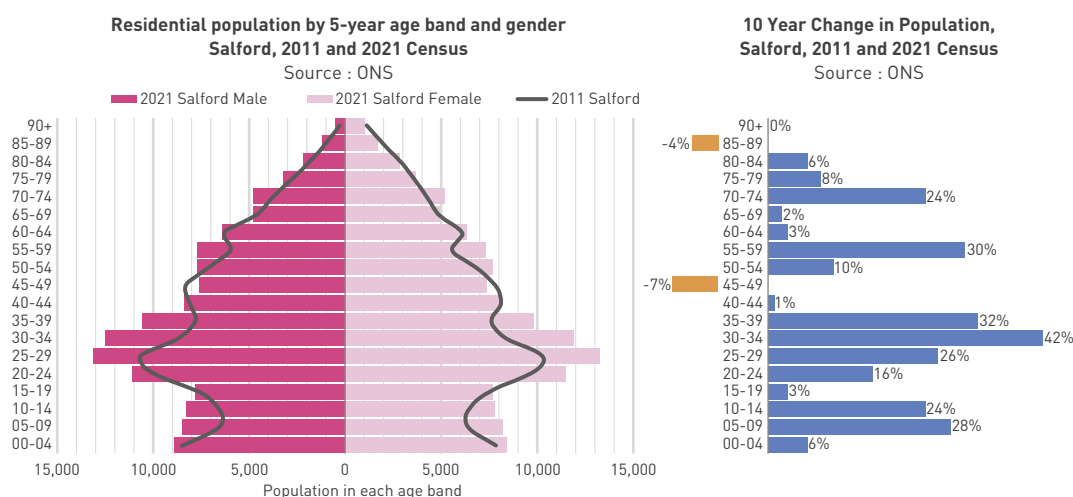
Since the last Census, the regeneration of Salford Quays has transformed the area having a proud history into one with a bright and ambitious future. That future requires planning to ensure adequate infrastructure and cohesion to support the new housing and population, including transport, amenities, healthcare, schools, cultural assets, and leisure facilities. Other areas with ageing populations or growing families change more gradually and will have different needs.

In 2020 the total estimated population for Salford was 263,700, around 6,000 lower than the 2021 Census. The census provides important information about Salford's residents including age, health, ethnicity, language, religion, caring responsibility, sexuality, gender identity, accommodation, employment, and family structure.

Population

- Salford's population increased from 233,933 in the 2011 Census to 269,900 in the 2021 Census
- This is an increase of 15.4%, which is by far the highest in the North West (next highest is Chorley at 9.9%) and Greater Manchester (next highest is Manchester at 9.7%), and much higher than England as a whole (6.6%) and the North West region (5.2%)
- Salford had the 10th highest proportionate increase of any local authority in England and Wales, with the others in the top ten being in London, the Southeast, East of England, and the Southwest (which you could probably describe broadly as the South!)
- In 2011, Salford was the 71st local authority in England by population; in 2021, it was the 59th largest.

Figure 1: Population pyramid and change (%) by age group in Salford, 2011 to 2021.

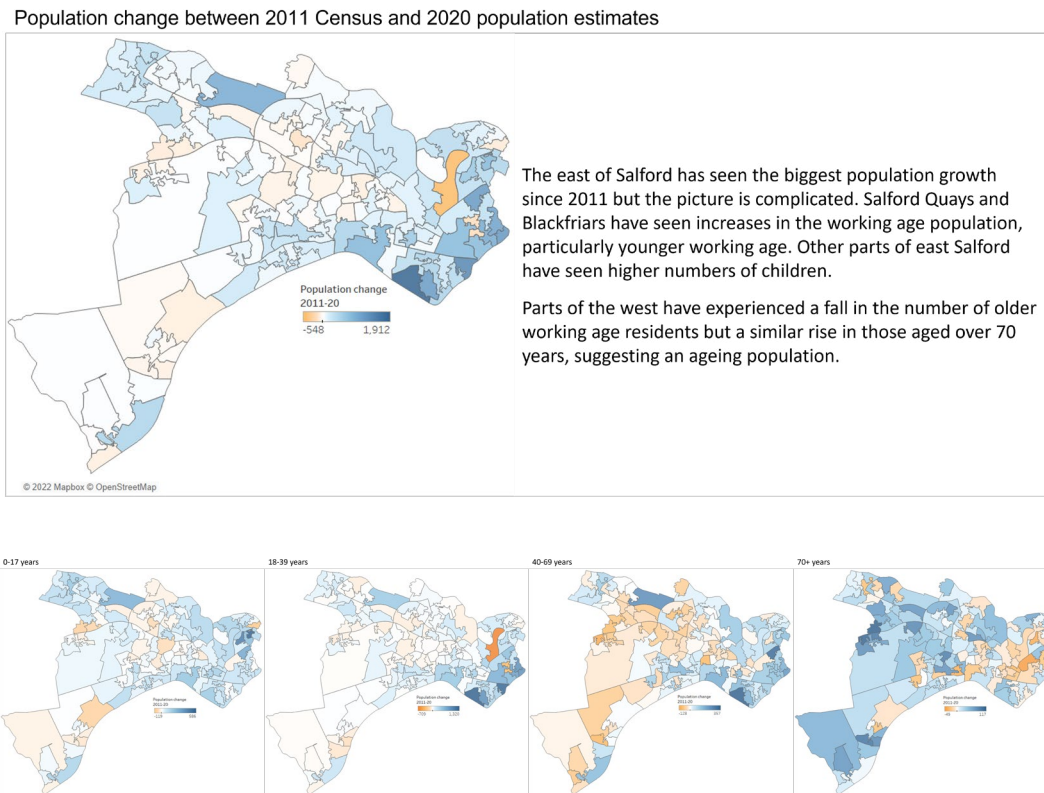


Age structure

- In England, the largest proportionate increases in population from the 2011 to 2021 censuses have been in the older age groups, whereas in Salford they have generally been in younger age groups
- In Salford, there have been big increases in younger adults (32% increase in those aged 35-39, 42% increase for 30-34, 26% increase for 25-29) and in school-aged children (28% increase aged 5-9, 24% increase aged 10-14)
- Looking at broader age groups, Salford had an increase in children aged under 15 of 18.6% compared to 5.0% for England as a whole; Salford had an increase in those aged 15-64 of 16.0% compared to 3.6% for England, but Salford had a much lower increase for those aged 65 and over of 8.4% compared to 20.1% for England
- There was a significant drop in working-age adults aged 45-49 years and older people over the age of 85. The 45-49 age group in 2011 were born in the early 1960s when the birth rate was much higher than a decade later. It is not clear why the over 85s have fallen, but COVID-19-related mortality will have played some part.

Expanding existing services or new provisions can take years to plan and build. However, tracking and projecting our neighbourhoods' changing profile helps design services so the city can meet any additional need for school places or primary care services.

Figure 2: Maps showing population change for small areas (LSOAs) in Salford, 2011-2020.



Salford households increased from 103,556 in the 2011 Census to 115,100 in the 2021 Census, an increase of 11.1%. The average household size increased from 2.26 residents per household in 2011 to 2.34 in 2021 (3.54%). However, this slight increase in the headline figure will likely mask a more complex pattern of homes. In addition, the Census needs understanding in the context of the COVID-19 pandemic when restrictions were still in place. For example, it may affect the accuracy of Salford's student population, as fewer than usual students were living in term-time accommodation.

(A household is defined as a person living alone or a group of people (not necessarily related) living at the same address who share cooking facilities and a living room, sitting room or dining area.)

Health Protection

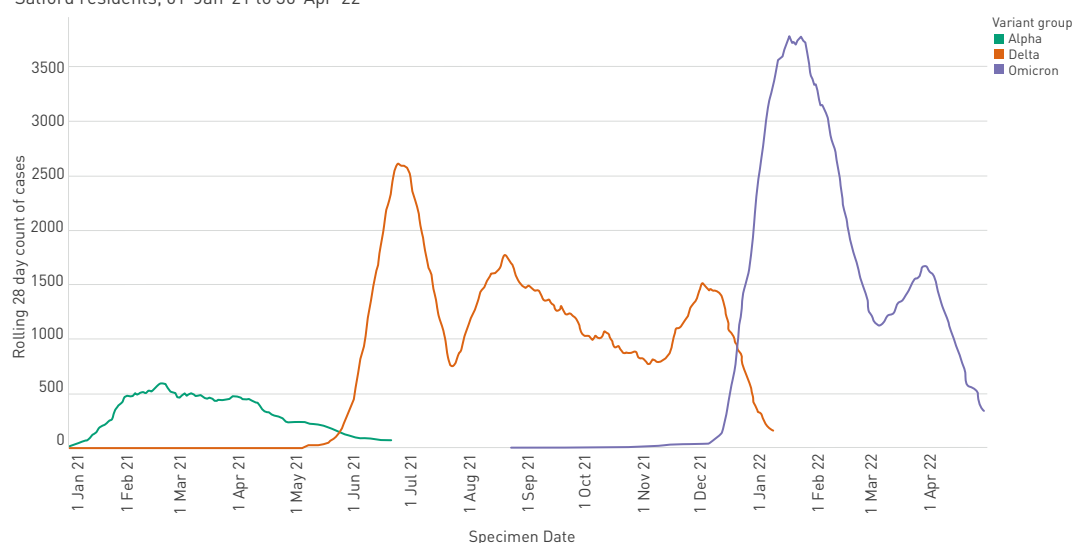
Every council has statutory responsibility for health protection. In Salford, our health protection team covers infection control and supports GP practices, care homes, schools, and nurseries to improve standards. The Director of Public Health takes the lead in planning and responding to emergencies that present a risk to public health.

The pandemic had an unprecedented impact on all sectors across the country, including schools, businesses and adult social care settings. Waves of the pandemic coincided with new variants emerging and this winter will see the circulation of the usual winter viruses.

There is now a greater awareness and appreciation for the importance of Infection Prevention and Control (IPC) as a crucial element of business continuity. Adherence to IPC advice improved and will help maintain the necessary skills required to break the chain of infections and prevent ongoing outbreaks in the future.

Figure 3: The pattern of cases for Alpha, Delta and Omicron variants in Salford, 2021-22.

Rolling 28 day count of Alpha, Delta & Omicron variant cases (including sub-lineages); Salford residents, 01-Jan-21 to 30-Apr-22

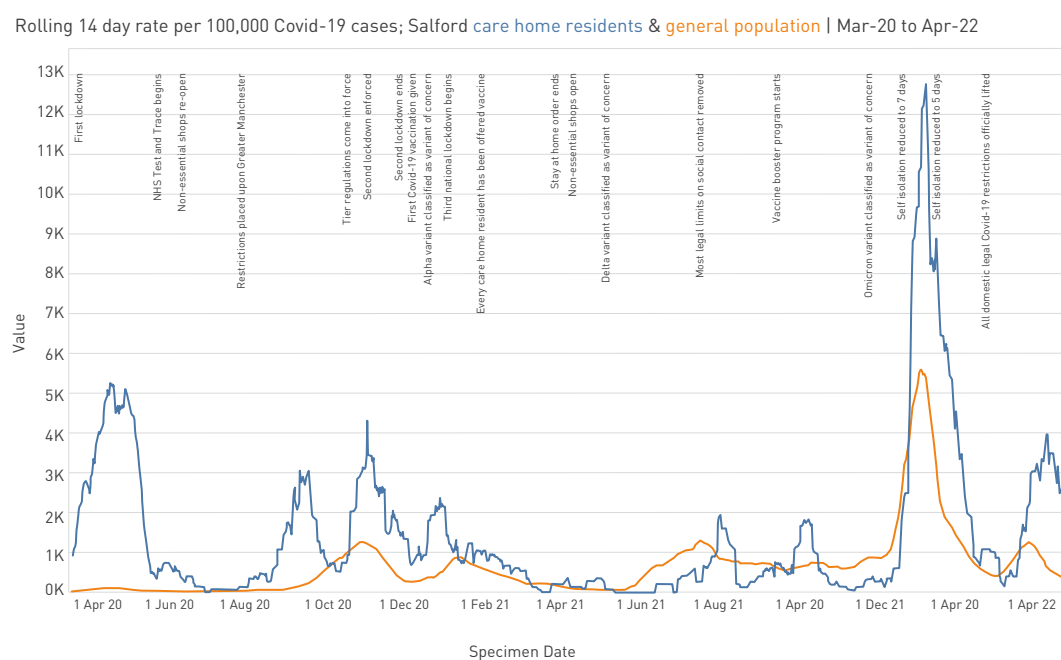


Infection control in care homes

Managing infection prevention and control is essential to prevent the spread of disease in all community settings and services. Salford's health and social care workforce have learnt how to recognise the signs of infection, especially amongst the elderly, who often respond differently than the general population.

Salford experienced outbreaks in care homes ahead of other areas in the country. On the other hand, this also meant that, because of the close partnership working, infection control arrangements were put into place earlier than in other areas. The care homes medical practice model (having one GP practice for nearly all the care home residents in Salford) is innovative and not widely used in other areas of the UK. During the COVID-19 pandemic, the care homes practice delivered clinical care and rapid deployment of the vaccination programme to Salford's care home resident population. Even so, the waves of the pandemic have hit hard on the most vulnerable older people living in care homes as can be seen in figure 4 below.

Figure 4: Case rates per 100,000 comparing rates in care homes with those in the general population.



Early in the pandemic, the Health Protection team at Salford created a discharge matrix to facilitate the risk assessment of hospital discharges, allowing for safe admissions into care home facilities. The feedback from this tool was immense and facilitated for care home managers their decision making for admissions to the care home from hospitals and the community. Other areas of Greater Manchester and the North West adopted and adapted the tool.

Weekly conference calls helped care home managers stay updated with national guidance and the local public health advice in Salford. This provided a forum for care home managers to raise any concerns with the health protection team. Daily calls allowed regular communication with care homes, supported living and extra care facilities – fostering proactive response to suspected outbreaks and reducing transmission.

How will public health at Salford continue to support adult social care settings?

- Winter 2022 will see circulation of influenza and COVID-19. We will continue work across the city to increase the vaccination rates for flu and COVID-19 for those eligible
- We will continue to support care homes and all health and social care providers with their management of infection prevention and control
- We will utilise regular care home audits to monitor and measure the quality of IPC care provided within the care home and support care homes where development is needed
- Regular training will be offered to all care home staff, focusing on basic IPC but also the prevention and management of broader infections, such as adequate hydration and good oral hygiene
- We will support care homes with good oral health care through a newly appointed oral health practitioner. Poor oral care increases the likelihood of several different diseases, such as pneumonia and heart disease
- We will help to facilitate the safe discharge of patients from acute hospital settings, where patients are being admitted to a care home or other residential care setting in Salford
- We will work with GM and contribute to the care home webinar run by the GM IPC care home cell
- We will continue to monitor inequalities and disparities in health, focusing on the needs of individual settings based on their demographics, clinical and social needs of the residents.

Infection control in primary care

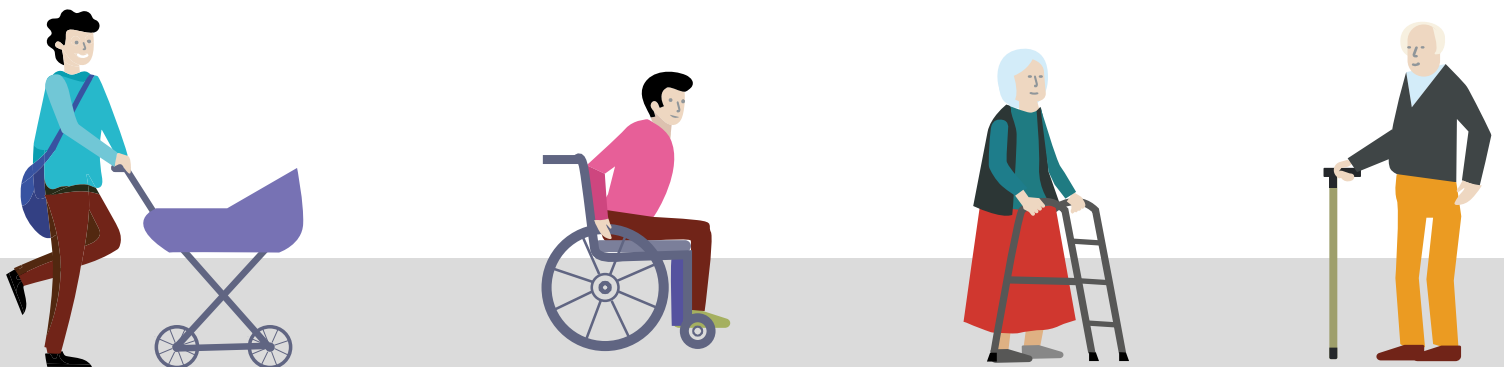
The Health Protection Team in Salford has provided infection, prevention, and control (IPC) training and decontamination training for many years to Salford GP and dental practices. Following the pandemic, the team refreshed the programme from a COVID-secure focus back to business-as-usual infection control and decontamination.

The audits are based on a RAG rating. GP practices that achieve a green rating get audited every two years, or more frequently if they offer minor surgery procedures. Any practices that fall into the amber rating will be revisited within a few months of the original audit to update on the required actions. The team aim to re-audit all practices in a rolling programme every two years.

The score rating of the green status GP practices increased from 92% and above to 95% and above. None of the GPs audited required a second follow-up visit. Where practices declined the offer of support, they were branches of a corporate organisation with their infection control audit and compliance arrangements.

As of August 2022, the team has audited 17 out of the 41 dental practices and provided each practice with a report and advice on necessary improvements. The team will revisit practices that identify as having low-level compliance and will continue the programme to audit the remaining dental practices.

The team continue to support practices with infection control advice as needed for their business continuity. This includes advice on PPE, suspected cases and outbreaks. Due to the enormous pressure on GPs, further work is taking place to offer community services like health checks and pop-up clinics to support local GP practices and local communities.

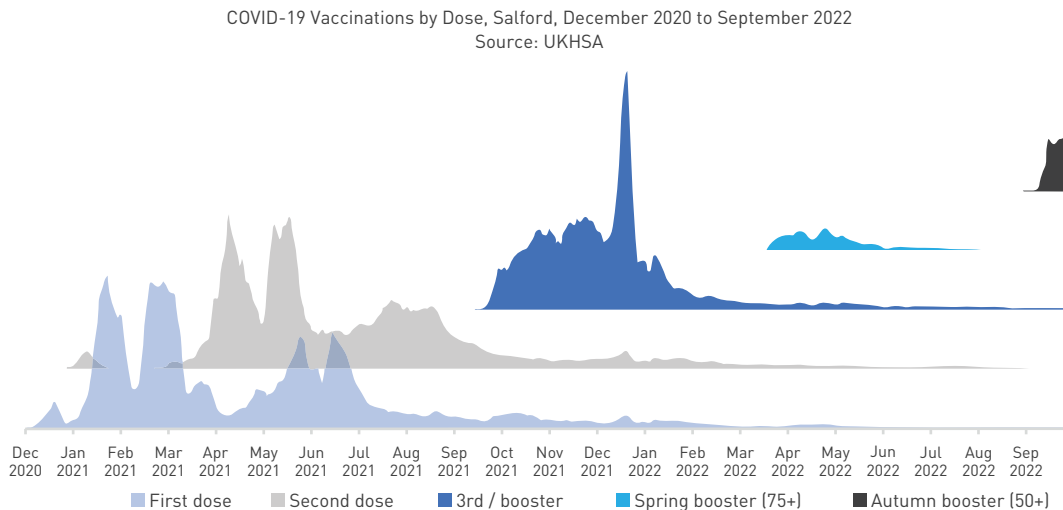


COVID-19 vaccinations in Salford

The scale of the global COVID-19 vaccination programme is unprecedented, saving an estimated 20 million lives worldwide. In Salford, over half a million doses have been delivered to our residents since our first vaccinations on 8 December 2020, with 70% of the total population receiving at least one dose.

The local vaccination programme required a phenomenal team effort. Countless volunteers, the NHS, Salford City Council, local communities, care homes, schools, Salford Community Leisure, faith leaders, businesses and, not least, the people of Salford stepped forward to protect themselves and others. Figure 5 below shows the volume of vaccinations delivered each day in Salford, split by dose. The number of first doses of the vaccine saw several peaks as different cohorts and age groups became eligible. The highest of these reached over 2,000 doses delivered per day. The pattern for second doses is similar but around three months later. There was a massive peak in booster doses, averaging 3,000 per day, in the week before Christmas 2021 as the Omicron wave hit the UK. Spring boosters in 2022 were available to fewer people. Still, they reached 90% of eligible care home residents, and the Autumn booster programme, which has only been running for a short period at the time of writing, has reached an average of 700 people per day.

Figure 5: COVID-19 vaccinations by dose in Salford, December 2020 to September 2022.



Total COVID-19 vaccinations delivered to Salford residents by dose are shown from December 2020 up to and including Sep 2022:

- First dose total: 189,477
- Second dose total: 177,470
- Booster or third dose total: 127,563
- Spring booster (over 75s): 12,973
- Autumn booster (over 50s) 10,468
- Total: 517,951 vaccinations given.

Over the lifetime of the programme, we have run several initiatives in Salford which have had demonstrable positive results, for example:

- Partnership with Hatzolah
- Scheme for people with Learning Disability
- Care Homes resident programme
- Offer to Salford special schools
- Offer to the immunosuppressed patients of the Salford Care Organisation
- Offer to Extra Care Facilities (we are awaiting a report of this current pilot)
- Some of the communications and engagement exercises.

The Covid Vaccination Autumn booster started the week of 5 September 2022, commencing with care home residents and people who are housebound. Wider roll out followed from 12 September 2022 with the National Booking Service open that week. The most susceptible to serious illness from COVID-19 and those aged 50 and over are encouraged to take up the offer alongside the offer of flu vaccination which also commenced in September 2022.

Childhood immunisations

As children develop, they get exposed to many risks, which include infections. While most illnesses cause mild infections, some can cause severe illness, disability and, at times, death. Before vaccines were available, many children in the UK died from diseases such as diphtheria, whooping cough, measles, and polio. The development of effective vaccines has led to a significant decrease in childhood deaths.

The NHS national immunisation programme successfully reduces the number of severe and infectious diseases such as polio, measles, mumps, and rubella. High vaccine uptake levels in the community can prevent the spread of these unpleasant but preventable infections.

Most of the delivery of immunisation programmes is through general practice except for school-aged, where delivery is via secondary school nursing teams.

When a child or adult is immunised, they receive personal protection and support the safe health of those who can't be vaccinated – referred to as 'herd immunity' or 'population protection'. The childhood immunisation programme forms a vital part of the Healthy Child public health programme providing universal services for children and families. Vaccines offer the best protection when given on time. So, if you or your child miss a vaccine, contact your GP to catch up.

Since 2013, there has been a continuing decline in all childhood immunisations at 12 months in Salford, and the achievable threshold for childhood immunisation, set at 95% uptake, has not been met. The same is true of vaccination coverage by age 5 when parents catch up with their preschool boosters.

As we emerge from COVID-19, the reduction in uptake year-on-year is of concern, increasing the risk of serious childhood illnesses. The Health Protection Team has set up an Immunisation Operational Group for the Salford system to improve uptake, which consists of critical members from services across the city, providers, commissioners, and experts in scheduled immunisations. The group aims to work collaboratively with primary care networks and community groups to understand barriers, support communities and increase uptake.

The Health Protection and Health Improvement Teams have been out in the community to promote vaccination and raise awareness of the importance of immunisation, working with the Public Health, Engagement and Inclusion Team and the voluntary sector. Each General practice has an immunisation lead, with our Health Protection team assisting in developing this new role. A Health Protection specialist is working with each of the Primary Care Networks and neighbourhood partners to help promote immunisation and set up clinics in community venues so young people and families can catch up with their vaccinations.

Figure 6: Vaccine coverage of childhood immunisations in Salford at age 12 months.

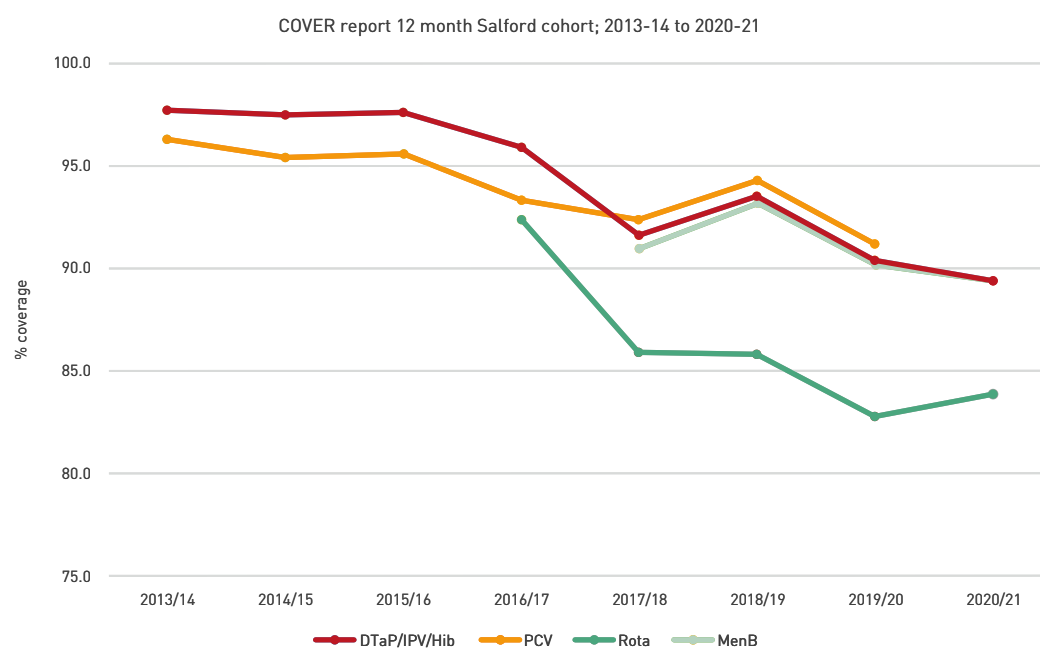
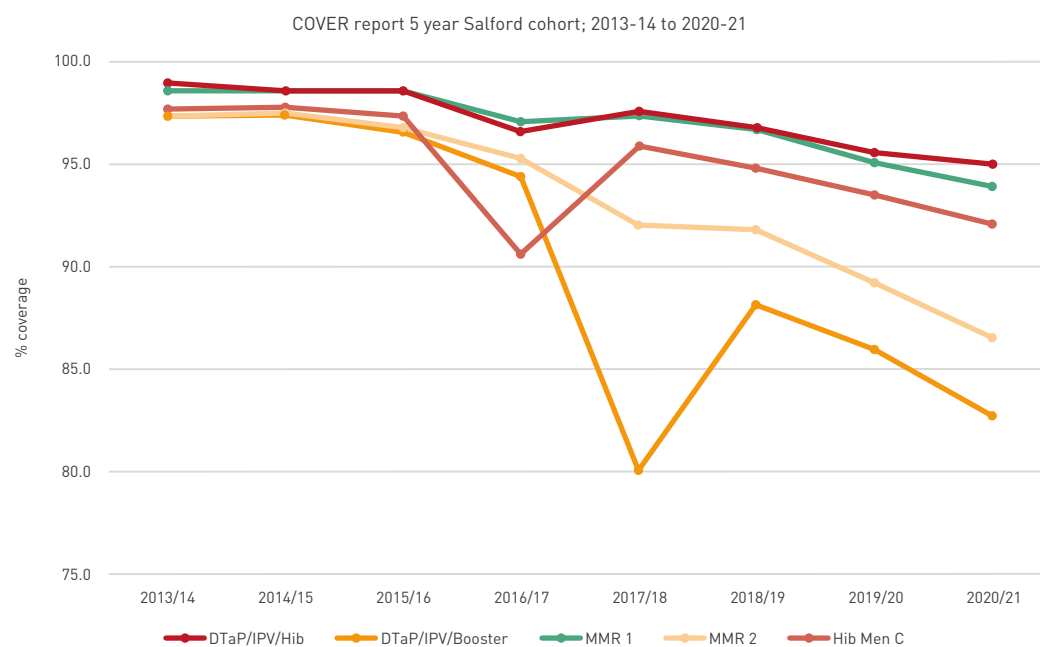


Figure 7: Vaccine coverage of childhood immunisations in Salford at age 5 years.



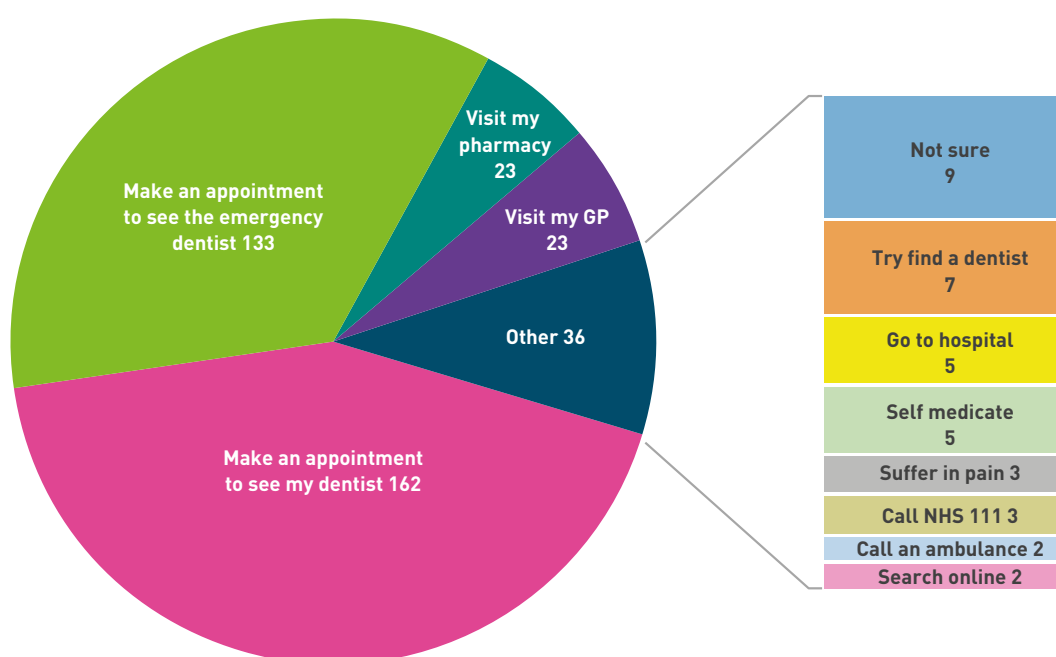
Oral health promotion

Dental decay is highly prevalent in GM, particularly in Salford, and the impact on both society and the individual are significant, causing pain, discomfort, sleeplessness, and limitation in eating leading to poor nutrition and time off school or work because of dental problems. A healthy mouth enables children to communicate, eat and enjoy a variety of foods, socialise, and attend school as well as contributing to their self-esteem, confidence, and readiness to learn. Adults who are free from dental pain and infection can fulfil their functions as parents, partners, workers, and carers.

Recent media and Healthwatch focus have highlighted how access to NHS dentistry was already challenging even before the COVID-19 pandemic. Access to NHS dental care is getting harder as more practices are going private. Salford Healthwatch report that the number of complaints has increased steadily since around 2016. People did not know how to find dental practices taking on NHS patients. Details on the NHS website were often out of date and incomplete. Over two-thirds of those who didn't have access to an NHS dentist felt that they needed to be seen for dental treatment immediately.

The Healthwatch survey found most people brush their teeth twice a day, with a third not using fluoride toothpaste. Nearly half admitted to regularly eating sweet foods and snacks between meals. Public Health advises having sweet foods and snacks as part of the meal to reduce the time your teeth are in contact with the acid from such snacks. Fluoride is the best protection for teeth for young and older people as you only have one set of adult teeth. Some whitening types of toothpaste do not have fluoride, so it is essential to check your favourite brand is protecting your teeth.

Figure 8: What people do when they encounter a dental emergency?



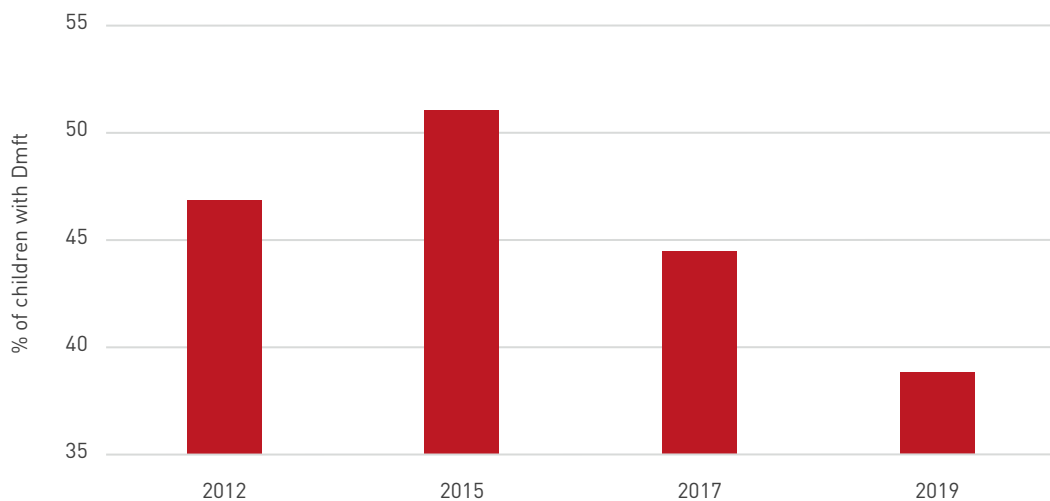
Source: Healthwatch Salford: [The Big Check Up for Dentistry and Oral Health](#), 2022.

Oral health in children

The latest 2019 survey of oral health amongst five-year-olds found that 39% of those surveyed in Salford had some evidence of tooth decay with children having an average of one or two teeth with decay. The previous survey in 2017 saw a rate of decay in Salford of 44.6% with children having an average of one to two teeth with decay. Whilst the current rate is lower, we cannot say for certain that there is now a lower level of decay in the 5-year-old population, because of the low number of children sampled in the survey.

Figure 9 shows the decay rates in 5-year-olds over the last 4 surveys. While decay rates in Salford seem to be improving, our rates are still high compared to the rest of Greater Manchester and England. We are the third highest area in Greater Manchester of children aged five experiencing decay with Oldham and Rochdale being slightly higher. The England rate of decayed, missing and filled teeth rate (DMFT) is at 23.4%.

Figure 9: Rates of Decayed, Missing and Filled Teeth (DMFT) in 5-year-olds in Salford 2012-2019.



Evidence shows the best way to tackle poor oral care is the frequent use of fluoride toothpaste, at least twice daily. Fluoride protects teeth by disrupting the process of tooth decay by changing the structure of developing enamel, making it more resistant to acid attack – these structural changes occur if a child consumes fluoride during the period when enamel develops (mainly up to seven years of age). Applied topically it can reverse the process of dental decay in enamel and make it more resistant to future acid attacks.

Currently, there is the Greater Manchester Oral Health Transformation programme running in Salford. This involves the provision of fluoride toothpaste and a toothbrush for every child that signs up to the programme in early years settings and reception classes across Salford. Children are provided with a brush and paste to brush in school once a day and the same to take home. Health Visitors are also delivering prevention advice and give out fluoride toothpaste and toothbrushes at the 9 to 12-month checks and the 2 to 2½-year-old checks.

Public health recognises the need to improve oral health in Salford children and the oral health of vulnerable adults in care settings, starting with care homes. From 2022, a specialist oral health practitioner role has been established within public health to provide training and support for care providers on good oral health prevention, ultimately improving oral health in children and mouth care for older adults.



Mouth care matters in care homes

Oral care must be part of daily care, supporting residents' physical and mental health. We know the oral health of dependents living in care settings often gets ignored because it is challenging or carers don't feel confident enough to provide oral care, especially for residents with challenging behaviour.

Public health successfully bid for CCG innovation funding to deliver a 'Mouth Care Matters' programme to 50% of Salford care homes. The programme was disrupted by COVID-19 but then resumed in January 2021. The aim was to ensure our health and social care settings are aware and competently able to support residents. The Team delivered training to support knowledge, skills, and attitudes towards delivering better oral care for people in residential care.

It was modelled on Health Education England's Mouth Care Matters programme. A care plan should be devised within 24 hours for a person being received into a residential care home setting. This care plan should include an oral healthcare plan which can be changed as and when required to suit resident's needs. Staff were trained in the importance of revisiting the care plan at regular intervals as a resident's care needs can change. The National Institute for Clinical Excellence (NICE) guidelines stress the importance of reviewing and updating a resident's oral healthcare needs within personal plans to meet their changing needs.

Once care staff were educated regarding good oral health, how it can affect residents in other ways and provided training, the care home staff demonstrated determination and ambition, fully understanding the duty of care in relation to residents and their oral health needs and access to dental treatments in line with NICE guidelines. Many care workers were unaware and astonished that poor oral health and mouth care can be related to many other poor health conditions including malnutrition, dehydration, and even pneumonia due to the increase in bacteria in the mouth that can get into their lungs. The 'Mouth Care Matters' programme is being rolled out to the remaining care homes in Salford funded by public health.

Figure 10: Urgent Dental Care provision in Greater Manchester.

Urgent Dental Care for patients in Greater Manchester is accessed via our Urgent Dental Care Service on **0333 332 3800 from 8am to 10pm every day, including weekends and bank holidays.**

Health Improvement

Health Improvement activities aim to promote independence and maximise life chances: 'To improve the life chances of Salford citizens and to promote the independence of individuals and communities in Salford through choice and control.'

Community offer

From March 2020, the Health Improvement Service (HIS) has provided a flexible offer to keep people engaged and safe during the COVID-19 pandemic. This has included telephone appointments instead of face-to-face appointments, as well as online programmes, courses, and support groups. There has been flexible communication with patients including keeping in contact via text message, email, and social media. A Stop Smoking Facebook support page has been created to allow patients who wish to stop smoking to receive peer support which they would usually receive in the stop smoking group drop-ins at Swinton Gateway.

In 2021/22, the service has supported 1617 people to stop smoking with 636 quits. This represents an increase of 80% over the original target, which was to achieve 350 quits per year. The service has been able to maintain a relatively high quit rate of 40% despite the changes to the delivery model resulting from the pandemic.

Salford has received £1.314 million to provide holiday activities and food for children eligible for free school meals under the Holiday Food and Activity Programme grant. Over 4000 children were supported with face-to-face holiday club activities and food during the Easter, Summer, and Christmas holiday periods. Over 40 organisations in Salford were involved in delivering the scheme.

Improving outcomes

An outcomes framework for health improvement based on the 5 Es – Engage, encourage, equip, enable, embed		
Engage	1	Contact is made with people from a defined priority group, for a specific reason and the reason is achieved
	2	People from defined priority groups make contact themselves with the HIS service
	3	User expresses trust/satisfaction with the service engagement
	4	People from a defined priority group attend community event
Encourage	5	People from defined priority groups are signposted / accept a referral to a service / organization, for a specific purpose, following engagement activity
	6	People from a defined priority group are hand held into a service/ organisation, following a HIS engagement
Equip	7	People from a defined priority group have improved knowledge of a specific health and wellbeing area
	8	People from defined priority group complete training in a specific wellbeing area
	9	People from defined priority group have the skills (equipped) to make a change, for a specific wellbeing outcome
	10	People from defined priority groups make a behaviour related “pledge”, for a specific wellbeing outcome
	11	People from defined priority groups have improved self-confidence/ motivation/ ability to make change, for a specific wellbeing outcome
Enable	12	People from defined priority groups take action to implement a wellbeing pledge and achieve it
	13	People from defined priority groups take action to implement a wellbeing pledge, achieve and sustain it
	14	People from defined priority groups feel they are self-reliant (equipped and enabled) to solve their own problems, in relation to a specific wellbeing need
Embed	15	People from defined priority group are involved in supporting public health programmes in communities (as volunteers, champions)
	16	People from defined priority group are influencing local decisions, on a wellbeing issue that is a priority
	17	People from defined priority group have made contact with others in a similar situation and passed on skills
	18	People have improved their personal / family wellbeing and are sustaining this

Public Health and Prevention activities in 2022/23

Priority theme	High-level topic area
Start Well	0-19 Services Emotional health and wellbeing Risky behaviours Healthy weight (all ages) Oral health
Live Well	Physical activity Tobacco control Substance misuse Sexual health Workplace health Cancer prevention, CVD, and other long-term conditions Social prescribing
Age Well	Healthy ageing Falls protection Winter Warm Flu protection Dementia
Health Improvement	Health checks Workplace health Welfare support and Spirit of Salford Mental wellbeing and suicide prevention Offender health
Protecting Health	Health Protection Board Infection control Flu and COVID secure Screening and immunisation Public Health emergency preparedness and response Health in planning /licensing Health, economy, work, and skills
Knowledge and Intelligence	Core JSSNA and health profiles Deep dive JSSNA chapters Research and intelligence development Bids and evaluations Monitoring public health programmes Effective dissemination and data sharing Public health governance and workforce development
Our Salford	Neighbourhood/PCNs places and partners Supporting primary care (GPs and pharmacy services) Developing resilient communities – co-production Tackling inequalities (the missing 20%) Supporting the VCSE sector Creative Health, Active Learning City Health and Wellbeing Board Partners in Salford mental health champions

Public Health budget and spend

The purpose of the public health grant is to provide local authorities in England with the funding required to discharge their public health functions as specified in Section 73B(2) of the National Health Service Act 2006 ('the 2006 Act').

The allocation for public health in Salford for 2021/22 was **£21,983,815**. For 2022/23, the allocation of **£22,601,388** includes a small uplift that is outstripped by inflation and increased demand from austerity and the pandemic.

The grant pays for core public health services and also provides leverage for other investments that improve the public's health. The local authority must, in using the grant, have regard to the need to reduce inequalities, and to provide value for money.

Services to which the grant contributes should have a significant effect on public health; or have a significant effect on or in connection with the exercise of the functions. The allocation must be used only for meeting eligible expenditure incurred or to be incurred by local authorities for the purposes of their public health functions.

Salford has received in the last two years one-off grants for weight management mental health, substance misuse, sexual health, and Start for Life (family hubs). These clearly highlight the precarious nature of prevention funding. Invariably, grants come with the requirement to demonstrate match funding, to sustain current investment by local authorities, and the requirement to absorb new areas of work within the envelope of funding.

Commissioned public health services

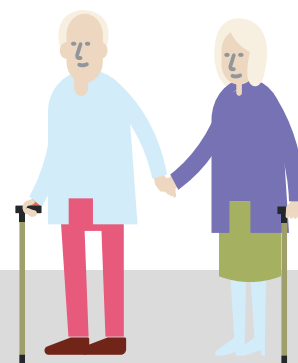
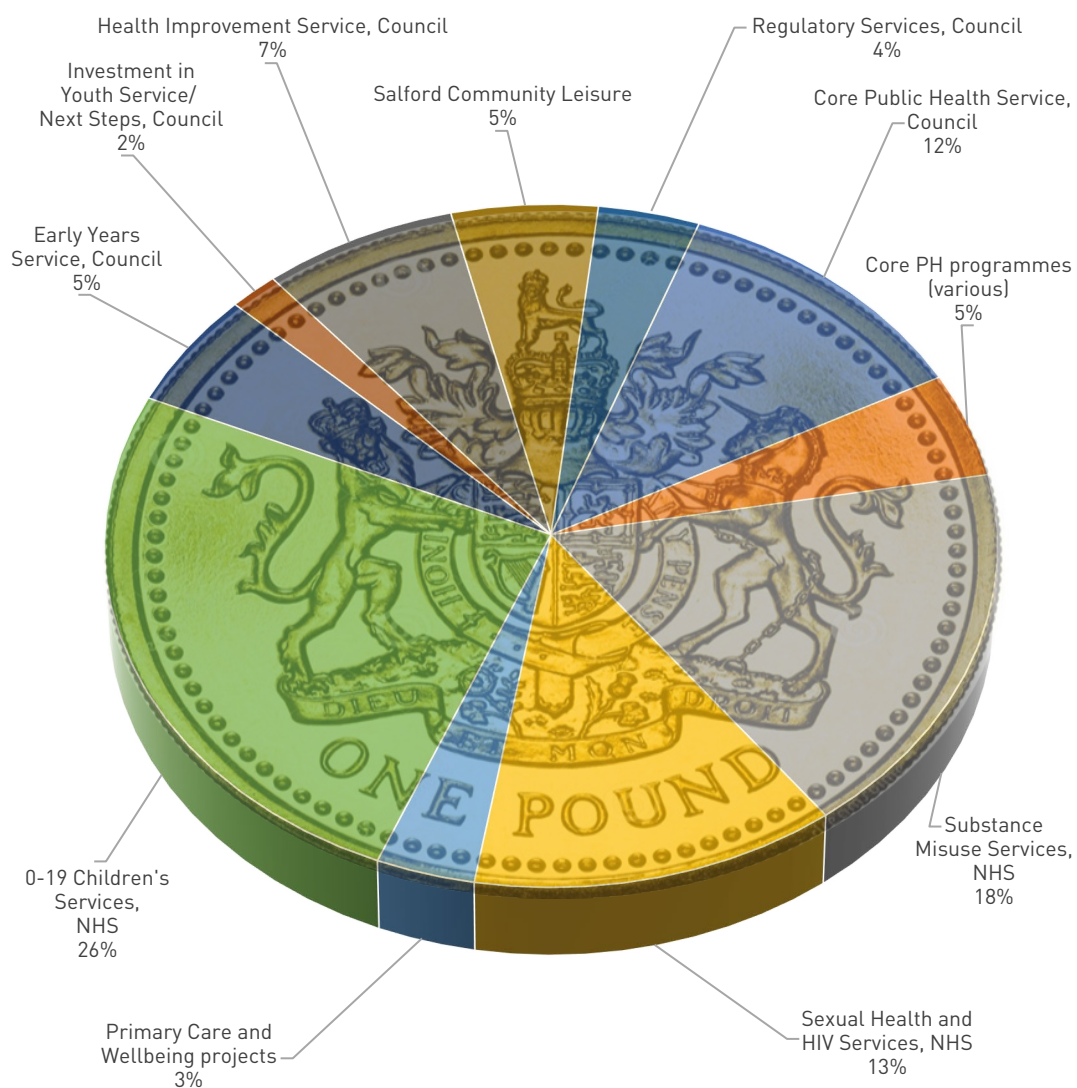
In addition to the statutory role of the DPH, there are mandated services:

- Sexual health services
- Health Checks
- National Childhood Measurement Programme
- Certain elements of the 0-5 children's public health service and oral health
- Support to NHS commissioners

There are two non-mandated functions but 'conditions of the public health grant':

- Substance misuse services (drugs and alcohol)
- 0-19 child health services

Figure 11: How the Public Health Grant is allocated for 2022/23 (not including the allocated one-off COVID funds to contain the virus).



Public Health commissioned services

Together with a modest investment into primary care, the high spend areas of public health in the NHS account for 58% of the public health spend in 2022/23.

The 0-19 Integrated Children's Health Service is tasked with delivering the Healthy Child Programme in order to support all Salford children and young people to have the best start in life. The service spans the early part of the life course, from 28 weeks antenatally up to the age of 19 years. It comprises specialist public health nursing services, including health visiting, school nursing services and the Family Nurse Partnership. The 0-19 service is the only Universal service which has contact with every family in Salford enabling us to identify needs and intervene early to avoid higher cost interventions later down the line.

The Sexual and Reproductive Health Services (SRHS) are commissioned to provide clinical services, information, advice, and support on sexual health matters including sexually transmitted infection (STI) testing and treatment, HIV testing, contraception, relationships and unplanned pregnancy for adults and young people over 13, psychosexual counselling, sexual health promotion, education and engagement in schools, colleges, and other young people's settings. In addition, the SRHS provides Pre-Exposure Prophylaxis (PrEP) to high-risk individuals to prevent HIV infection.

Salford City Council and Bolton Council jointly commission the SRHS from Bolton NHS Foundation Trust, with Salford as the lead commissioner.

The Drug and Alcohol Services are based on a lead provider model. Salford City Council is the lead commissioner on behalf of Salford, Trafford and Bolton for the 'Achieve' substance misuse service. Within this contract, Greater Manchester Mental Health Trust (GMMH) operates as a lead provider with a number of nominated sub-contractors, specialising in specific areas of expertise and these include community and third sector partners. The service covers treatment, rehabilitation and prevention services.

Supporting Health and Care delivery

The COVID Risk Health Checks conducted by the health improvement service at Salford Council presented the opportunity to support frontline workers in Salford during the pandemic. The health checks were opened out to everyone who lives or works in Salford; unlike the NHS Health Check which is restricted to people by age and who do not have a pre-existing health condition. This service provided excellence in practice by incorporating respiratory and cardiovascular checks for vulnerable adults who were not eligible for an NHS health check. We are continuing to promote the health checks for any frontline staff or vulnerable residents. As of October 2022, more than 2000 COVID risk health checks have been undertaken.

There is also support for people still suffering the symptoms of long COVID to provide pre-clinic patient assessments, as well as wellbeing support within the multi-disciplinary clinic team. While the numbers are low, we are still developing our understanding of the longer-term impacts of COVID. There is very limited data available – Greater Manchester records report just 536 patients in Salford by the end of October 2021. The Health Improvement Service sits on the Long Covid MDT, and as of October 2022, the service has supported 225 clients who have been referred via the Long Covid Clinic.

The health improvement service are currently working as part of the HomeFirst Discharge Hub at Salford Royal to provide wellbeing support to patients to facilitate safe discharge. The multidisciplinary approach to patient discharge has proven to be cost effective as patients can be discharged in a timely manner. This programme is fully established within the HomeFirst Hub as well as amongst other wards and clinics and has supported over 360 patients so far to remain independent through community-led support. The service has also now started delivering this model in the Adult Social Care Contact Team, linking to our neighbourhood teams.



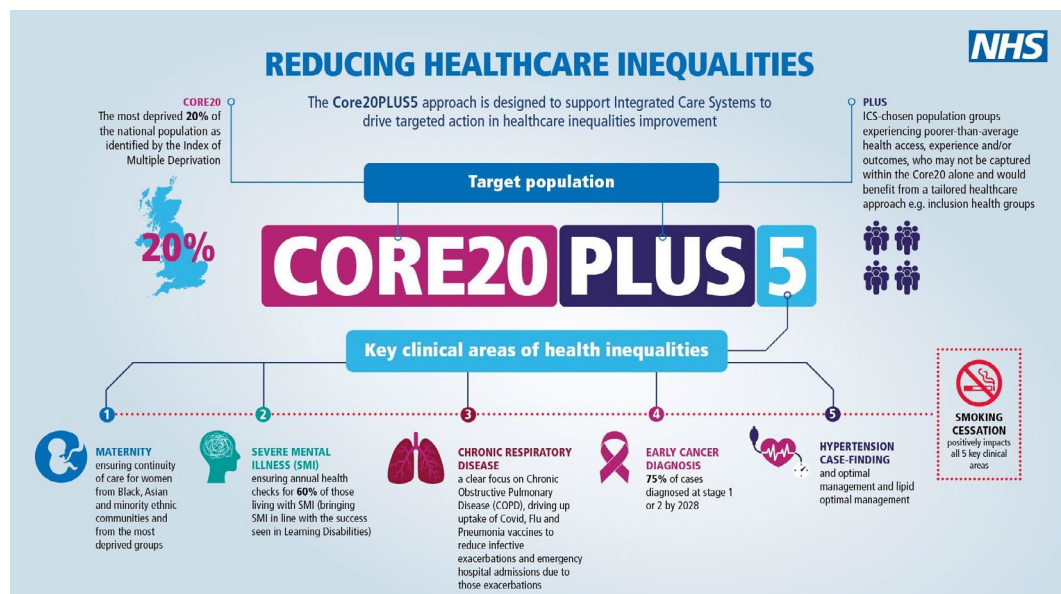
Healthcare Public Health

Healthcare Public Health is important because health is greatly impacted by people's ability to access advice and treatment in primary care (general practices) and secondary care (hospitals). Access can be difficult for people from diverse groups such as people affected by poverty, disability, different culture, language, communication, poverty, and other factors.

Public Health have been working with the newly formed Primary Care Networks (PCNs) in Salford to deliver a population health quality improvement programme to reduce healthcare inequalities across the city using the CORE20PLUS5 approach (see Figure 12). Public Health are working with the five Primary Care Networks to catch up on screening and immunisations, and management of long-term conditions. Primary care has huge potential to tackle inequalities in the most disadvantaged areas and for some of the key interventions.

We are also working with the NHS Greater Manchester Integrated Care Board to join up services in the way that's best for local communities, to share the overarching decision-making and to ensure that health and care is provided fairly across the whole region.

Figure 12: Core20PLUS5 approach to reducing health inequalities.



Road Map to the Locality Plan 2020-25

Starting Well

Healthy Weight

Maintaining a healthy weight in childhood is a key part of making the best start in life. Being overweight or obese in childhood can lead to a range of health problems in adulthood, such as diabetes, asthma, heart disease, stroke, high blood pressure, cancer, bone and joint problems, anxiety and depression.

At the last measurement, almost one in four reception age children were overweight or obese in Salford (26.0%). By the time children reach year 6, this proportion increases to 38.9%, which is significantly higher than England. Despite improvement generally, Salford still has extremely low levels of physical activity within certain demographics of its adult population and one of the lowest physical activity levels for children in Greater Manchester. To address this, we are carrying out a review to tackle physical inactivity across the life course and among diverse groups to tackle inequalities, and a healthy weight review for children and adults. We are also introducing a focus on maternity and preschool support for families to support healthy weight.

Salford is currently delivering a GM Pilot on behalf of NHS England to promote healthy weight in under 5s to ensure that children have the best start in life. This pilot aims to promote a healthy relationship with food within families, across a child's development from infancy through to school years. Proactive mechanisms for follow up are being developed for families who need additional support to maintain healthy weight. The pilot is working with local communities to co-design then deliver the solutions which are intended to support Salford families to be healthier and fitter.

Child Development

It is widely recognized that during the COVID-19 pandemic, children's education was significantly disrupted. Education is an extremely important determinant of a child's life chances and future health, so it has been extremely good to see a return to business as usual. Local schools are making every effort to catch up with lost class time, so as to minimise any impact of the pandemic.

What may be less obvious is the impact of the pandemic on pre-school infants. Babies who were born during the pandemic were likely exposed to much lower levels of social interaction as a direct result of the enforced national lockdown. Social interaction is a key driver of a child's development, speech and language, so 'lockdown' babies may have experienced a delay in their development as a result.

The 2-2½ year check undertaken by health visitors is a key milestone in determining a child's development and readiness for school. Hence, those 'lockdown' babies are just about to reach that milestone and be assessed in this way. This indicator will need to be monitored closely throughout this year, to ensure our children and young people are equipped to excel at school.



Youth Service Offer

The service aims to:

- Ensure young people to have a say in decisions affecting them and a voice in their community
- Improve young people's health and well being
- Support young people's education, learning and routes to employment
- Keep young people safe and reduce risk taking behaviour

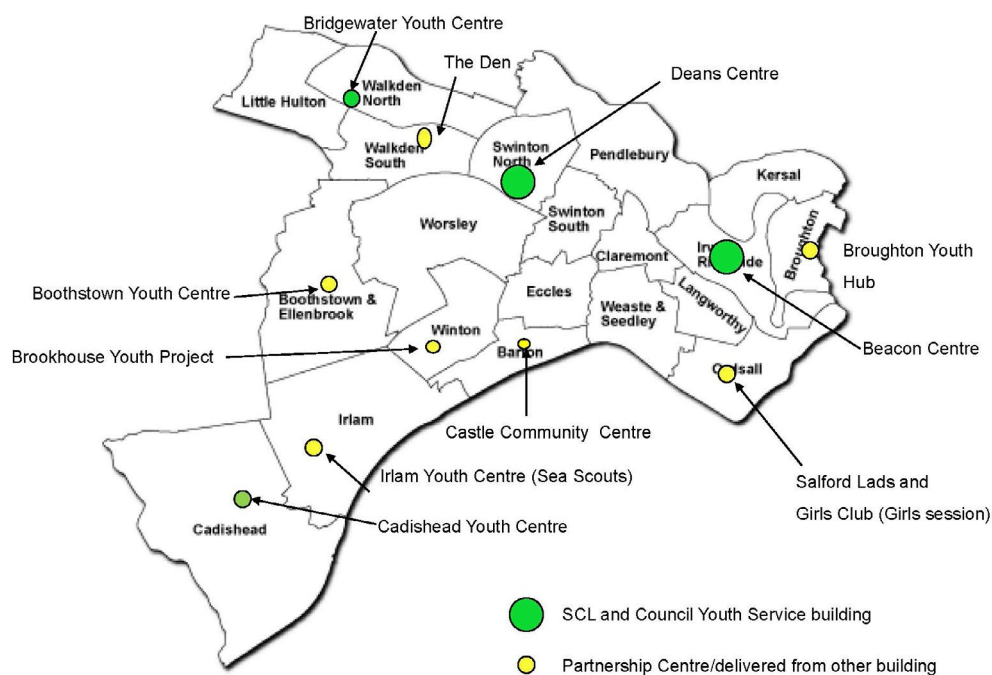
The overall approach of youth workers in the Youth Service is to get to know the young person and understand the concerns, wishes and feelings from the young person's perspective. By building up the trust with the young person and in discussion with the young person, they can come up with a plan to address the identified issue.

Where the young person may need specialist service e.g., employment, debt, mental health etc – referrals to services will be active and empowering – often ensuring the young person accesses the signposted service and worker gets feedback from young person afterwards.

Funded by public health, the Risky behaviour project has been working to “grow our own” youth workers and for them to respond to young people's risk-taking behaviour, before they reach early help level, linked with the Salford Schools partnership. The target ages for this project will be young people aged 10 to 12 years.

Figure 13: Salford Youth Service map.

Youth Services 2022 Current Centres



Feeling Well

The **Five Ways to Wellbeing** have taken on more significance during the coronavirus pandemic as people continued to relate to each other and look after themselves and each other.

There are five steps you can take to improve your mental health and wellbeing. Trying these five ways could help you feel more positive and able to get the most out of life (NHS, 2019).

- 1. Connect with other people** – Share positive experiences. Put five minutes to one side to find out how someone really is. Talk to someone instead of sending an email or text. You can find tips about Wellbeing Conversations from the [Age Friendly Salford video](#).
- 2. Be Active** – Regular physical activity is associated with lower rates of depression and anxiety across all age groups. Keeping active doesn't have to exert lots of energy, pottering in your garden or a walk in the park does the trick too. See what's available locally – [Be Active – Salford Community Leisure](#)
- 3. Learn new skills** – Continued learning through life enhances self-esteem and encourages social interaction and a more active life. Try out a new recipe once in a while. Take time out to sit down and read a book; read books to boost your mood – visit [The Reading Agency](#) for more information.
- 4. Give to others** – Give small acts of kindness, volunteer in your community. You can find out more from [Salford 4 Good](#) and [Salford CVS](#).
- 5. Take notice** – Taking notice of our thoughts, emotions and surroundings is a great way to stay present and pay attention to our needs. Taking notice of things we are grateful for, big or small, is a great way to boost our mood and appreciate our surroundings. Learn how to live with the here and now with more appreciation and less anxiety – [Be Mindful](#) offer a clinical-grade mindfulness course.

Figure 14: The five ways to wellbeing.



Better Mental Health in Salford

As part of the COVID-19 Mental Health and Wellbeing Recovery Action Plan for 2021 to 2022, Salford was allocated national funding from the Better Mental Health Fund. The funding was allocated to VCSE providers to enhance their existing work with young people, new parents and some of the minority and ethnic communities in Salford. The following projects were delivered.

Chalk to Talk

A touring artist worked with organisations and communities to take over walls, pavements, decorating areas using chalk and other non-permanent makers with words of hope, support and inspiration alongside imagery and cultural pattern in a tapestry of language. This was launched on World Suicide prevention day.

Beyond Programme

Mental health support to adults working with housing issues, loss, money worries, and isolation. A range of interventions were offered including mental health outreach sessions, therapeutic art and craft sessions delivered in community venues along with mental health liaison affording access to other mental health services.

42nd Street

A range of Inclusive, accessible mental health services were provided for young people including counselling, therapy, psycho-social support, group work and creative work and an online/digital therapeutic offer to vulnerable and isolated young people.

Six Degrees and Orthodox Jewish Community Work

This included engagement along with the development of a range of mental health and wellbeing interventions with the Orthodox Jewish Community.

Gaddum – Young People Therapy Support

Young people (16-25) therapy specifically for any YP who may have experienced bereavement or significant trauma during lockdown.

Home start

Volunteer-led support to help prevent crisis and family breakdown focusing on attachment and bonding, mental health and accessing appropriate services. Home start and Dad's Matters offered an enhanced and targeted support for new parents/families, identifying, engaging and supporting parents who may have been adversely affected.

Living Well

Sexual health

The Sexual Health Needs Assessment combined robust local, regional, and national datasets for comparison, alongside stakeholder engagement workshops and service user consultation was completed in January 2022. A small Commissioning task and finish group with key partners is being set up in October 2022 to develop the commissioning strategy for the future Sexual Health Service, to allow for a system wide approach for the future model of SRHS delivery in Salford.

For a 4-page summary of the Sexual and Reproductive Health Needs Assessment visit [Short summary Salford Sexual Health Needs Assessment](#)

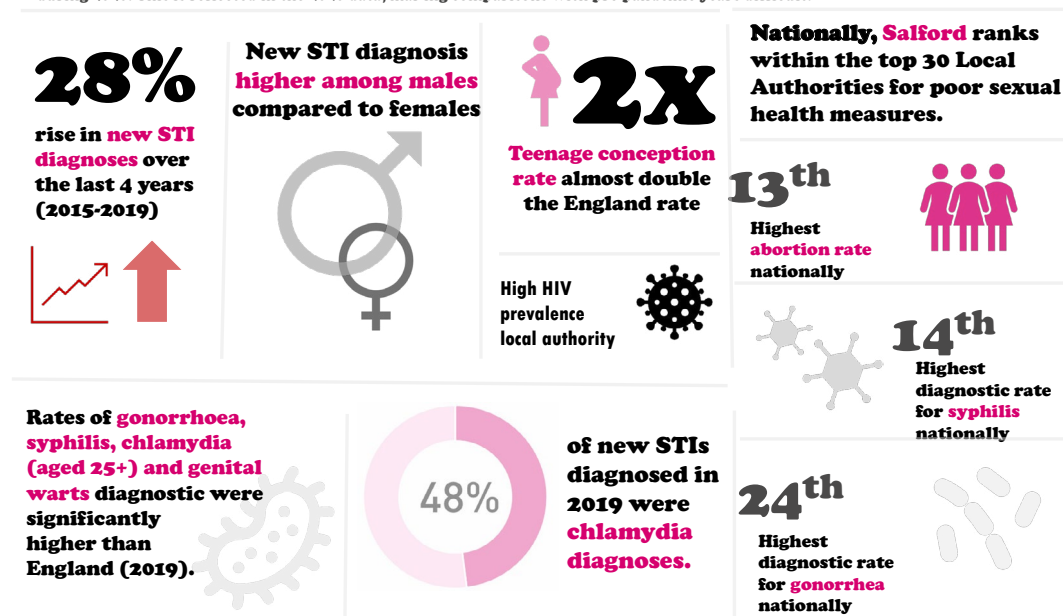
For the full Sexual and Reproductive Health Needs Assessment visit [Full Salford Sexual and Reproductive Health Needs Assessment](#)

Figure 15: Summary of Salford's sexual health indicators and outcomes.

What does the data say?

Salford's sexual health indicators and outcomes are **worsening.**

2019 data is shown below. The COVID-19 pandemic government measures affected sexual behaviour and health service provision during 2020. This is reflected in the 2020 data, making comparisons with pre-pandemic years difficult.



Passionate about Sexual Health (PaSH)

The PaSH partnership programme is commissioned across Greater Manchester (GM). Salford City Council is the lead commissioner. It is made up of 3 VCSE partners: BHA for Equality, the LGBT Foundation, and the George House Trust. They deliver a multi-faceted programme of HIV and STI prevention for GM residents and support for those People Living with HIV (PLW HIV), both newly diagnosed and as a long-term condition.

The main aims are to:

- improve and protect the sexual and reproductive health of residents from populations most at risk of exposure to HIV
- improve the health and wellbeing of residents living with HIV
- help ensure people living with HIV are receiving effective treatment
- address the health inequalities of the communities that have the greatest burden of STIs

PaSH established a free formula milk provision for babies of mothers living with HIV, with commitment from all 10 GM Boroughs, to prevent HIV transmission.

Preventing new diagnosis of [**HIV according to NICE**](#) can save an estimated £280,000 – £360,000 in costs over a person's lifetime (Medical Research Council Trials Unit, 2015)



Cancer prevention

Tobacco smoking is by far the largest cause of cancer in the UK. Overweight and obesity is the UK's biggest cause of cancer after smoking (Cancer Research UK). Alcohol is another large cause of liver disease and also cancer. The Cancer Needs Assessment for Salford in 2021/22 identified areas of improvement for early detection of cancer (signs to look out for), and for uptake of screening and immunisation programmes.

Smoking rates and premature deaths from preventable causes like cancer, respiratory and liver disease have not fallen as fast as we would have liked. These point to high rates of unhealthy lifestyles that require a focus on smoke free spaces, offering support to quit successfully, and other lifestyles like tackling alcohol harm, treatment services and through licensing and minimum unit price.



Greater Manchester Screening Engagement Programme (Answer Cancer).

Thousands of people beat cancer every year. Treatment is often simpler and more effective the earlier it begins. So, if you notice anything about your body, or have any of the warning signs listed below, it's really important you see your GP.

Signs of cancer

- An unusual lump or swelling anywhere on your body
- A change in the size, shape or colour of a mole
- A sore that won't heal after several weeks
- A mouth or tongue ulcer that lasts longer than three weeks
- A cough or croaky voice that lasts longer than three weeks
- Persistent difficulty swallowing or indigestion
- Problems passing urine
- Blood in your bowel motions
- A change to more frequent bowel motions that lasts longer than four to six weeks
- Unexplained weight loss or having night sweats
- An unexplained pain or ache that lasts longer than four weeks
- Breathlessness
- Coughing up blood

It may be nothing to worry about but acting early could save your life. For more information, visit the [NHS choices website](#).

Answer Cancer is the Greater Manchester Screening and Engagement Programme. It is run by a voluntary sector partnership that works to improve cancer awareness and increase uptake of cancer screening across Greater Manchester. You can view the work carried out by [Answer Cancer](#) on their website.

**ANSWER
CANCER** Greater Manchester
Cancer Screening
Engagement Programme

Cancer Screening

Early diagnosis of cancer can save lives. When cancer is diagnosed at an early stage, treatment is often more likely to be successful. Cancer screening tests help detect the disease before symptoms have a chance to develop and some can prevent cancers too.

Cancer Screening programmes in the UK			
Gender	Age	Programme	Information
Women	25 to 64	Cervical	You'll receive a letter asking you to phone/ make an appointment with your GP/ Practice Nurse. If you're under 50, screening is every 3 years. If you're over 50, it's every 5 years
Women	50 to 70 Breast	Breast	You'll be invited when the screening van is in your area. You may not be invited before the age of 53. If you're aged 70 and over you can self-refer by calling the Greater Manchester Breast Screening Service on 0161 291 4444
Men and Women	60 to 74	Bowel	You'll first receive an invitation letter and explanatory leaflet followed by a kit two weeks later to complete at home and post to a laboratory for analysis. If you're under 74, screening is every 2 years. If you're over 75 years you can request a kit to continue two yearly screening



Drug and Alcohol Services

Alongside the lead provider, Greater Manchester Mental Health Trust, the cluster-wide recovery service brings together NHS and third sector providers to offer prevention, support, treatment, and advice. They deliver a wide variety of services, opportunities, treatments, and therapies for people seeking help in tackling their own drug or alcohol use, or that of a loved one. The partnership works with adults, children, young people, families, and carers.

The partners are:

- Early Break (providing young people and family treatment, support, and advice)
- Great Places Housing (providing housing / tenancy support for people within Achieve)
- THOMAS Recovery Housing (providing residential group recovery in conveniently located housing)
- The Big Life Group (assertive outreach, promptly re-engaging those who drop out of treatment and encouraging those who require treatment)
- Intuitive Thinking Skills (classroom-based resilience courses focussed on abstinence delivered by people with lived experience)
- Breaking free online (digital behaviour change programme for all service users)
- Salford CVS (delivering the asset fund to both VCSE organisations and individuals)
- Salford Care Organisation (Specialist drug and alcohol nurses and High Impact Substance Misuse team)
- Salford, along with all England Local Authorities, will receive the 'Supplemental Substance Misuse Treatment and Recovery Grant' via the Office of Health Improvement and Disparities in the next three years to 2024/25 to address the aims of the treatment and recovery elements of the Government's 10 Year Drug Strategy 'From Harm to Hope'.

Salford are well placed to deliver this ambition through the Drug and Alcohol working group (DAWG) reporting into the City's Community Safety Partnership. The ambition of the plan is to reduce overall drug use towards a 30-year low and sets out three core priorities: break drug supply chains, deliver a world-class treatment and recovery system, and achieve a shift in the demand for recreational drugs.

Rough Sleeper Drug and Alcohol Treatment Grant

Salford has been awarded the Rough Sleeper Drug and Alcohol Treatment grant (RSDATG). This funding is targeted at 47 local authorities including Salford that have the highest numbers of people sleeping rough and/or at risk of sleeping rough.

The Rough Sleeper Drug and Alcohol Team (RSDA Team) in Salford has been established as a result of this additional funding. The team is managed by GMMH and consists of staff working within the Achieve partnership organisations and Salford City Council Housing Support Team. The team will work closely with the Dual Diagnosis Homeless Team for clients with both mental health and substance misuse issues.

The Salford RSDA Team will develop a pathway between addiction, mental health, and housing services. It will deliver drug and alcohol treatment service on an assertive outreach basis; for example, in hostels and B&Bs alongside SCC staff. The team will be part of multi-agency team meetings with primary and secondary care services therefore addressing needs in a timely way. Another objective for the team will be capacity building of the homeless sector workforce.

The RSDA Team will support the out of hospital pathway at Salford Royal, adult safeguarding teams and facilitate additional pathways into detox and residential rehabilitation facilities. The Dual Diagnosis Practitioner will facilitate clinics for those with co-occurring mental health needs and carry out trusted assessor assessments – saving on multiple assessments being carried out.



Ageing Well

Salford, as a World Health Organisation Age Friendly City, actively seeks to enhance the quality of life and improve the health of older people. Age Friendly Salford is a collaboration of voluntary sector partners: Inspiring Communities Together, Age UK Salford and Salford CVS, commissioned by Salford City Council.

- The 2021 census data reported 30,800 males and 32,900 females aged 55 and over living in Salford. This equates to 23.6% and 25.7% of the total Salford population; a 14.7% increase in the older age male population and 8.3% increase in the older female population since the last census in 2011.
- Data from 2018-20 shows at age 65 men in Salford had an average life expectancy of 82.1 years but a healthy life expectancy of 72.7 years, meaning an average of 9.4 years not in good health. For women in Salford at age 65, life expectancy was 84.2 years but healthy life expectancy 72.0, an average of 12.2 years not in good health.
- In 2021/22 38.7% of Salford residents aged 50+ were reported as being in part or full-time work. This compares to 32.6% in 2012/13.

Figure 16: Percentage of population change by age in Salford, 2011-2021.

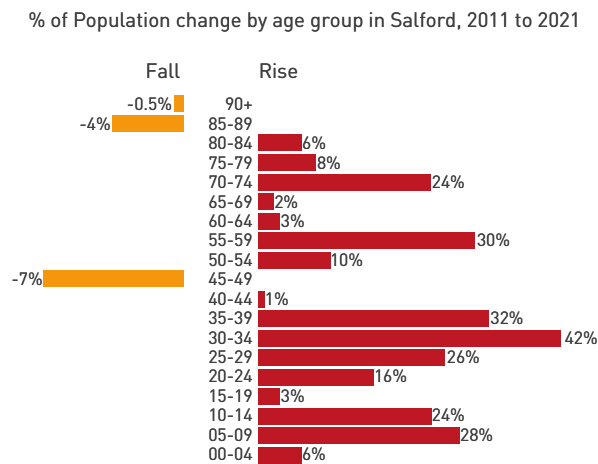


Figure 17: Age Friendly Salford: Achievements April 2021 – June 2022.

Achievement themes	Achievements
Voice and influence	<ul style="list-style-type: none"> ● Salford Age Friendly Standards co-produced with Older People (trained as assessors) – 17 assessments to date ● Weekly virtual sessions to support voice and influence on key issues e.g. HealthWatch: Dentistry and oral health & priority setting 22/23, GM Health Records, GM Public Transport, SCC Report IT system ● Co-production of health and wellbeing videos
Quality of life	<ul style="list-style-type: none"> ● 422 participants developed digital skills through 'Tech and Tea' ● 280 pieces of digital equipment distributed ● 195 individuals supported through 950 'Check and Chat' calls ● 190 virtual engagements ● 45 community brew and chat sessions in gateways ● Programme of virtual social activity development and delivered during the pandemic ● 'Walk and Talk' sessions developed and 54 sessions delivered during the pandemic ● Created opportunities to reduce loneliness –51% participants live alone and 40% live with a long-term condition (June 2022)
Social participation/ strengths and gifts	<ul style="list-style-type: none"> ● 60 volunteers recruited/retained completing 1,500 volunteer hours ● 277 individuals trained in wellbeing conversations ● 1,080 hits on wellbeing volunteer video created to support recruitment ● Wellbeing conversation training delivered to over 500 individuals (virtual/face-to-face session)

Healthy Places

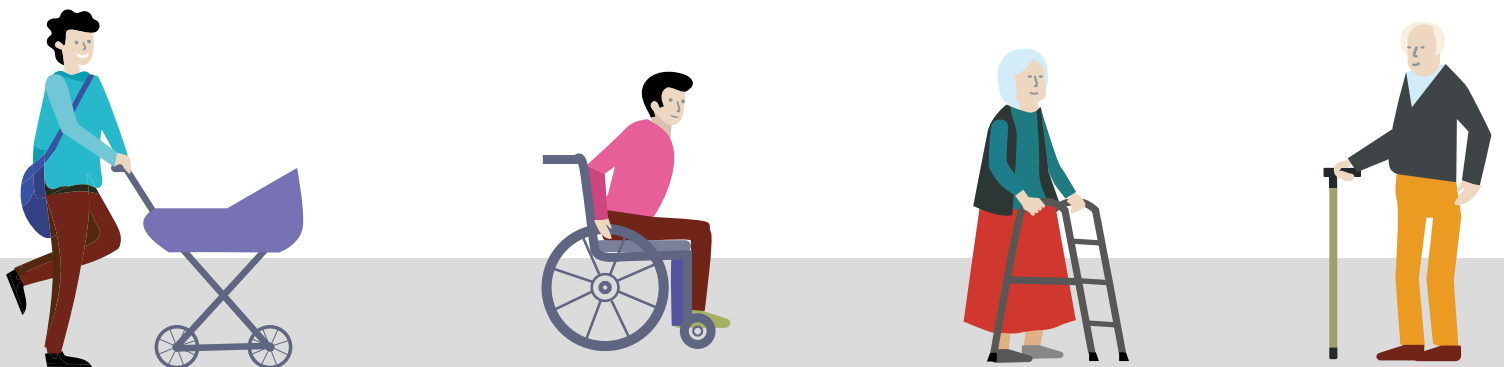


Healthy environment

Road transport is responsible for around a fifth (21%) of the UK's total greenhouse gas emissions. This is greater in Salford at around one third. In Salford, approximately 77% of nitrogen oxide (NOx) emissions and 89% fine particulate (PM10) emissions arise from road transport. Across GM, these figures are 65% and 79%, respectively.

As one third of the city's emissions are attributable to transport, promoting and enabling active travel for commuting and short journeys such as the school run or the shops will be a crucial part of reaching net zero, and building back a better, greener, fairer Salford. Eating healthily and being more physically active does help improve wellbeing and Salford has over 60 parks and green spaces to explore.

The Local Plan for Salford is under consideration by the Planning Inspector prior to being adopted in due course. The health impact assessment and community impact assessments were undertaken in 2020-21. Further work between planning and public health will design the approach for health and inequality impact assessments.



Ways to help reduce your carbon footprint:

The amount of CO₂ each person releases into the atmosphere is known as their 'carbon footprint'. You can use this World Wildlife Fund tool to **[get an estimate of your carbon footprint](#)**.

Switch to a renewable energy supplier and save on your bills too!
[Use the Switch and Save tool to find out more](#).

Make changes to your home, like installing solar panels or improving your insulation.

Love food, hate waste! Cutting down your food waste can have a big impact on your carbon footprint. Visit the **[Love Food Hate Waste website](#)** for tips on how!

Change the way you travel to walk, cycle or use public transport more.

Cut down the amount of meat in your diet – going 'meat free' for just one day a week can make a big difference to your carbon footprint.

Switch lights off when you leave the room and unplug your electronic devices when they are not in use

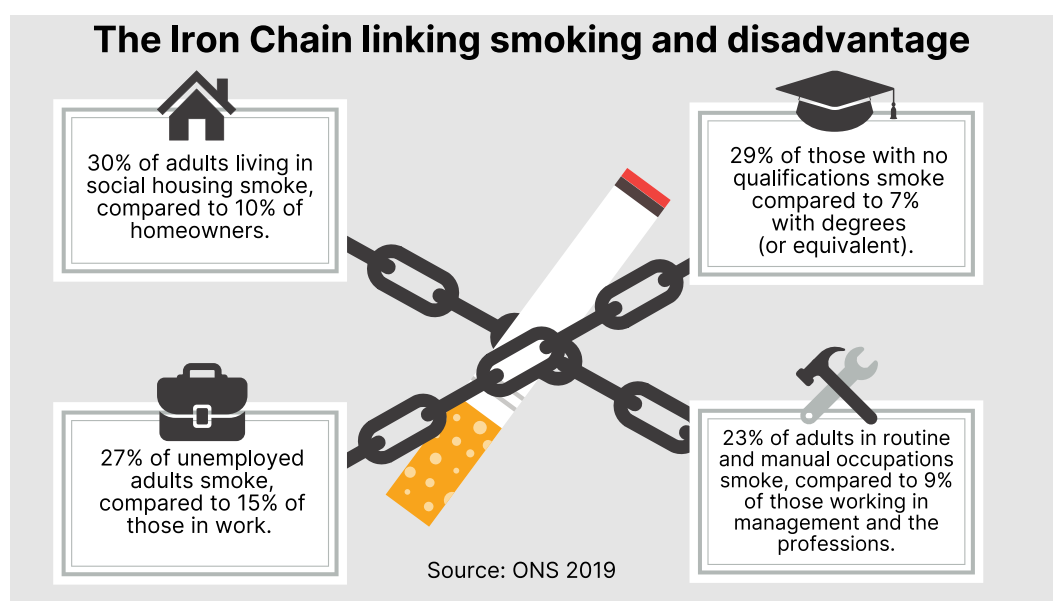


Smoke Free Salford

19% of adults in Salford smoke, equating to almost 40,000 people. This is the highest of any Greater Manchester locality, and second highest in the North West.

9% mothers in Salford continued to smoke to their time of delivery. It is well recognised that smoking in pregnancy is associated with a wide variety of adverse infant outcomes including miscarriage, still birth, reduced head circumference and infant mortality (may increase risk of infant death by 40%).

Figure 18: The Iron Chain – the links between smoking and disadvantage.

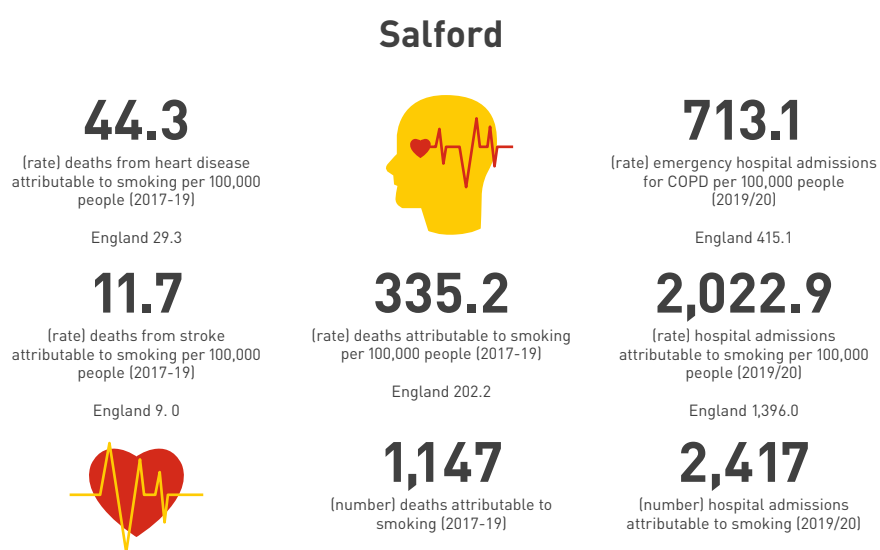


The most effective way to quit smoking is through a combination of behavioral support and stop smoking aids such as nicotine replacement therapy (NRT) or Varenicline (Champix). NRT is free for 12 weeks for anyone who lives or works in Salford or has a Salford GP.

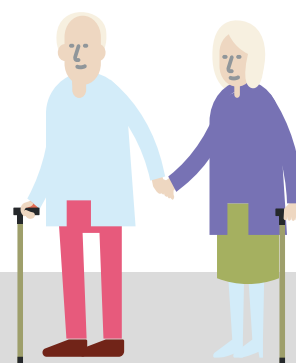
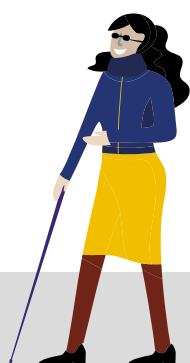
In 2021/22, we saw a significant rise in the number of people making quit attempts. During 2021/22, 683 people successfully achieved a 4-week quit, from 1,949 attempts. This equates to a quit rate of 35%, which is slightly lower than last year.

For free, confidential and local advice on healthy lifestyles, including help for giving up smoking visit [Salford's Health Improvement Connect](#).

Figure 19: The smoking-related burden of disease in Salford.



**In 2020/21, 683 people successfully
achieved a 4-week quit, from 1,949 attempts.**



The city-wide Tobacco Control Alliance is being re-established and builds on strong community delivery for stopping smoking, the CURE programme in hospital and further ambition for smoke-free settings in Salford.

Salford Trading Standards saw a significant increase in the sale of non-compliant disposable e-cigarettes in the past 12 months.

In the last year, officers from Salford City Council Trading Standards have made 13 seizures, removing more than 120,000 non-compliant e-cigarettes from businesses in the city, with an estimated retail value of over £1.2 million.

As well as being in breach of safety regulations, the council found many products to be counterfeit.

Trading Standards are responsible for enforcing product safety legislation, and officers have been inspecting and providing advice to city producers, importers, distributors, and retail businesses to ensure that business owners comply with their legal obligations.

The work includes ensuring that e-cigarettes and e-liquids are correctly notified to and published by the Medicines and Healthcare products Regulatory Agency (MHRA) before being offered for sale. In addition, a public health programme of test purchasing monitors underage sales of tobacco and vape products.

Salford City Council Trading Standards has seized more than 77,000 illegal vaping devices in a single raid.

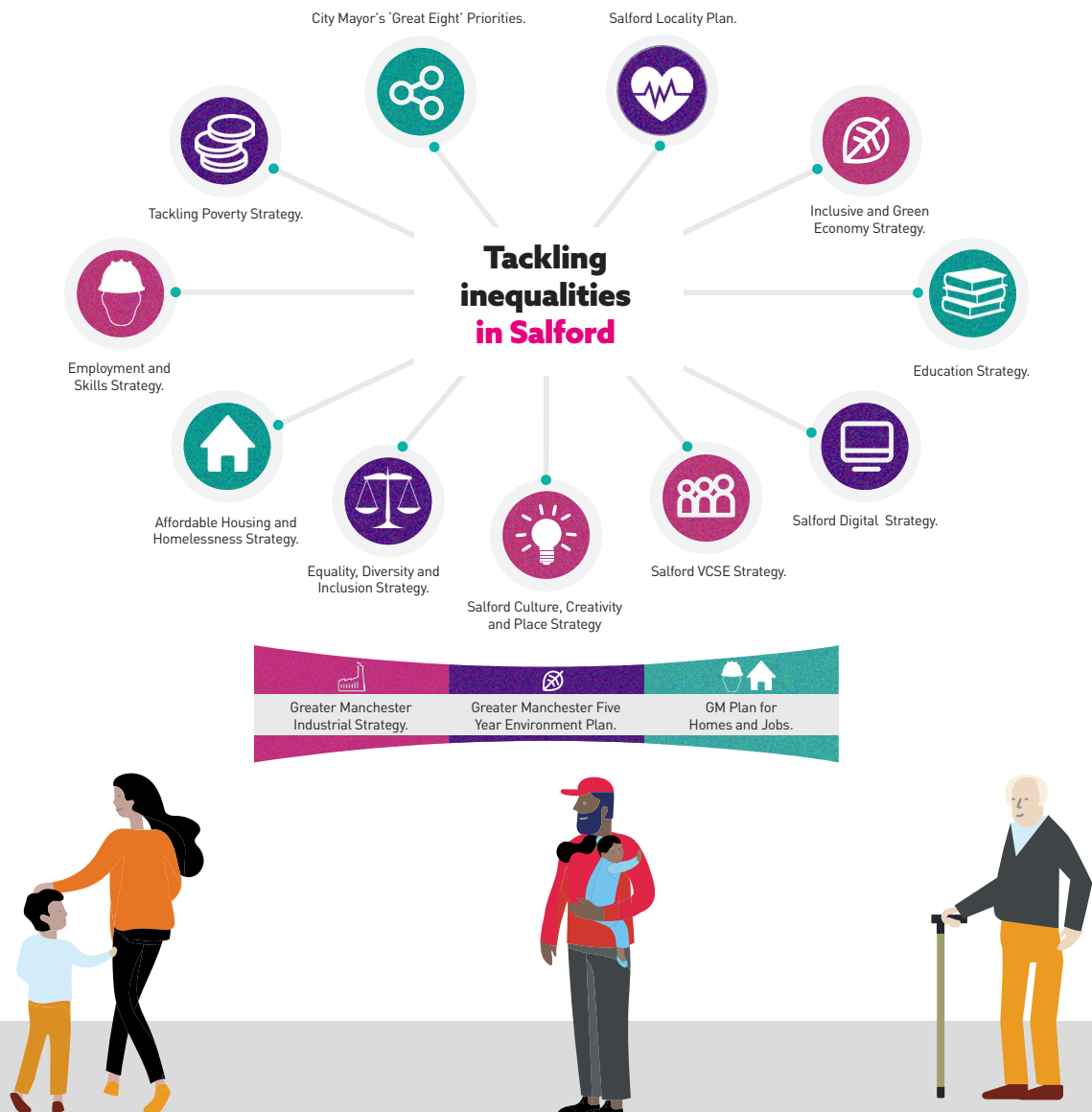


Photos: Record seizure of illegal vape products that are a threat to health, September 2022.

Tackling Health Inequalities together

On 30 June 2021, Sir Michael Marmot published a new report on the impact of the COVID-19 pandemic in Greater Manchester. **Build Back Fairer in Greater Manchester** was commissioned by the Greater Manchester Health and Social Care Partnership and highlights the alarming impact of the COVID-19 pandemic on the city region, disproportionately affecting some of our poorest communities.

The report argues that government should reverse funding cuts of the last decade to provide Greater Manchester with the resources to implement ambitious recommendations for action across the social determinants of health. The report strongly aligns with Salford's approach to improving health and equality outcomes in the city through both implementation of the **Salford Locality Plan 2020-25** and **The Salford Way** for a Fairer, Greener, Healthier Salford.



Role of the council

The internal audit report for the council on Tackling Health Inequalities in 2020 demonstrated the unwavering focus of the city to tackling inequalities during the height of the pandemic. The audit provided assurance regarding the whole council approach to prevention and tackling inequalities.

The internal audit was reviewed in June 2022, and this gave 'High' assurance that the recommendations of the audit were being implemented. Overall, significant progress has been made in implementing the agreed action plan, and the risks associated with the process are now being managed to a much higher standard. The **Great Eight Priorities** were refreshed and launched in March 2022 and included specific reference to becoming a Marmot City. A 'Golden Thread' is now developing for how strategies, priorities and activities will help to reduce health inequalities for the people of Salford.

Figure 20: How Salford is working to reduce inequalities.



Role of Public Health

Public Health Engagement and Inclusion

The Public Health Engagement and Inclusion Team (also known as the PHEILs) are a relatively new team within the Public Health Service. The team was established during the COVID-19 pandemic to help deep dive into our underserved and yet unknown communities through targeted engagement. The members of the team are themselves diverse in experience, ethnicity and languages.

The team seeks to enable system change through insight gathering and empower communities to build networks and resilience. Ultimately, the PHEILs support the locality in improving access and experience of underserved communities to improve health and wellbeing and reduce inequalities.

Creating Stronger Networks

Upon engaging with underserved communities during the pandemic it was repeatedly highlighted that communities utilise WhatsApp messages to get information into the community. Based on this information the Public Health Engagement and Inclusion Team set up a community leaders WhatsApp group to disseminate Public Health Messages (initially COVID-19 related). This network has since been useful to spread awareness about other health, wellbeing, and wider information. Currently 30 Community leaders receive information and disseminate this to their communities.

COVID-19 showed us and made us see the gap in many different issues, including health inequalities. The Public Health Engagement and Inclusion Team from Salford Public Health supported our group massively to reduce the health inequalities in my community. In addition, the team helped us bring awareness about COVID and its health-related issues and translate and share information in different languages so everyone in my neighbourhood would understand.

This public health team takes our concerns on board and creates action for real change. As a result, we feel valued, and our work is appreciated and given credit.

With their input, we personally vaccinated over 350 people, provided over 2000 testing kits, and supplied more than 5000 face masks. The actual numbers, as these are approximate, are likely to be much more. Simply put, the need for this team is so important to us.

Role of Partners in Salford

- The Spirit of Salford Community Awards celebrate the great work of the individuals and community groups who do so much to make Salford the great city it is
- Salford CVS continue to facilitate the range of VOCAL thematic forums which bring together voluntary organisations, community groups and social enterprises in Salford to develop strategic priorities and collaborative working
- The Third Sector Fund has awarded grants to distribute £5 million over the period of 2020-25 to help VCSE organisations across all parts of the city to address some of the key health priorities in Salford
- The Crowdfund Salford scheme successfully funded outcomes-based projects initiated by a number of local community organisations, including Salford City Radio and Foundation 92
- Partners across Salford recognise and support frontline workers in a variety of ways, from being proud real Living Wage Employers to delivering a range of training courses
- An extensive range of training sessions continue to be offered by Salford CVS to frontline staff and volunteers to learn new skills and enhance their CV
- Salford Community Leisure continue to pass on their expertise through delivering training courses with highly qualified tutors, specialising in first aid training and the National Pool Lifeguard Qualification (NPLQ)
- During 2021, Healthwatch Salford worked together with the Northern Care Alliance to produce a toolkit aimed at helping health and wellbeing support groups in Salford, Bury, Rochdale and Oldham to mobilise their meetings in the virtual world online
- Salford Community Leisure successfully opened a new youth space (in partnership with Walkden Town Centre, Salford Youth Service and Maverick Stars Trusts) giving children and young people access to positive activities in a safe environment as well as helping to tackle health inequalities by providing specialist support through exercise to over 1,200 people with a multitude of long-term health conditions
- The Public Health Community Champions programme awarded funding to community organisations that have been worst hit by COVID-19. The projects aimed to identify and address barriers that prevent people accessing health and wellbeing services including COVID-19 vaccinations. The champions gathered insights that were fed back to health and care partners.

Partners in Salford, for a fairer, greener and healthier city

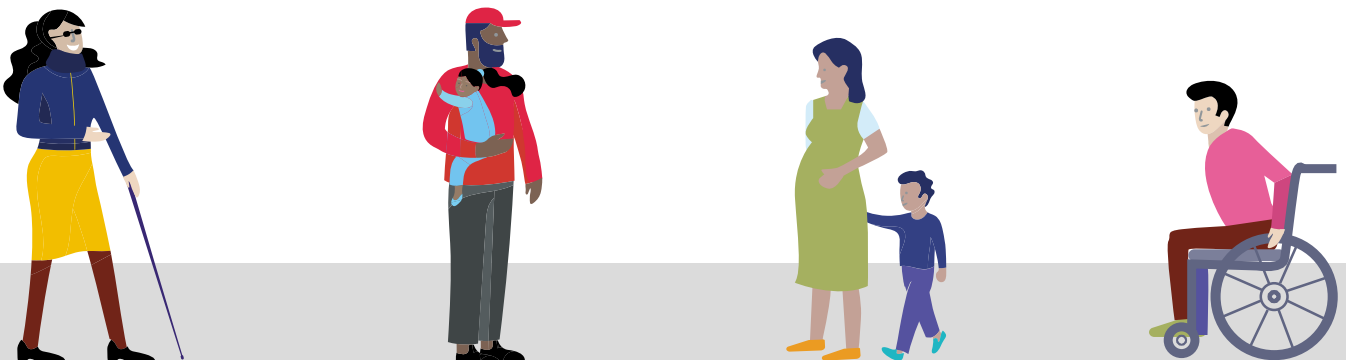


What will you pledge to do?

As we head into 2023, you may want to revisit some of the Locality Plan pledges that will help you with your own commitment to your health and wellbeing. Some examples of pledges you may take up are as follows:

- I will drink less and use the [online resources](#) available to help me
- I will keep learning and take/sign up for a course on [Salford Learning City](#)
- I will use the [Active 10](#) app to incorporate 10-minute bursts of brisk walking into my daily life
- I will shift from [‘Couch to 5k’](#) and download the app to help me
- I will [know my numbers](#) and go and get my blood pressure checked
- I will go for my flu jab/COVID-19 jab/childhood immunisations when called to protect myself and my family
- I will stop smoking using the [NHS smokefree](#) app for 4 weeks, meaning I am 5 times more likely to quit for good with this expert support
- I will go for my cancer screening appointments when I’m invited so that I am [‘Clear on Cancer’](#)
- As a family we will make healthy home cooked meals for less using apps (such as [Change4life](#) and [Easy Meals](#)) that are available to help us
- I will take control of my day-to-day stress and anxiety using simple techniques using the [Thrive](#) app
- I will take up a [free local health check](#) to help me look after my health and lifestyle and reduce my lung and heart disease risk
- I will take up the invite for the [NHS Health Check](#) so that early signs of developing heart disease, stroke, diabetes and other chronic conditions can be spotted
- I will use [‘Better off in Salford’](#) to find local services, advice and support in Salford for benefits and money matters.
- I will find tips and sources of help with the [cost of living in Salford](#).
- I will find out more about community cooperatives and I will join my local credit union – [Salford Credit Union](#).

- As an organisation, we will work towards achieving the **Workplace Wellbeing Charter**
- As a school we will introduce the **Daily Mile**
- I will replace short car journeys with **walking or cycling** at least once a week
- I will make use of the top tips for '**Stay Well**' and '**Better Health**' campaigns promoted during the year
- I will make use of the top tips for recycling, housing and health as promoted on the **main council website** and **Spirit of Salford**
- I will explore **volunteering opportunities** to contribute to my local community
- I will make better use of **local green space** and parks and gardens to help improve my overall wellbeing
- I will look after myself as I get older, by incorporating exercise into my week to keep me strong and making sure I stay connected to my community in **Age Friendly Salford**.



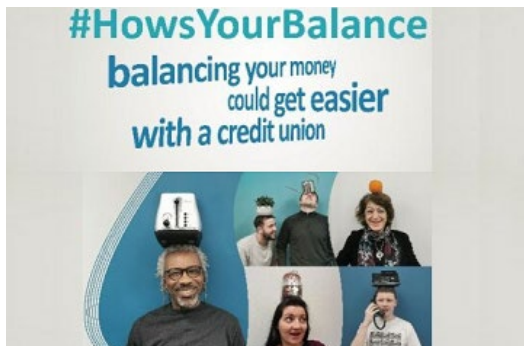
Inspiring stories

Salford Credit Union

We provided a new loan product during the COVID-19 pandemic which has now helped hundreds of people – the Salford Family Loan. This is a loan up to £500; members get their Child Benefit transferred to the Credit Union and then we deduct the loan repayment and the savings element (at least £1/week) before sending the remainder of the benefit back on the normal benefits day. These smaller loans have helped people budget and cope with unexpected emergencies as well as encouraged people to start saving, often for the first time.

If you need to borrow more, you can Top Up your Family Loan when you have repaid a third of your original loan without any problems. If you had a £500 loan this means you will be able to top up when your balance is below £335.

Salford Family Loan – Salford Credit Union



Salford Debt Advice Service

The team of specialist debt advisors in the council are supporting residents ranging from telephone advice to complex casework, advocacy and court representation. After a 60% increase in demand during the first lockdown, the service secured significant additional investment from Public Health to increase help available to vulnerable residents – advisers in the team offer specialist services for clients in GP surgeries, Children's Services and families affected by the benefit cap.

Advice is open to everyone living in Salford and Council employees, but strong relationships with partners mean 70% of referrals come from professionals in health, social care, homelessness services and Registered Providers, helping the most vulnerable residents in the city. The team have helped 591 Salford households with debt casework in 2021. Of these, 150 clients had gains worth £300,000 in total, including 88 grants providing direct emergency help.

The team has more recently embraced use of the new statutory Breathing Space scheme which gives respite from debt, using this to achieve a range of positive outcomes and to prevent enforcement escalating for clients helping them to stay in their own homes.



Clients score their mental wellbeing before and after help and on average they are reporting an improvement by 6.5 points out of 10. Some of the client feedback has been: "Thank you so much it's been such a life saver, this has come at the right time, can't thank you enough"

"...feel more relaxed and in control. This last eighteen months has been so hard... not forgetting those like yourself who are trying their upmost to offer a service from your own home".

"I feel more confident about asking for help in the future".

"Shout out to [staff member] who worked to support the parents of a son with severe disability to resolve a complex Universal Credit issue. Carer mum had tried to deal with this for months without success causing a great deal of stress but has now secured £6,800 in unpaid Universal credit for the family."

"Client benefits stopped while in hospital, arrears in social housing and threat of home possession action. [staff member helped to apply for] Breathing Space giving 60 day hold and used this time to help clear rent arrears and couldn't be used as grounds for possession".

Debt advice • Salford City Council

Mind in Salford

Mind in Salford is an independent, user focused charity providing vital services to make a positive difference to the wellbeing and mental health of local people. We provide welfare rights and debt advice for people in Salford who are over 18; are Salford residents or registered with a Salford GP; and who have a mental health condition. Our advice is free, independent, impartial and confidential.

Welfare Rights and Debt Advice – Mind In Salford



Physical activity

'Moving in Salford – A Framework for Physical Activity' has undergone further development based on an extensive period of insight gathering and engagement. The aim of '**Moving in Salford**' is to address the high levels of inactivity across the city and to encourage everyone to be more active.

Claire (not her real name) is a lady who suffered a mini stroke which left her with some left sided weakness. She wanted to try to become more active which would also help with her mobility, so she booked herself onto the Friday morning bike rides offered by Salford Health Improvement Service. Claire had not ridden a bike for several years and was quite nervous. Lots of encouragement was given and she was soon off on her own. Due to her left sided weakness and balance issues, we were able to provide her with a Wheels for All three-wheeler bike from one of our partners. By the end of her first session Claire was very pleased and happy with what she had achieved. Claire continues to attend the bike rides on a regular basis.

Cornelius *"I started my wellness journey in 2016, as part of a 3-month program set up between **Salford GP's and Salford Community Leisure**. I weighed in at 17.5 stone and was totally unfit. Those first three months did not go too well, my mindset was negative, until I was introduced to other members, and more importantly, encouraged to exercise on the equipment more efficiently. This encouragement gave me the confidence I needed to progress. My weight was slowly coming down, and my fitness levels increased. I was invited onto the Spin bikes, and soon I was hooked. At this point my confidence was blossoming, and I joined other classes such as Body Pump, Hit step, Kettle bell, and my favourite class, Pilates. In 2019, and at a healthier weight of 13.6, after many years of putting it off, I learnt how to swim, with SCL's adult classes".*

Figure 21: Benefits of physical activity.



Better Health and Wellbeing for the Yemeni Ladies Group

The Yemeni Ladies Group had around 12 ladies attending ESOL classes, most of whom had only been in the UK for less than a year and some of them as little as two months. The Health Improvement Service offered to run the Weigh Ahead, Healthy Eating programme with them, and their English teacher was delighted to help. The 5-week Healthy Eating programme took place each week after their English class. The ladies really enjoyed it and learnt some really important tips along the journey.

After finishing that course, they went on to establish a ladies-only relaxation group. This was made available for them to promote greater participation as due to cultural and religious sensitivities, the group preferred ladies-only sessions. They were also offered weekly ladies-only walks at a nearby park which have continued. The location and time were chosen to allow school mums to be able to walk to after they drop off their children to school. This has also allowed them to learn basic English communication alongside walking to gain health benefits.

More recently, ladies-only wellbeing/book reading/keeping well sessions have also taken place; again, at a location where the ladies can easily access these sessions. They learn to read simple children's books as well as talk about health and mental wellbeing.

Feedback from one of the participants:

"I started your healthy eating programme without much expectation; however, I'm amazed at how it was such an eye opener. It has made me look at my grocery shopping in a very different way... I also feel much brighter in my mood and feel my depression is lifting a little. Looking forward to joining other health improvement activities soon."



The Yemeni community in Eccles, whilst small, with around 800 families, stretches back to the 1940s, making them one of the first Muslim immigrant communities in the area.

Photographs from [Yemeni Roots, Salford Lives arts and heritage project](#) (2012).

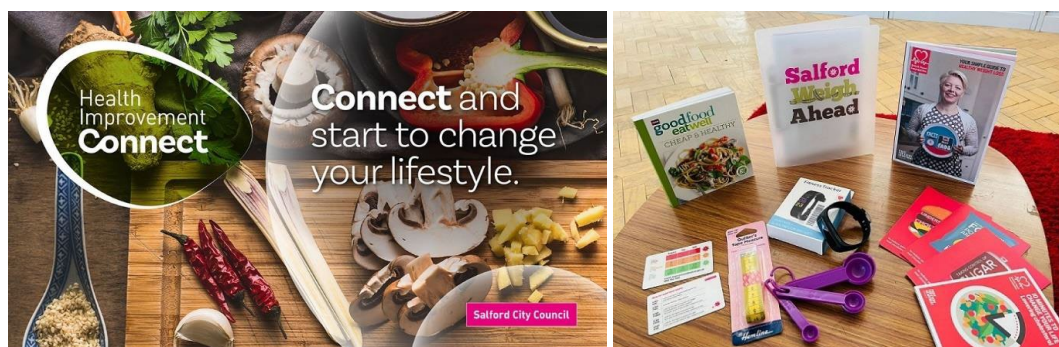
Healthy Eating

The idea behind the Health Improvement 'Cooking on a budget' course is to be able to cook a meal for four from scratch for under £5 and, wherever possible, using tinned foods.

One of the clients was a 60-year-old widowed man with a long military background. Having spent many years in the Army and then being married, he had never learnt to cook for himself. Sadly, his wife died in 2020 and since then he has lived alone and has mostly eaten microwave meals or convenience foods.

Throughout the 5-week course he actively engaged in the sessions, asking questions, enquiring about the different ingredients, helping to prepare food and even chopped an onion for the first time.

All the group helped to prepare and cook each recipe, which they then sat down to eat together before cleaning all the used areas. Clients were then given the recipe to take home so they could cook at home.



Keeping Well course

Feedback from participants from one of the Keeping Well courses:

"The course content was good and wide ranging – it's an individual thing to embrace what has been presented and move forward"

"We've all got funny little quirky ways, it's part of life & you. It's reassuring to know that it's not just me"

"It makes you think, your life can go into a rut. Coming on this course helps you to think about what you can change."

"It's helped me to push myself to do more on my own, to do it before I think that I can't".

"To notice that its ok to sit back, to take a breath before I decide what to do. Its ok not to do everything that you're asked to do".

How it's making a difference

"I can't believe I've been so scared about using Google. In the past, I've never found exactly what I was looking for and I was worried that I might press the wrong thing. With this week's session on how to do a good Google search I feel much more confident I can find what I want."

My mother was diagnosed with dementia, I have been able to explore some really interesting things with her through these conversations such as her interest in singing. We recently had a conversation about soup and I encouraged her to make some soup with me. Her confidence has really grown since we've been having these conversations. It's given me the confidence to talk more.

Wellbeing Conversations training participant

I saw the brew and chat flyer in the gateway took note of the start date and attended the session. I have made new friends and the sharing of information has been very beneficial to me especially the information about how to claim the £150 pounds energy voucher.

Brew and Chat participant

"I had no confidence before I rarely left the house, I'm busy and this is new and good. I have a purpose and helping people and seeing them get confident makes me feel needed."

Wellbeing Volunteer

"I had recently been referred to a specialist because... they thought I had dementia. When I went, they told me it wasn't dementia but I had severe anxiety and depression... I've been for another follow up this morning and... you know we fill out those polls at the end of each session? Well, I do the same after every meeting with this specialist and my numbers... they've gone well down. I told him about this volunteering and he said, 'well keep doing it cos it's clearly helping.'"

A week later, the same person in a Zoom session:

"I suffer from COPD and I need to use two blue and two red inhalers each month. Well, this month I've only had to use one of each. I went to the doctors yesterday and apparently... Because I'm chatting more now in these sessions and I'm sitting up right at my table, I am using my lungs more, like exercise, so I need to use my inhaler less!"

Tech & Tea participant then volunteer

"Walk and talk saved my life, having that wellbeing conversation with the development worker made me think about me".

"That's another thing I didn't know until coming here on the course – the NHS has a website for everyone to use. That's so useful to help have a better understanding of things for my own health and others."

Tech & Tea participant

"I've missed some job centre appointments because I've been struggling to access my journal online, but now I've been able to get into it and know what to look for. It's beginning to click now, like when I come across hurdles, I'm able to think about getting around them, rather than panicking and walking away. I'm going to look into getting a smartphone now because I'm really keen to keep going with learning how to use technology."

Tech & Tea participant

"When you first suggested writing a song together I didn't hold out much hope, but look at what we've achieved.... this is better than any anti-depressants."

Friendly Friday participant

Find out more

Stay connected and active

You can [join groups and activities from Salford Health Improvement Service](#).

Salford Community Leisure has gyms, swimming pools and exercise classes. You can find [activities in leisure centres, libraries and community centres](#) near you.

Live Well in Salford

You can find a range of [activities and community support from Salford Council for Voluntary Services](#).

You can get advice and treatment from the [NHS website](#) or call 111. Your local pharmacist can help you with minor illnesses and advice about your medicines.

Ageing Well in Salford

You can find activities and community support for older people in Salford from partners working together in the [Age Friendly Salford](#).

The best start for children and families in Salford

[Salford Family hubs](#) offer services and support for families from different agencies including Antenatal, Child Health, Early Help, Play Sessions, and Parenting support.

You can find out more about [Early Help for Families in Salford](#) for the full range of services and information on offer to you.



Financial resilience

Salford Family Loans are affordable loans from Salford Credit Union and can help you put away a little every month towards becoming financially independent.

You can join **Salford Credit Union** if you live or work in Salford or nearby areas of Manchester, or if you are a member of Unison or Unite the Union, North West Region.

For the range of support on offer, you can use the digital directory from Salford City Council **<http://www.salford.gov.uk/costofliving>** and this is regularly updated.

Mental health

It's normal to feel stressed, anxious, and even depressed in times of change and particularly with the cost-of-living crisis following closely on the COVID-19 pandemic.

If you need more help, call Greater Manchester Mental Health on **0800 953 0285** for free at any time or visit the **GMMH support website** for details of local support.

Kooth is an online, free service, offering emotional and mental health support for children and young people aged 11 to 24. It is available up to 10pm every day. Visit **their website** to find out more.



