

Public Health Annual Report for Salford

2019-20



Foreword by City Mayor

This has been a year of unprecedented challenge and change. Yet, as more things change, the more we must ensure we use the opportunity to create a shared future for a better and fairer Salford.

When I was elected as City Mayor in 2016, I set out the priorities that have been important for a long time and continue to be. My priorities include:

- Tackling poverty and inequality – action to make things better for the many households and residents struggling to make-ends-meet, and to prevent people from falling into poverty in the first place.
- Education and skills – Developing skills and a strong education offer, with real career progression and opportunities to develop skills and talents.
- Health and social care – Working with our partners to improve health and wellbeing.
- Development – Investment that provides jobs locally with decent wages and terms and conditions of employment.
- Housing – Tackling soaring rents and a lack of affordable housing, whilst also improving housing standards.
- Transport – Connecting affordable transport with jobs and skills, promoting connectivity and mobility within the city through integrated public transport and active travel.
- A transparent effective organisation – Delivering effective and efficient council services.
- Social impact – Using social value to make the most difference in Salford.

These are our Great Eight priorities because they require everyone to collaborate and work together across sectors to improve the lives, life chances and achievements of the people of Salford. Our overarching priority is to protect the people of Salford and the lives of vulnerable members of our community, whilst also delivering excellent services in our City. While we face the current challenge of COVID-19, other great



challenges remain following a decade of austerity measures. COVID-19 has had a differential impact on residents; for example, the impact on the different age groups, gender, ethnicity, faith and disability. We know that many people are disadvantaged by many factors at the same time; for example, employment, poverty, homelessness, medical conditions, and which also affect their mental wellbeing.

In many ways these are community challenges, political challenges and public health challenges and they affect the wider determinants of health. Salford saw an overwhelming community response to the coronavirus pandemic, which continues in earnest to this day - with thousands hearing the City's call for volunteers and donations through the 'Spirit of Salford Network' and residents, neighbours and communities doing what they do best in our City and looking out for each other. I would like to acknowledge the way communities have come together and the work of our public health team alongside the civic, business and community and voluntary sector leaders. They have worked tirelessly to respond to the outbreaks and to put in place COVID-secure measures; while keeping track of the virus in Salford so that people who think they may have the virus are supported to stay at home.

In fact, COVID-19 is not just a public health emergency. It has disrupted how we all go about our daily lives and our society and economy, with the most severe effects impacting those who already face systemic barriers, poverty or underlying health conditions within our City. Little did we know when producing the Salford Locality Plan 2020-25 that the priorities we highlighted would become even more important to us as we live with COVID-19 and hopefully recover from it in the near future.

We need tangible strategies, not just at a local level but nationally, in order to aid action, whilst also tackling the wider determinants of our health and wellbeing. I have been saying from the start of the pandemic that the government needs to entrust resources and control to local authorities to test, track and trace the spread of the virus. We understand our communities better at a local level and if devolution and localism is to mean anything it should demonstrably recognise this. We have the assets in the people and the place. It is with the determination of the people who live and work in Salford that we can continue our journey together.



Paul Dennett
City Mayor

A handwritten signature in black ink, reading 'P. Dennett'.

Introduction by Director of Public Health



Now is Salford's time to act on health inequalities.

At first everyone saw COVID-19 as an indiscriminate virus. We thought we would all be equally affected, because we are all equally non-immune.

Now it is clear some people are at much higher risk. Whether it is age, social disadvantage or ethnicity, some communities are feeling the impact of coronavirus more than others.

COVID-19 has exposed some of the historical barriers that people face, and it has directly and indirectly affected people's experiences of health inequalities. This has highlighted the vulnerabilities of older people and care home residents, frontline key workers and volunteers, black and ethnic minority staff and communities, and the impact of poverty on families, young people and children from years of austerity.

In a more positive sense, COVID-19 has forced local services to respond together as a whole system alongside our local communities. We have connected in new and different ways. We have come together quickly, and we can continue to do so as our new normal. For our workplaces, schools and public spaces to be COVID-19 secure, it requires the whole community effort. Everyone using a service or accessing a location is meant to look out for each other and follow the sensible guidance that is in place. To keep businesses open and to do this safely, we must also focus on households and social interactions to be COVID-19 secure. This includes practising bubbles and social distancing at all times; in work, in school and when out and about in the community.

We have a collective and individual responsibility to protect our most vulnerable older people and those with a health condition or disability.

The way we have responded to the virus has shown that we can achieve our ambition for a better and fairer Salford.

Dr Muna Abdel Aziz

Director of Public Health for Salford

Background

The annual report looks at the current situation in the city with the first section covering our response to COVID-19 and the second and third sections reviewing the previous Locality Plan and progress on the next Locality Plan and associated priorities for the next five years.

The report includes data up to and including the week ending Friday 17 July 2020.

Alert levels for COVID 19

The Joint Biosecurity Centre has recommended that the current COVID-19 alert level is Level 3 (epidemic is in general circulation). This considers the numbers of new cases, admissions and deaths.

The virus is still in general circulation, and localised outbreaks are likely to occur. It does not mean that the pandemic is over, and it is important that everyone takes personal responsibility to reduce risk. While the general alert level dropped to three, it cannot realistically drop to two in the near future.

Not only can it go up again to four or five in a second wave, we also know we will continue to manage the risk of local outbreaks and spikes. That is why we are monitoring the daily numbers of cases, admissions, deaths and other severe consequences of the infection.

Coronavirus alert levels in Salford

Stage of outbreak		Measures in place
Risk of healthcare services being overwhelmed	5	Lockdown begins
Transmission is high or rising exponentially	4	Social distancing continues
> Virus is in general circulation <	3	Gradual relaxation of restrictions
Number of cases and transmission is low	2	Minimal social distancing, enhanced tracing
COVID-19 no longer present in UK	1	Routine international monitoring

Impact of COVID-19 in Salford

Phase one of the pandemic predominantly affected older people with very early outbreaks in vulnerable care homes and extra care settings in Salford. In phase two of the pandemic, we are now seeing household and community transmission as the national lockdown continues to be eased. We have been monitoring a number of indicators locally each day to identify areas of concern. Going forward, we are more likely to have community outbreaks from social interactions which then spread via workplaces.

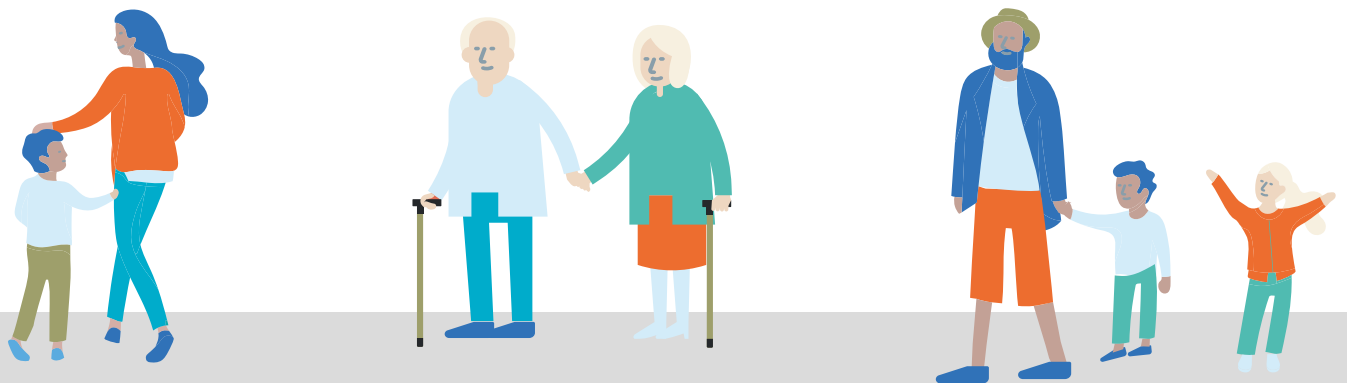
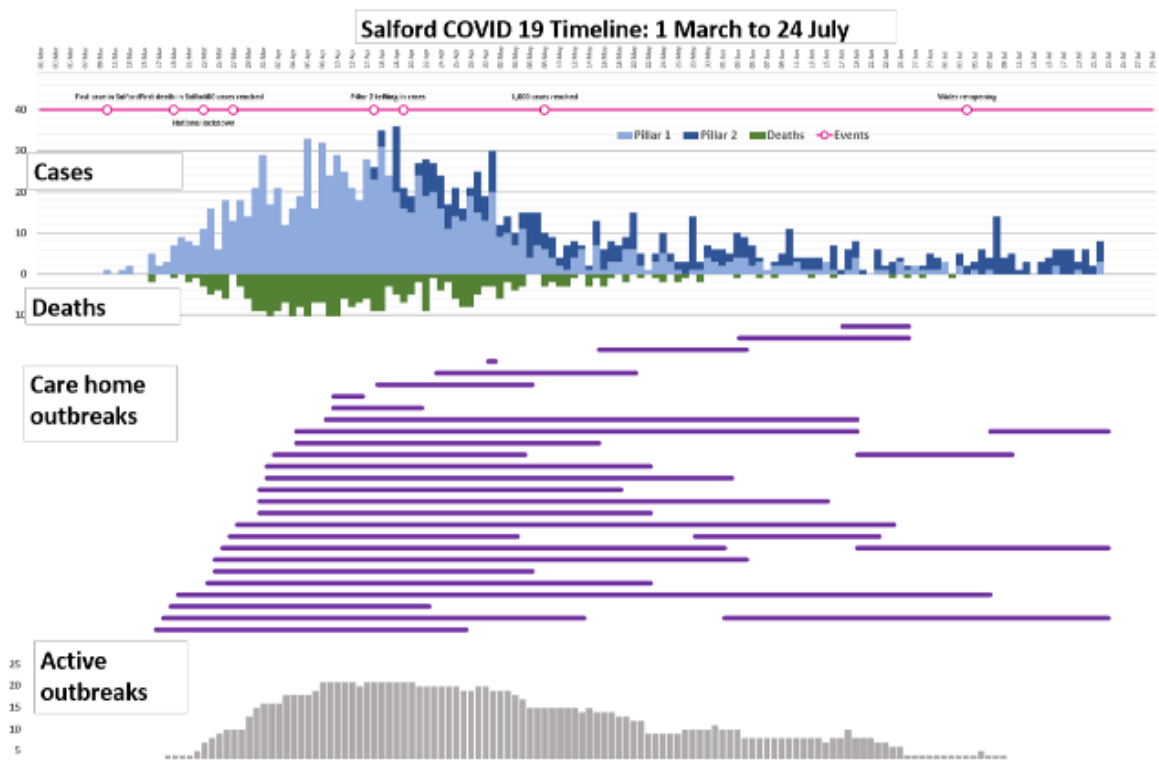
Following the easing of lockdown, a number of new positive cases were identified which reflected increased community transmission within particular households. We have identified those individuals linked to care homes and schools, and those cases in the community related to particular settings. Cases and contacts have been advised to self-isolate. This is in addition to social and household transmission - which is why it is vital that anyone who is unwell self-isolates immediately until a test result is obtained.

We have been aware for some time that Salford outbreaks started early in the pandemic. This means that the cumulative Salford figures benchmark highly, even while the more recent data shows a reduction. According to the latest ONS data (to 3 July), Salford ranked 27 highest in England and Wales for the total number of COVID-19 related deaths, with 318 total deaths involving COVID in Salford. Overall, 132 (42%) occurred in care homes, 171 (54%) in hospital, 13 (4%) occurred at home and 2 (0.6%) in a hospice.

By July 2020, the daily average number of COVID-19 deaths in Salford remained significantly under one. There have been days when no COVID-19 related deaths were reported. Over a six-week period there was no more than one care home death in a week (end of May). Overall care home deaths (from all causes) are the lowest they have been all year. The overall death rate in Salford from all causes is now below the average levels expected from the last five years (see section on excess deaths).

Source: www.salford.gov.uk/coviddataset

Excess deaths are measured beyond what we would expect, based on the five-year average 2015-2019. Cumulatively there have been 209 additional deaths beyond the average expected in Salford so far this year.



Salford's early response to COVID-19

The first global case of COVID-19 was declared from Wuhan, China on 31 December 2019. The Salford Public Health team began to understand and prepare to respond to the emerging threat of a potential pandemic from early January. Universities and other venues considered to be at high risk of being exposed to the virus were reviewed on 23 January 2020 and given advice. GP practices were also provided with up-to-date infection prevention and control guidance. The first two cases in England were identified in York on 31 January 2020.

As early as 1 February, information about COVID-19 was sent out to the Salford public via the various communication and social media channels, including school leads, and the voluntary, community and social enterprise sector. On 4 and 5 February, guidance was sent out to all schools, PPE requirements were reviewed with GP practices and the council website updated with appropriate links.

On 6 February the Salford Public Health team escalated regionally and nationally that there was a lack of PPE stock and requested access to the national pandemic stock. From mid-February, training was provided for health and social care staff across the system to put on and safely remove PPE. Training sessions have continued for PPE and guidance reviews.

A public health telephone advice and support line was set-up and managed 8.30am to 6pm, Mondays to Fridays. At first, this was for the health protection nurses to support care homes. Subsequently, the Public Health team managed a second helpline for members of the public and for services in Salford – this was later linked into the Spirit of Salford Helpline.

The first COVID-19 positive cases in Salford hospital were notified to public health on 18 and 19 March. Before community testing was initiated, we were using the hospital testing and we are confident there have not been mass transfers of patients from hospital to care homes without a test. This is because the very first cases in Salford came to hospital from care homes and we immediately put in place the infection control precautions – closing those care homes to visitors and admissions; and keeping them under daily review.

In conjunction with the NHS, every COVID positive admission was monitored to ensure that a risk assessment was carried out to keep all residents as safe as possible from COVID-19. On some occasions it was necessary to refuse an admission and find a more suitable placement.

The Public Health team supported care homes with COVID-19 outbreaks, calling them daily to discuss cases and offer advice and support. Similar support was given to extra care facilities. The team also sourced and coordinated emergency supplies PPE for staff.

National guidance was issued on 19 March 2020 to all hospitals in England to free up 25,000 beds. The Public Health team worked with Salford Royal to review every discharge to a care setting to reduce the risk of exposure to COVID-19 for both patients and residents of care settings. There was no requirement to test all patients being discharged from hospital into a care home until 15 April 2020, though some trusts were testing patients before that date.

The World Health Organisation declared COVID-19 a pandemic on 11 March 2020, with the UK going into lockdown on 23 March 2020. On 20 March 2020, the first COVID-19 related deaths were announced in Salford Royal. This was the first indication of an outbreak of COVID-19 with onset of symptoms on 17 March 2020 in the care home.

On 24 March 2020, Public Health reached agreement with Salford Royal to allocate a share of the local hospital testing to be undertaken in the community. At the time, there were only 180 tests available to the hospital each day due to limited lab capacity. We negotiated 20 tests a week to be undertaken in the community and this enabled us to test the first cases in care homes that became unwell to confirm the start of an outbreak. Subsequently all cases who became unwell were presumed COVID-19; and this was based on our finding that care home residents were becoming seriously unwell without a fever or cough.

Testing of residents in care homes commenced on 30 March and was carried out by Salford Care Home Practice. The care home practice is a unique asset in Salford as they look after almost all residents in care homes and the partnership with Public Health has been instrumental in managing the care home outbreaks.



Sourcing PPE

The national Supply Disruption Line is not currently open to local authorities. Salford's care homes and Integrated Care Organisation are able to use the national supply line direct.

Salford City Council has received a significant supply of PPE via the Greater Manchester Combined Authority. This supply was facilitated by MIDAS on behalf of all ten Greater Manchester authorities. MIDAS are working to secure future regular supplies, and Salford will continue to benefit from this collective arrangement.

As an example, Salford received the following PPE on 29 March - 33,000 individual face masks; 100,000 gloves; 36,000 aprons; 1,000 goggle frames; and 9,000 goggle lenses. A further supply of PPE was received on 3 April 2020 consisting of 16,667 aprons, 49,000 large gloves, 72,750 medium gloves, 28,000 small gloves, 2,000 overshoes, and 15,000 masks. These supplies were immediately distributed to care homes and other settings across the city.

We have also established a stock control process to manage the supply of PPE we do have in the city. Our priority has been to ensure we have provided advice, support, and where necessary, PPE, to our staff that are working with and / or caring for people who have confirmed or suspected COVID-19.

PPE will be an ongoing need throughout the current pandemic. We are in constant contact with our care homes, community care settings, voluntary community and social enterprise organisations, as well as our other front-line teams to understand their current need for advice, support, and where appropriate, PPE.

The Infection Control team within Public Health are also providing direct infection control advice and training to our health and care workforce, and to other front-line teams (for example refuse collection). The Public Health team are also providing training support on the safe and effective use of PPE.

Extra precautions in Salford

The Public Health team advised going over and above Public Health England (PHE) guidance. One area was in closing all care homes to visitors before lockdown and introducing the risk assessment for admissions and discharges to care homes. The other key area was the more stringent guidance on PPE in care homes and home care than national guidance at the time, and the third was local testing at the AJ Bell Stadium.

We are interpreting PHE guidance as it changes, such as the guidance for different workplace settings, distributing advice and guidance. The Public Health team are also leading on the receipt and distribution of the PPE, coordinating emergency drops and supplies for the city. At this time, we have healthy stock of PPE and making sure this is distributed to where most needed. Stock levels are assessed on a daily basis and we are monitoring the situation closely.

A summary of the work undertaken and whole system response to COVID-19 is contained within the Outbreak Management Plan which was published on 30 June 2020 and is provided as a supplementary reference for this report. As the COVID-19 situation evolves nationally and globally, so will our plans to prevent and reduce the spread in Salford.

<https://www.salford.gov.uk/covidplan>

Living with COVID

We are working closely with local businesses to support them in re-opening and operating with appropriate safety measures in place. We will also be continuing to support schools, staff and families to be ready for the start of the new school year. We are working with the University of Salford to ensure students are welcomed to our city and that they, like our residents, are aware how to protect themselves and others. We are working in partnership with Salford CVS to support local community groups, voluntary organisations, charities and social enterprises to reopen safely.

The public health team interprets the national PHE guidance and provides the specialist infection control and public health advice to settings across the city. Until we have a vaccine and/or treatment, living with COVID will involve managing cases, clusters and outbreaks as they arise in the city. This could be in a setting like a school or workplace; or within a particular community or area in the city.

In Salford, we have come across asymptomatic persons testing positive in settings with sustained transmission and outbreaks. The first asymptomatic cases came to our attention in June 2020, from the whole care home testing. This is valuable information as staff were advised to self-isolate along with their household and there have been no work-related contacts without PPE. As a precaution, we are treating such cases as a new outbreak. All the care homes in Salford have taken up this whole care home testing in June and July 2020.

COVID-19 hasn't gone away, although we have seen a reduction in cases due to lockdown. Cases will increase as lockdown continues to ease so we must remain cautious. The recent local restrictions to household visits in Greater Manchester were designed to reduce household and community transmission. Further restrictions, if needed, can adversely affect businesses and jobs. It is important that the people of Salford and Greater Manchester follow the guidelines as they are eased or tightened; and to continue to keep their distance from anyone not in their household or in their bubble at work or school.



The guidance and rules regarding COVID-19 can, and will, change over time. Follow the latest guidance when visiting friends and relatives who are vulnerable due to age or health conditions (especially those who are clinically extremely vulnerable). The main principles are that:

- If you have been able to form a support bubble you can continue to have close contact as if you live with the other people in the bubble. Support bubbles should be exclusive; you should not change who is in your bubble or have close contact with anyone else you do not live with. This is critical to keeping you, and your family and friends, safe.
- Your support bubble can be closer than two metres from each other. This means you can have closer contact with those in your support bubble, which should help provide additional support if you need it. You should maintain social distancing with other individuals or households.
- If you or someone in your bubble or your intended visitors are showing COVID-19 symptoms, or otherwise self-isolating, they should stay home. If you or a member of your support bubble or a visitor is contacted as part of the test and trace programme, the person contacted must stay at home. If they then become symptomatic, everyone in the support bubble or who has been in contact with them must isolate for 14 days.

Under local restrictions and during an outbreak, care homes, extra care and supported living settings may be closed to visitors. You should follow the risk assessment for the setting that applies to residents, tenants, staff and visitors.



Advice for the faith sector and ethnic minority groups

Public health advice for the faith sector was produced for Salford and Greater Manchester on a range of topics like individual and congregation worship, and the multifaith guidance for the management of deaths and funerals. Local groups were supported to ensure sufficient supplies of the personal protective equipment that they need. For religious festivals like Passover and Ramadan, extra support was offered for food deliveries and vouchers where needed. Salford CVS re-purposed some of their Third Sector Fund grants to support the Yemeni community, Orthodox Jewish communities, and other BAME-led community groups.

Communities in Greater Manchester have been working together to establish communications to help follow the national guidelines across the Orthodox Jewish community and the network of mosques. This included weekly adverts in one of the most read Jewish Newspapers and through a telephone helpline run by a Jewish community scheme. Contact was made with the Muslim community early in the outbreak to understand their needs.

Some frontline workers and volunteers are at higher risk because their job role involves working with suspected or confirmed cases of COVID-19 and those who are from a black or minority ethnic background. People who continue to smoke or have high or poorly controlled blood pressure, or with a long-term condition are also at higher risk.

Partners from across the city's health and care system have come together to protect and safeguard all their workforce, including BAME workers. We have introduced a programme of COVID risk assessments and health checks for staff and volunteers. These help people to reduce the risk of severe complications of the virus supported by free help to stop smoking, losing weight and being more active. For more information and to access the different services, you can contact the Spirit of Salford helpline – details follow on next page. This programme is also being run across the voluntary, community and social enterprise sector supported by Salford CVS.



Advice for workplaces and schools

Businesses have been provided five steps to working safely which outlines the practical actions for businesses to take, including the arrangements if someone is unwell. National sector specific guidance is [available here](#).

Schools and other education settings have risk assessments in place for the staff, children and young people, and the wider community. The concept of bubbles in school is now well established, and similarly the concept of bubbles has been adopted across workplaces as well.

Maintaining distinct groups or 'bubbles' that do not mix makes it quicker and easier in the event of a positive case to identify those who may need to self-isolate and together with social distancing, this also keeps the number of close contacts as small as possible. Shared travel to school or work can also be managed as a bubble as long as they are the same people in the work or school bubble.

In Salford there are local testing arrangements and schools are advised on steps to take should a staff member, pupil or other household member become unwell, including local testing.



How to protect yourself and others

The most common symptoms of COVID-19 are recent onset of any of the following:

A new continuous cough

A high temperature

A loss of, or change in, your normal sense of taste or smell (anosmia)

A well child or person feels 100% well, seems themselves and not displaying any changes in behaviour or their daily routines.

An unwell child or person could be a possible case of COVID-19.

Other symptoms we have seen include:

Vomiting, diarrhoea, sleeping more than usual, complaining of not feeling themselves, agitated, feeling cold, headache - anything that is not feeling themselves. For fevers, the NHS advice is to look for a high temperature – 'this means you feel hot to touch on your chest or back, you do not need to measure your temperature'.

The Spirit of Salford has been very strong across all our communities as we have pulled together to protect ourselves and others from the impact of COVID-19.

Please don't forget that the virus is still a threat. We can all play our part in saving lives and keeping ourselves and others safe. By being responsible and doing our bit, we can help to keep businesses open in Salford.

The most important thing you can do is to be prepared to cancel your plans at very short notice if you or someone in your household becomes unwell. We all understand that these are difficult times. Work, school, friends and family will all be grateful that you have cancelled your plans to protect them.

Testing for the coronavirus and identifying close contacts of positive cases

If you are unwell with any symptoms whatsoever that may be coronavirus, you can get tested for the virus straight away and you and your household must stay at home until you get a test result. Please do not leave your home, except to get tested, to help stop the spread of the virus. This way your whole household are doing their bit to protect others in case someone in the household has the virus. To get tested, you can [apply online](#) via nhs.uk or call NHS 119.

Alongside your result, you will be informed on what to do next. You will be contacted by the Test and Trace service if you test positive, and you will be asked where you've been recently and who you've been in close contact with. You can [supply this information](#) via nhs.uk or call NHS 119.

If anyone you live with, or anyone in your support bubble also develops symptoms, they should get tested as soon as possible too. For those people who test positive, they are advised to self-isolate strictly for at least ten days, or if they still have symptoms, then they should stay at home until 48 hours after their symptoms resolve.

All 'contacts' of positive cases are advised to self-isolate for 14 days to reduce the spread of coronavirus. A contact is classed as a person who has been in close contact with someone who has tested positive for coronavirus and who may or may not live with them. Contacts do not need a test unless they develop symptoms. A 'contact of a contact' does not need to self-isolate unless they or a household member becomes unwell.

It is important that you seek medical advice if your symptoms get worse. Please contact your GP or use the NHS 111 online coronavirus service for advice and support or call 111 if you are unable to get help online. In an emergency, call 999 and advise the operator that you have coronavirus symptoms.

Please follow the latest guidance to minimise the spread of infection

- Stay at home as much as you can
- Wash your hands thoroughly and regularly
- Keep a safe distance from others - two metres wherever possible
- Make sure that you follow guidance about meeting in groups
- Wear face coverings in shops, indoor venues, public transport and taxis.

Public Health are reminding everyone that tissues and masks should be disposed of carefully as they are an infection risk to others. Reusable cloth face coverings should preferably have two or three layers of cloth. Take spares with you as you go out and about and you should take them off if they become moist or damaged. After use, keep them in a closed plastic bag until you get home and you can wash them with your usual laundry.

The Spirit of Salford Helpline is here to help people who will be self-isolating in response to test and trace to provide the vital back up they need to stay home. You can contact the helpline on **0800 952 1000**.

It is open Monday to Friday 8.30am to 6pm and Saturday 9am to 1pm or you can complete the form at www.salford.gov.uk/spiritofsalford and someone will contact you.

From emergency food to practical support, from advice on mental health support and money worries to improving your digital skills to do more online, there's a wealth of help available.

The Spirit of Salford Network is a group of partners in Salford coming together to respond to the COVID-19 pandemic in support of the helpline. Partners include local organisations such as Salford City Council, NHS Salford, Salford Royal Foundation Trust, Salford CVS, social landlords and others; alongside hundreds of local volunteers.



Building back a better and fairer Salford

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 a fulfilling and productive adulthood, will be able to manage their health well into their older age and 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 and the gaps between communities will be narrower than they have ever been before.



At the most basic level, every resident of Salford deserves, and has a human right to, reliable access to food, water, housing, heating, an education, healthcare and opportunities for employment in safe environments. These factors are usually referred to as the social determinants of health with health defined by the World Health Organisation as “a state of complete physical, mental and social well-being and not merely the absence of disease or infirmity.”



Salford's Locality Plan

Salford is currently the 18th most deprived local authority area in England (out of 317) and remains the third most deprived locality in Greater Manchester as measured by the Index of Multiple Deprivation. There are 76,400 people (30.4%) who reside in a highly deprived area of Salford.

In 2016, Salford's Locality Plan articulated the vision for residents to improve their health and wellbeing. Partners committed to the life course approach for Starting Well, Living Well and Ageing Well, and more recently, have taken stock of progress on the selected outcomes.

In the last five years, the inequalities gap in life expectancy (between the most deprived 10% and most affluent 10%) has narrowed to 7.2 years for women and remains unchanged at 11.2 years for men (2015-17), though the gap is still too wide and unjustifiable.

Between 2015 and 2019, the greatest improvements have been in the health and the employment domains, relative to other local authorities. This is promising as it shows that improvements can be made in the short term. There remain challenges in the barriers to housing and services. While crime also shows a marked worsening between 2015 and 2019, this appears to be largely due to change in recording practices between the two time periods.



Source data: www.salford.gov.uk/lpdashboard

Salford's Locality Plan 2020-25

The Salford Locality Plan for 2020-2025 was published in July 2020 by the Health and Wellbeing Board partners. The plan confirms the vision that Salford is a place where everyone can enjoy the best opportunities that Salford has to offer. A further aim for strong and resilient communities was added.

It is a commitment to the residents of Salford that everyone will work together on the factors that improve health and wellbeing

Starting well - Children will have the best start in life and continue to develop well during their early years

Living Well - Citizens will achieve and maintain a sense of wellbeing by leading a healthy lifestyle supported by resilient communities

Aging Well - Older people will maintain wellbeing and can access high quality health and care, using it appropriately

Strong and Resilient communities - Salford place and communities will promote health and wellbeing

Start well.
Live well.
Age well.
OUR SALFORD

Vision

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 a fulfilling and productive adulthood, will be able to manage their health well into their older age and 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.

Our core outcomes

1. People will live longer and those years will be lived in good health (Increased healthy life expectancy for all)
2. The gap in life expectancy between the most and least deprived communities in the city will be reduced (inequalities index)



Starting well outcomes:

I am a child who is physically and emotionally healthy, feel safe and able to live life in a positive way

I am a young person who will achieve their potential in life, with great learning, and employment opportunities

I am as good a parent as I can be.



Living well outcomes:



I lead a happy, fulfilling and purposeful life, and I am able to manage the challenges that life gives me.

I am able to take care of my own health and wellbeing and I am supported to care for others when needed.

My lifestyle helps me to stop any long term condition or disability getting worse, and keeps the impact of this condition or disability from affecting my life.

Ageing well outcomes:

I am an older person who is looking after my health and delaying the need for care.

If I need it, I will be able to access high quality care and support.

I know that when I die, this will happen in the best possible circumstances.



Strong and resilient communities:



I feel safe and connected, and able to influence the decisions that affect me.

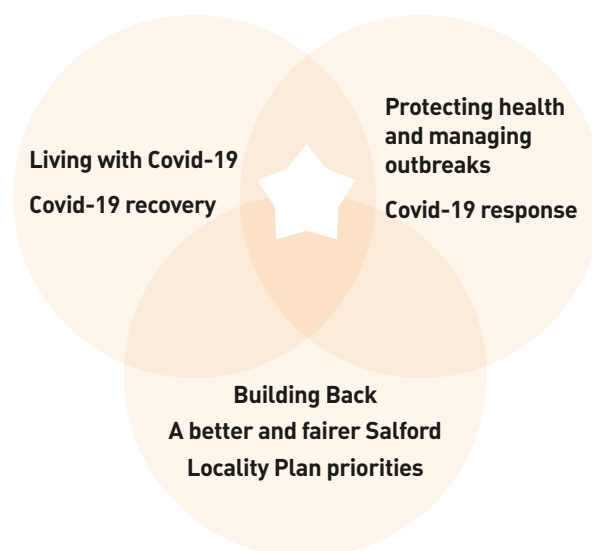
I feel supported to make healthy choices in the places where I live, work, volunteer or visit.

I have opportunities to contribute, and benefit from, a strong economy with quality local jobs.

Our priorities in the next two years

In addition to protecting and supporting the Salford community during the COVID-19 pandemic, Salford's Public Health team continues to work with organisations across the Salford city to reduce inequalities and provide the best quality of life possible for residents.

What are we planning for the next two years?



What drives us the most regarding the next 2 years?

Salford partners remain committed to our ambition to reverse trends in deprivation and better prevention through asset-based delivery in neighbourhoods which will help us deliver our core outcomes.

What has been the key learning in responding to COVID-19?

Our strong partnerships have enabled us to work as one system, and to set up the local services that Salford people need such as local testing facilities for COVID-19 and the Spirit of Salford helpline. The integrated health and care system in particular, helped to ensure care homes, staff and care workers are protected and supported.

Where will we have the most challenges?

The pandemic with loss of life, loss of jobs and the impact of the lockdown has resulted in exacerbation of the issues that have always been a priority for Salford. These include:

- Crime, domestic abuse, alcohol and substance misuse
- Mental health impacts
- Cancer prevention and treatment
- Respiratory illnesses: interactions of COVID-19 with smoking and seasonal flu
- Primary care capacity for secondary prevention

What presents the most startling opportunities?

Salford, like the rest of the Greater Manchester city region is committed to becoming a Marmot city, and to tackle the health inequalities that have been exposed and exacerbated by COVID-19. Up and down the country, there has been a huge community response for health inequalities, social disadvantage and BAME/Black Lives Matter. Salford was one of the first areas in the country to agree the common approach to protect health and tackle inequalities through risk assessments, health checks, long term condition and medication reviews.

Salford has a strong voluntary, community and social enterprise sector, so is well placed to unlock the social entrepreneurship and community business potential within communities in Salford. This will be especially important for our selected priorities for coproduction around child poverty, suicide prevention, loneliness and social isolation, and climate change.

How will we measure progress?

Success of the Locality Plan is measured by short, medium and longer-term outcomes and impacts. The plan also reflects the need to tackle the demographic, financial and clinical changes and challenges facing the city.

You can view the Salford Locality Plan 2020-25 in full on the [Partners in Salford](#) website.

