

# Public Health Annual Report for Salford

2020-21



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# Message from the Director of Public Health

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## Public Health is everybody's business

I am often asked **what is public health and what do you do as the Director of Public Health for Salford?** We've all heard that prevention is better than cure and even sometimes that public health is everyone's responsibility. So what does that really mean in practice?

There are standard ways to think about public health. The Faculty of Public Health definition is 'the science and art of promoting and protecting health and wellbeing, preventing ill-health and prolonging life with organised efforts of society'.

In the same way there's a standard way to think about health where the World Health Organisation defines health as 'a state of complete physical, mental, and social wellbeing and not merely the absence of disease or infirmity'.

But when you really think about those definitions you realise that health and public health are in fact the ideal state to which we all aspire. This is why public health can mean different things to different people depending on who you are, your role in society and in work, and what you are trying to achieve.

For me, public health is about our lives, our health and our future. That is why I feel it is much more helpful to think about why public health is needed and why we do the things that we do.

Public Health used to be part of the NHS when the public health role for health and care services was seen more visibly compared to the public health role in the places in which we live, the way in which we live our lives and the circumstances that affect us. So, when Public Health came back into councils in 2013, it was welcomed as public health returning back into local government where it first started before going into the NHS.

You can see how different interpretations of why public health is needed are changing the profile of public health and where public health decisions are being taken. More recently the role of Public Health England at a national and regional level became more visible due to COVID-19 which resulted in the new UK Health Security Agency and The Office for Health Improvement and Disparities to replace Public Health England.

The opportunities for public health in Greater Manchester and in Salford are also changing as the NHS reorganises into the new Greater Manchester Integrated Care System and as the Primary Care Networks in Salford take on the NHS leadership role for place and people. This is so very important for prevention and wellbeing services in each of the neighbourhoods to bring a closer connection for the NHS to the strengths and needs of the diverse communities living in Salford.

In this annual report we will give some examples of the different things that we do in Public Health, the role of the core Public Health team within the council, and also the wider role of all of the partners working in a public health way across the city.

As you read the report, you may find yourself thinking about what public health means for you. For an individual, public health can mean how we look after ourselves and each other. In the report, you will find sources of further information to find out more, and some resources to support you in your own public health role and contribution.

The report links to the resources to support us in our journey to wellbeing. I find the Five ways to Wellbeing are a helpful reminder of the things we can do to improve our own sense of wellbeing and that of the people around us, and even the whole community. Remember to **Connect, Take notice, Give, Stay active, and Keep learning**.

COVID-19 has reminded us of our collective responsibility that can override the individual rights and personal responsibilities. Because of the impact of the virus on other people, we must continue to do our bit to protect each other. Remember as we head into winter and into 2022, that our **Hands, Face, Space, Ventilate and Vaccinate** will make all the difference positively (or negatively) on the lives of the people of Salford.

**Dr Muna Abdel Aziz**

Director of Public Health for Salford  
November 2021



## Background

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This annual report looks at challenges, opportunities, funding and spend for public health in Salford. It highlights health protection priorities, our response to the ongoing COVID-19 pandemic, health improvement programmes, tackling inequalities and an update on progress towards the Locality Plan priorities.

This report includes data up to and including the week ending 31 October 2021.

## Public Health in Salford

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The role of the Director of Public Health and the core Public Health team is to champion health and wellbeing, lead and influence work across partners to improve and protect health, to commission public health and preventative services, to set priorities and monitor progress towards reducing inequalities. This means that public health activity is undertaken by all teams of the council across children, adults and integrated commissioning with the CCG and through all the partnerships in the city.

A good example of this is the statutory responsibility of the council for health protection. The team cover infection control and support GP practices, care homes, schools and nurseries to improve standards. On behalf of the council, the Director of Public Health takes the lead for planning for, and responding to, emergencies that present a risk to public health (like COVID-19). The Spirit of Salford response to COVID-19 across the city has been phenomenal involving all partners.

Salford shares the commitment alongside the other local authorities in Greater Manchester to become the first Marmot City Region by tackling the wider social determinants of health to reduce inequalities. Through the Health and Wellbeing Board, the Public Health team advises on and contributes to the development of Joint Strategic Needs Assessments and the Salford Locality Plan which is the joint Health and Wellbeing Strategy for Salford. The annual Director of Public Health Report is a vehicle for tracking progress and highlighting key priorities.

## Main public health challenges

While the life expectancy gap within the city was closing, we are seeing stalling of these improvements and a widening gap away from the England average. The difference between different parts of the city is currently around ten years for both females and males.

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. In 2021, out of 1,200 responses to the Big Health Reset conversation, 24% of respondents reported a disability and 27% had caring responsibilities. This directly affects their experiences of health and care generally and of COVID-19 specifically.

At the last review of health care spending in Salford, we are spending £1 in every £6 on mental health. The challenge will be to direct a large proportion of this spend on prevention especially following the impact of the pandemic directly and indirectly on people's health and wellbeing.

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. 10% of mothers 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%).

Cancer rates are going up year on year in Salford and nearly four in ten cancers in Salford are potentially avoidable through changes in lifestyle behaviour. The earlier a cancer is diagnosed, and the patient receives treatment, the greater the chance of survival. 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.

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 very 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.

## Opportunities

The Health and Education domains on the deprivation indices in 2019 showed improvement from 2015 and this shows potentially that we can turn the tide on health inequalities. The refreshed **Salford Locality Plan** will continue to drive this work to improve the health and quality of life of people in Salford.

The plan provides details of the strategic approach to improving the health outcomes of residents in the city. It explains how providers of services - like the NHS, Salford City Council, fire service and police will work closely together with the private and voluntary sector so services work better and cost less. Our ambition is to deliver better care and prevention in neighbourhoods, working with GPs in the primary care networks.

The city of Salford has great assets in its green space according to the new ONS Health Index. The Salford Locality Plan includes a strong emphasis on the wider determinants and the assets in Salford as a place for promoting physical activity, mental wellbeing, culture and creativity. The plan recognises how people's lives in Salford could change for the better if we have better housing, more jobs, more money and a nicer environment to live in. The locality plan outcomes include the following:

### Starting Well:

- Children in Salford will have the best early start
- Children and young people will develop well in Salford.

### Living Well:

- People will value being and feeling well in Salford
- Carers in Salford will be supported to be and feel well.

### Ageing Well:

- People in Salford will live independent active older age
- Salford offers best care for late life and dying well.

### Place, Communities and Neighbourhoods:

- Salford places will promote health and wellbeing
- Communities and neighbourhoods in Salford will promote health and wellbeing.

### Enablers:

- Partners in Salford will enable transformation
- We will work together to deliver our locality plan.

Going forward, we will need to continue to protect health as we learn to live with COVID-19. At the same time we must retain strong focus on delivering the public health prevention programmes and work in partnership with our communities to tackle health inequalities.

## **The core Public Health team in the council**

Public Health in Salford are responsible for helping people to stay healthy and avoid getting ill. The team are playing a key role in the response to COVID-19 and protecting health and wellbeing in Salford. The team includes medical doctors, nurses, clinicians and other healthcare professionals who offer health care and infection control advice to the public, partners and organisations in Salford. Public Health Analysts undertake the needs assessments and are tracking measures of health, wellbeing, and healthcare services.

### **The Public Health team covers:**

- Monitoring health status and investigating health problems
- Protecting health from the variety of infectious and non-infectious threats
- Informing, educating and empowering people
- Creating and supporting community partnerships, engagement and inclusion
- Developing policies, plans and public health campaigns
- Conducting evaluations and research to plan services that best suit the needs of our communities
- Commissioning preventative services including the 0-19 service, sexual health, drug and alcohol services
- Producing the Public Health Annual Reports, highlighting key challenges and progress in delivering the Locality Plan.

One of the main aims of Public Health is to reduce inequalities in health within Salford, and also compared to other parts of the country. Public Health work with local organisations and communities to improve people's health and wellbeing and to avoid or reduce the risk of illness. The team are working with communities and voluntary sector colleagues to raise the profile and uptake of the public health prevention programmes, and to address historical barriers and inequalities. This helps to reach varied and diverse groups of people across the city.



## Public Health budget and spend in Salford

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The Public Health allocation for Salford is retained by the Greater Manchester local authorities as part of a business rate retention pilot. The notional allocation for Public Health in Salford for 2020/21 was **£21,592,402** which was the first time in several years for there to be an uplift. This year, the public health grant for Salford is **£21,983,815**.

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 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.

Due to austerity, there has been a year-on-year reduction in the public health grant between 2014 and 2019. This is equivalent to 10p in every £1 no longer being allocated to Salford from the time that Public Health left the NHS and at a time of increasing demand and population growth.

In addition, further savings to support key prevention services in Salford in those five years are equivalent to a further reduction in core public health services of 17p in every £1 that is coming into Salford no longer spent on the core public health activities that had been in place in the NHS. Contracts were renegotiated to deliver efficiencies as integrated services, and some contracts were reduced in value or ceased.

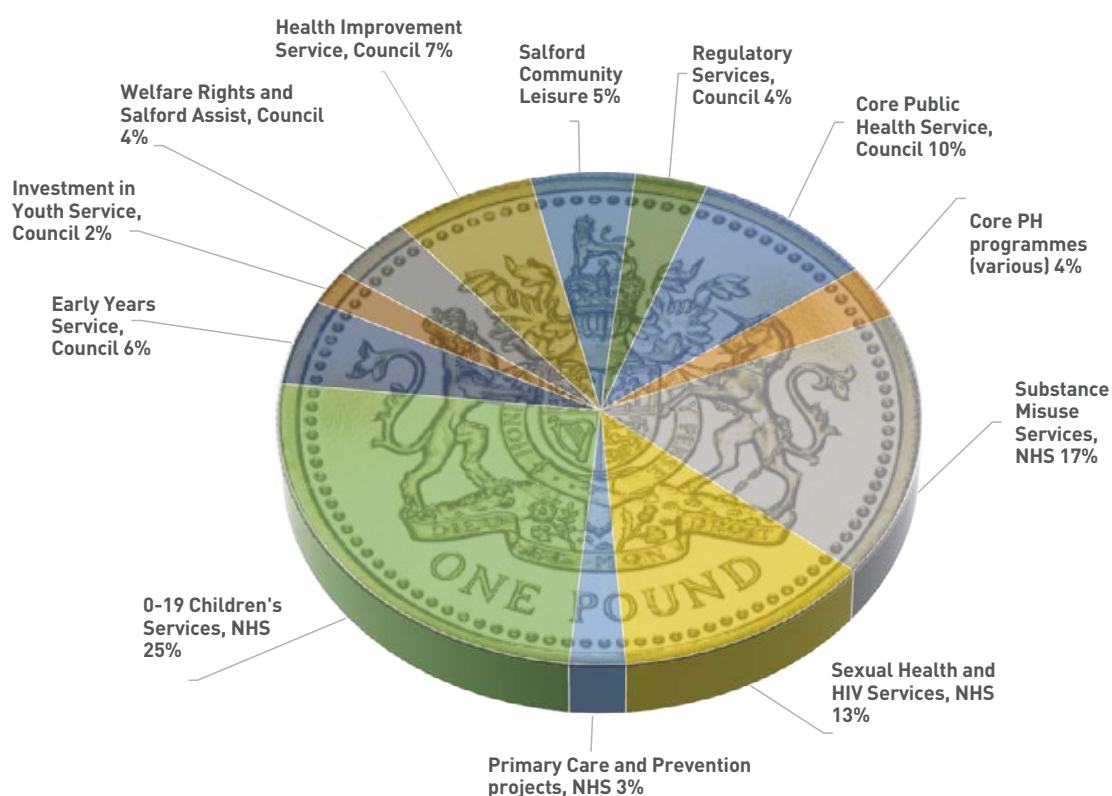
In 2020/21, there was an uplift in the grant of £1,381,492 announced during COVID-19 which was the first time in many years, and additional one-off COVID-19 funding was received to contain the virus. Public Health funding allocations whether recurrent or one-off have been outstripped by the level of demand and need from austerity before COVID-19. One-off grants for weight management, mental health and sexual health have been received this year and several bidding opportunities have been announced. These clearly highlight the precarious nature of prevention funding.

The challenge remains for Salford to sustain prevention activities and there is now over-reliance on the one-off non-recurrent COVID-19 funds, bidding for national grants that previously were directly allocated, and further savings required in future years.

Similar to the Public Health budget, spend on integrated health and social care and on the wider council services can be viewed from a prevention and demand management perspective. A substantial proportion of illnesses requiring medical treatment, drugs, or admission to hospital are preventable, and many conditions are exacerbated by poor housing, poverty and/or other life stresses. The role of businesses and the impact of jobs and the economy on health has long been recognised and has been brought into sharp profile by the pandemic.

### How the £21.98 million Public Health grant is allocated for 2021/22

Note: This does not include one-off COVID-19 funding allocated to Salford, out of which £1.33 million was spent in 2020/21 on activities to contain the virus.



# Public Health and Prevention activities in 2021/22

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 Connect5, mental health first aid, and other public health training Offender health
Protecting Health	Health Protection Board Infection control Flu and COVID-19 secure Screening and immunisation Public Health emergency preparedness and response Health in planning /licensing Health in business
Knowledge and Intelligence	Core JSSNA and health profiles 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 Developing resilient communities - co-production Tackling inequalities (the missing 20%) Supporting the VCSE sector Active Learning City Health and Wellbeing Board Partners in Salford focus on mental health and wellbeing

# Health Protection priorities

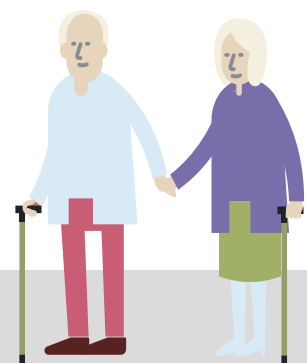
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## Responding to COVID-19

Throughout 2020 and 2021, we have faced one of the largest public health emergencies of our time. The Public Health team has been at the forefront of the health protection response, working with other council directorates and local partners. Some of this work includes:

- Salford Test and Trace
- Local outbreak management
- Tracking the virus, data and intelligence
- Public health engagement
- Risk assessments
- COVID-19 risk health checks
- Support to the vaccination programme

The Spirit of Salford response across the city has been phenomenal involving all partners and the efforts of the people of Salford.



## Wider health protection issues

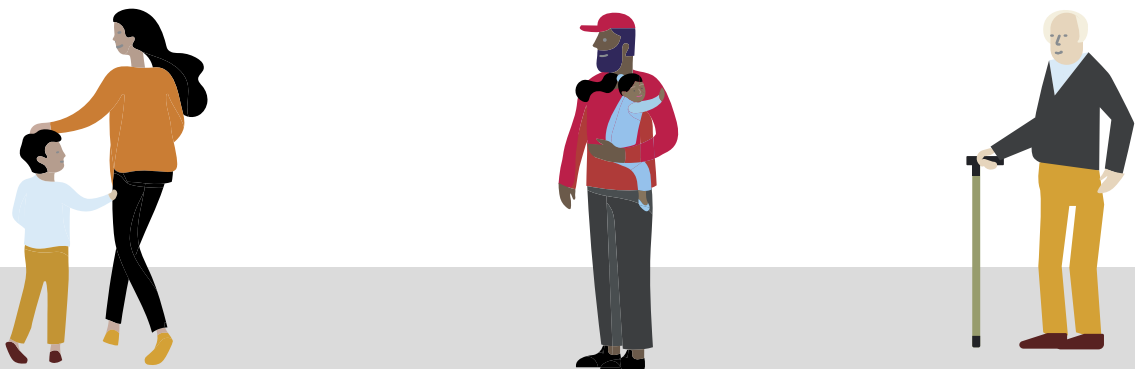
The COVID-19 pandemic became the priority work area for Health Protection in 2020/21. Business continuity plans were put in place which meant the usual focus on wider public health protection was reduced. The rates of health care associated infections have continued to be monitored, and the Health Protection Board is now alternating focus on COVID-19 and non-COVID-19 issues.

Childhood immunisation uptake rates have fallen year on year since 2012 across most cohorts, and the HPV vaccination uptake amongst girls has continued to decline. This is an area of focus for next year to increase uptake. The recurrent drop in uptake year on year is of concern, increasing the risk of serious childhood illnesses. We have seen the impact of low vaccination rates in one of our communities in recent years where we had a measles outbreak affecting a significant number.

Uptake of the flu vaccine last year among pregnant women and in primary schools was not as high as required; the latter being due to disruption of the school health programme as a result of COVID-19 and closures. Increasing uptake of the flu vaccine in these groups will protect everyone, especially the nasal spray for young children who may be 'super spreaders' for older and clinically vulnerable people and for pregnant women.

There was high uptake of the flu vaccination in winter 2020 amongst NHS and care home staff. 12 homes improved uptake significantly to meet the target of 75% or above. This seemed to be the care homes that actively promoted the vaccine and facilitated in-house vaccinations via pharmacists. Work is underway to promote uptake further in winter 2021.

In 2020/21, there were 69 cases of *C. difficile* infection, and almost all patients had an underlying health condition with antimicrobial use in the preceding three months. This year the pandemic has likely had an impact on the number requiring antimicrobials due to opportunistic secondary infections in those who have had severe COVID-19. It is also clear that individuals with a compromised immune system, such as those aged 65 and over, are most at risk of *C. difficile* infection.



Gram-Negative bloodstream infections need to be reduced by 25% by 21/22 and 50% by the year 2024. Our data (as well as national data) shows the highest proportion of these infections are caused by the bacteria *E. coli*. Infection originating from the urinary tract is responsible for a large proportion of the cases of *E. coli* in Salford, the majority of the cases being diagnosed in A&E or needing admission. Work is planned next year to reduce the incidence of urinary tract infection in older people living in the community which will reduce the numbers of infections entering the bloodstream.

### COVID-19 risk health checks

A 'COVID-19 secure' version of the NHS Health Check was offered to frontline workers and volunteers who are deemed most at risk of dying from COVID-19. These health checks have no exclusion criteria related to age or health status and were delivered by the Health Improvement Service.

This COVID-19 Risk Health Check aims to reduce frontline workers and volunteers' risk of the more serious complications of COVID-19 by :

Signposting on for clinical intervention where necessary  
(e.g. for a hypertensive BP reading)

Advising and offering support to lead a healthier lifestyle (e.g. stopping smoking, increasing physical activity, support to lose weight) with a strong holistic virtual wellbeing offer utilising digital solutions - e.g. **'Health Improvement Connect'**

As well as having the usual cardiovascular risk assessment (QRisk3), patients also have an additional COVID-19 Risk Assessment as devised by the Public Health team. Those who are found to be at higher risk of complications from the virus are given a letter to give to their employer to advise them of this and ensure they as the employee are being supported to stay COVID-19-secure with reasonable adjustments whilst in work.

As of October 2021, more than 1000 COVID-19 risk health checks have been undertaken.



## Tobacco Control

The most effective way to quit smoking is through a combination of behavioural support and stop smoking aids such as nicotine replacement therapy (NRT) or Varenicline (Champix).

When the COVID-19 pandemic hit and England went into a national lockdown, smoking cessation services had to quickly adapt from face to face services to phone and online support and find a way for people to receive treatments that help them to sustain their quit.

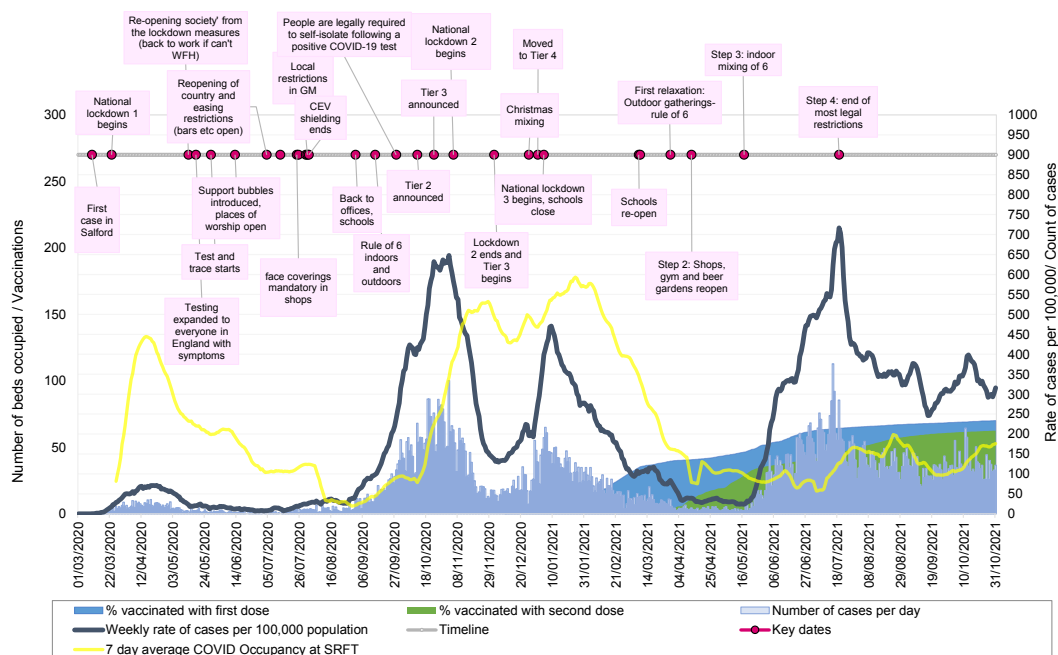
A digital solution was implemented and stop smoking advisors could then send requests for NRT to a pharmacy of the patient's choice, usually local to their home or work. NRT is free for 12 weeks for anyone who lives or works in Salford, or has a Salford GP.

In 2020/21, we saw a significant rise in the number of people making quit attempts. This is likely due to the respiratory nature of COVID-19, as well as the launch of the CURE tobacco addiction programme at SRFT alongside the ease of access to community stop smoking services. During 2020/21, 416 people successfully achieved a 4-week quit, from 1,148 attempts. This equates to a quit rate of 36%, an increase on the previous year.



# Tracking the pandemic in Salford

Epidemic curve for Salford



## Cases

By 31 October 2021, Salford has seen **45,881** cases of coronavirus over four distinct waves. Testing was very limited during the first wave beginning in March 2020, with a peak of 36 identified cases in one day greatly underestimating the true extent of infections in the city. The second wave began in early September and initially saw a high number of cases among younger adults, particularly university students, before rising in other age groups. This second wave didn't end before the third began, driven by the Alpha variant (also known as lineage B.1.1.7), in early December 2020. The lockdown at the start of 2021 reversed the rising trend in case numbers but they fell more slowly than they had risen. The most recent fourth wave was also driven by a new more infectious variant, the Delta variant (B.1.617.2). This latest wave started in mid-May and peaked above all previous waves with a daily average case count of 269 in the week ending 19 July 2021. Since this latest peak Salford has averaged over 100 new cases per day.



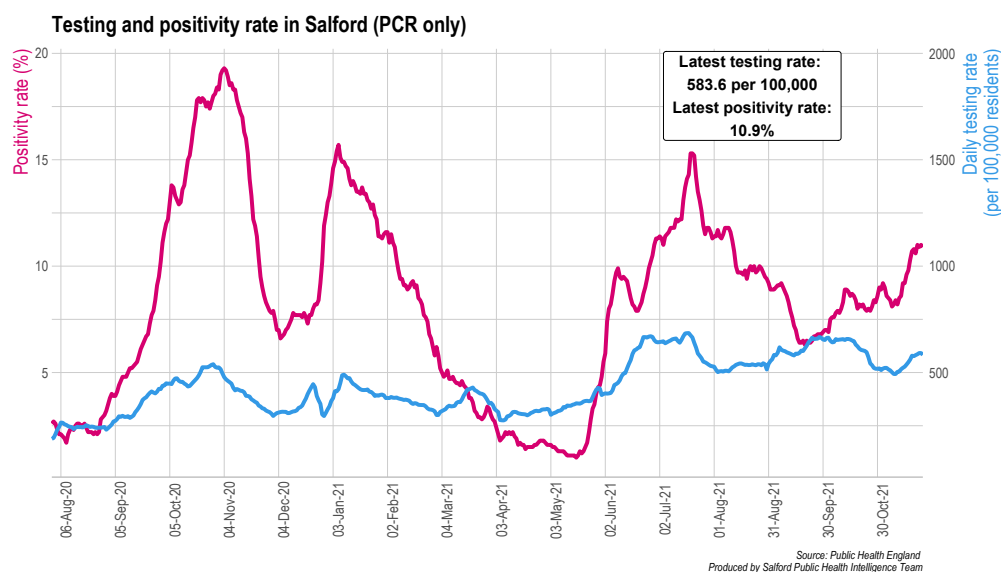
Daily Cases in Salford to 27 November 2021



## Variants

All viruses mutate and the SARS-CoV-2 virus that causes COVID-19 is no different. Many mutations are minor but others are significant enough to change the transmissibility of the virus or severity of illness. A proportion of swabs from positive PCR tests are further processed and the genetic profile of the virus identified. The two most recent waves were driven by variants with increased transmissibility. Firstly the Alpha variant, calculated to be around 50% more transmissible, quickly became dominant in the South East before spreading across the country throughout December. In Salford the proportion of sequenced tests identified as the Alpha variant increased from zero in the second week of December to over 90% by the middle of February.

This lasted until May, when the Delta variant, already established in Bolton, spread throughout Salford and many other parts of the region. Since 1 June 2021 the Delta variant has accounted for 98.7% of sequenced samples in Salford. Compared to the Alpha variant, Delta has been calculated to be around 50% more transmissible.



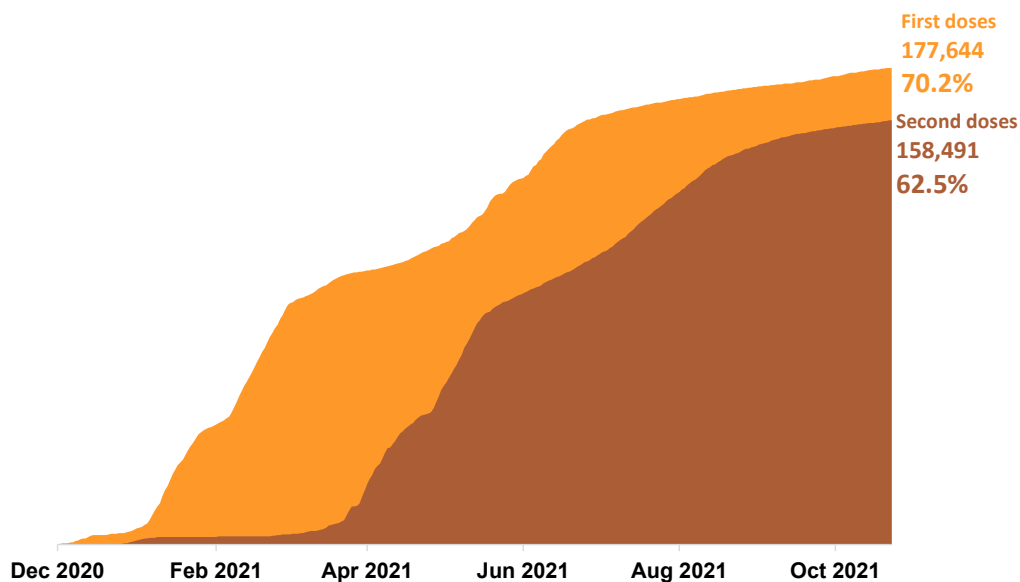
## Testing

As of 31 October 2021, a total of 1,261,686 tests for the coronavirus have been undertaken by Salford residents. Just over 95% have produced a negative or void result with 57,118 positive tests for 45,881 individuals. Each week, we look at the positivity rate which is the percentage of coronavirus tests that are coming back positive. A high positivity rate over 5% means we are not testing enough people; and so we can identify which age groups or geographical areas where people with the virus are not coming forward to be tested.

## Care homes

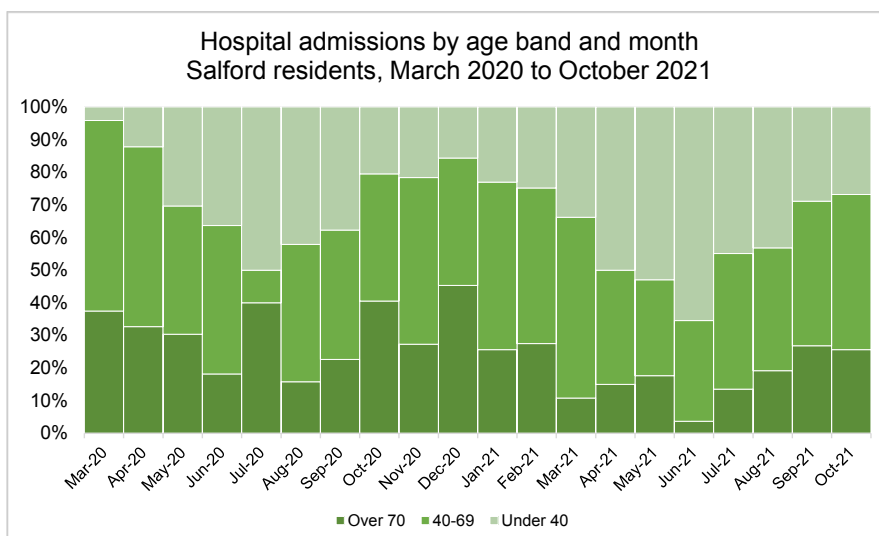
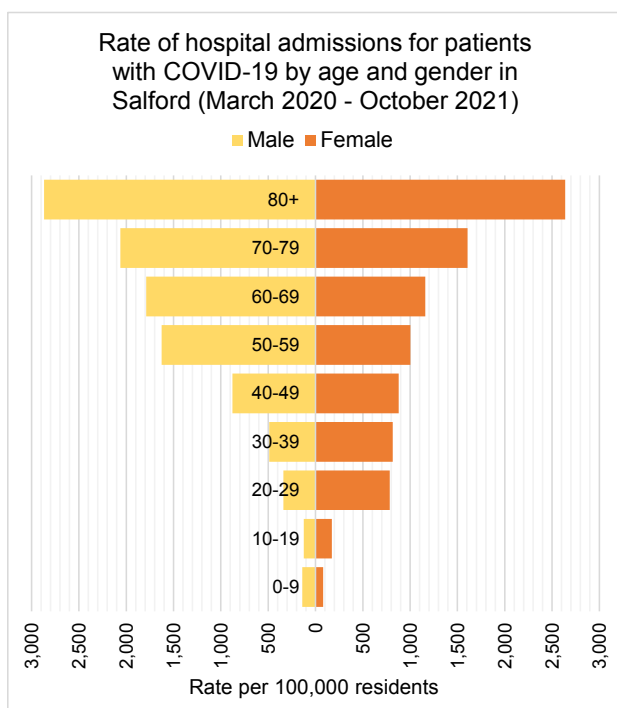
Most of Salford care homes experienced at least one outbreak of COVID-19 since March 2020 and they have worked hard to keep residents and staff as safe as possible. Care home testing has become a vital part of outbreak prevention in order to protect our most vulnerable residents. Every week around 2,500 tests are conducted across all care homes in the city, including staff and residents. Vaccination rates are high amongst care home residents and staff.

## First and Second Dose Coverage in Salford 31st October 2021



### Vaccinations

By 31 October 2021, almost three-quarters (74%) of Salford adults had received a first dose of the coronavirus vaccine. Just over two-thirds (67%) of adult residents (158,000 adults) were fully vaccinated with two doses. With the addition of children into the eligible population, by 31 October, over 70% of all eligible age groups were covered with one dose, and 62% with two doses. The booster rollout covered all residents in care homes and frontline health and social care staff ahead of winter, while the offer remains open to everyone who has not had their first or second doses to catch up with their vaccination. The vaccines are safe and effective.



## Hospitalisations

Salford Royal hospital has been at the forefront of the local response to the most serious consequences of COVID-19. Patients from Salford and beyond have been treated throughout the pandemic. In the first wave patient numbers peaked at 136 in mid-April 2020 before falling back to single figures by late August. The second wave lasted much longer with more than 100 beds occupied by COVID-19 patients in Salford Royal every day for over 4 months between November 2020 and March 2021. The most recent wave has seen numbers climbing to over 50 patients by late October 2021 but vaccinations and improved treatments have prevented a much worse situation.

## Deaths

At the time of writing in November 2021, 718 Salford residents have died with COVID-19 recorded on their death certificate. There have been two distinct waves in terms of mortality related to COVID-19.

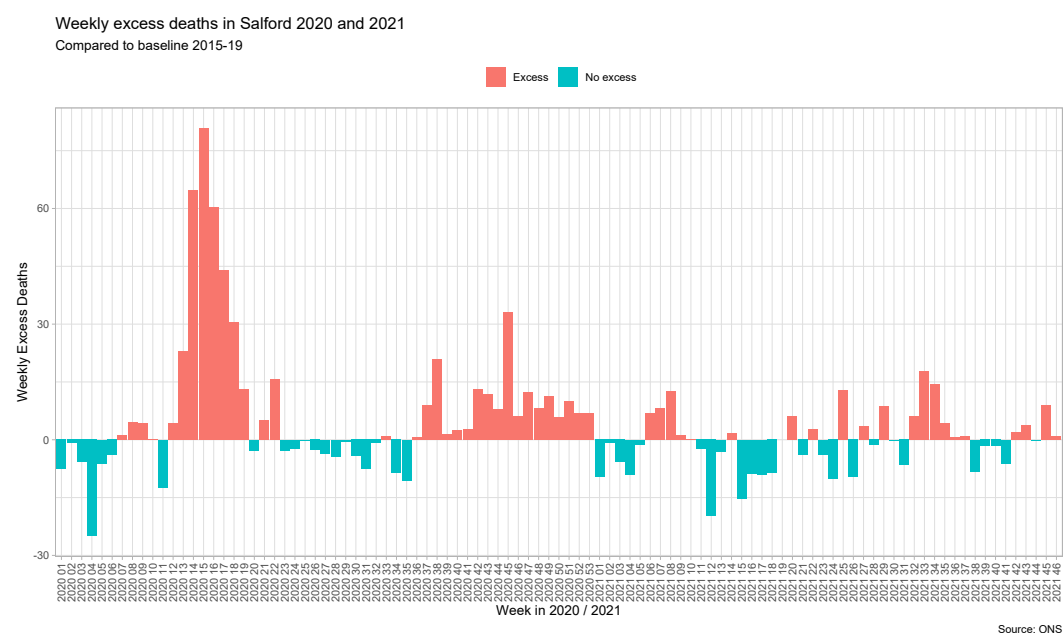
The second wave of deaths involving COVID-19 lasted longer than the first and, whilst the peak was much lower, ultimately resulted in more deaths. The second wave began in September 2020 and peaked in November of that year with 25 deaths in one week. By the end of February 2021, the weekly number of deaths had fallen to 3 and has not risen above five in any week since. Over the course of the second wave of deaths, 314 Salford residents died with COVID-19 recorded as a contributory factor on their death certificate. This compares with 307 during the first wave.

The other main difference between the waves is in the place of death. Prior to September 2020 four out of every ten deaths involving COVID-19 occurred in a care home. Since September 2020 that figure has been one in ten deaths.

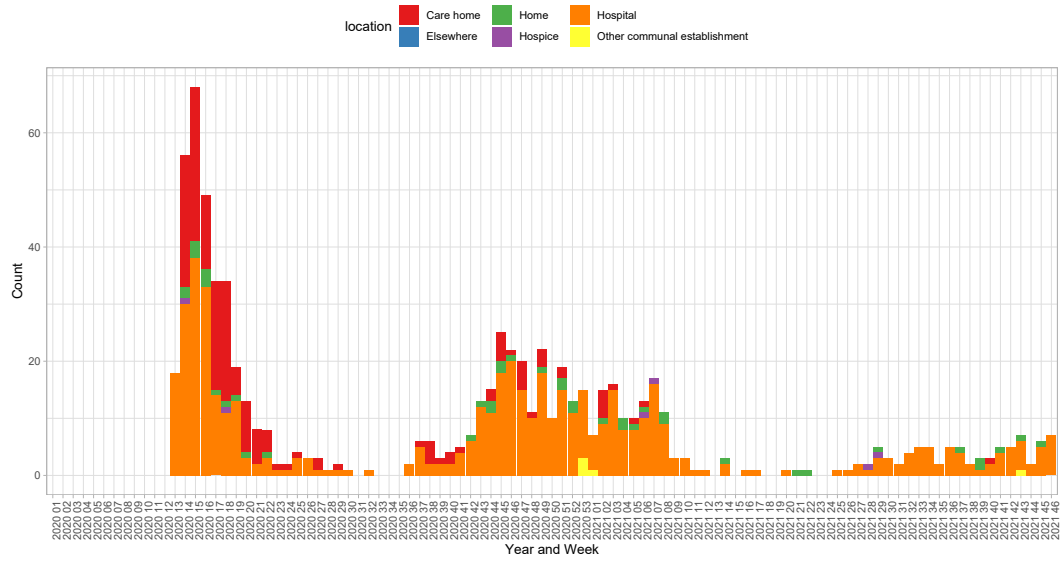
<https://www.ons.gov.uk/peoplepopulationandcommunity/healthandsocialcare/causesofdeath/articles/deathsduetocovid19interactivemap/2021-02-25>

### Have there been more deaths than usual?

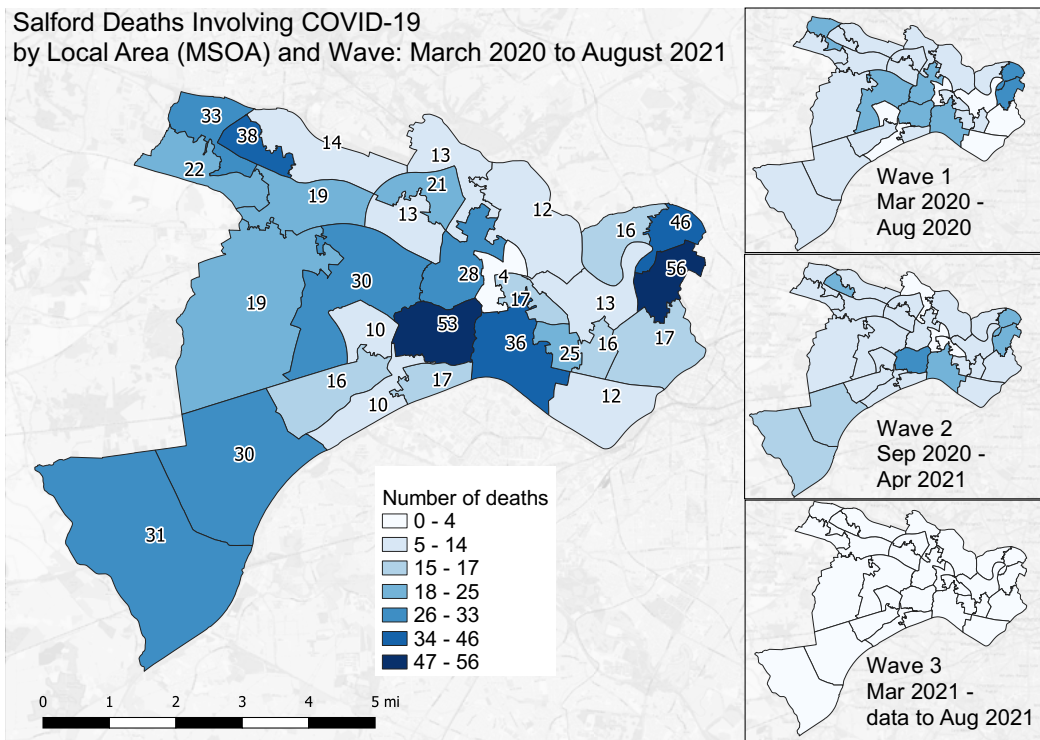
To understand the additional burden of the pandemic on the level of mortality, we compare the number of deaths seen each week with the average for the five years prior to 2020. The two waves of deaths involving COVID-19 both showed high weekly number of deaths above the expected level or 'excess mortality'. Either side of these waves, deaths have been below the expected level. The number of excess deaths from the start of 2020 to October 2021 has been 345 deaths higher than the average for the previous five years - this figure may increase as not all deaths will have been registered yet.



Deaths Involving COVID-19 by Place of Death, Salford Residents  
Count of deaths occurring each week since January 2020



Salford Deaths Involving COVID-19  
by Local Area (MSOA) and Wave: March 2020 to August 2021



# Health Improvement programmes

## Health Improvement activities

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.'

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 flexible communication with patients including keeping in contact via text message, email and social media. A Stop Smoking Facebook support page ([www.facebook.com/groups/salfordstopsmoking](https://www.facebook.com/groups/salfordstopsmoking)) 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 2020/21, 1,589 individuals have been supported in structured/case managed HIS programmes delivered virtually. 271 people took part in structured, case managed physical activity interventions, with 68% improving their physical activity levels by at least one category on the scale (e.g. from 'inactive' to 'moderately active'). 440 clients have completed a wellbeing assessment with 38% showing an improvement in their wellbeing measurement.

As of April 2021, the service has supported 1,092 people to stop smoking with 416 quits achieved out of target set at the start of the year to support at least 350 people to quit. This currently represents a 38% quit rate, and this is expected to improve as clients are continuing to stay quit.

The service has replaced the NHS Health Check with the COVID-19-Risk Health Checks which has been opened out to everyone who lives or works in Salford. The NHS Health Check is restricted to people by age and who do not have a pre-existing health condition. 950 COVID-19-Risk health checks have been undertaken especially for people with a health condition or other risk factors that puts them at higher risk of COVID-19. We are continuing to promote the health checks for any frontline staff or vulnerable residents.

Work to support the COVID-19 effort continues especially supporting rapid testing in testing centres and in schools, community engagement to promote the key messages and bring back insights to the health protection team, and to support the pop-up clinics promoting the uptake of vaccinations in communities that may be hesitant or not realise the vaccine is for them.

As well as administering the COVID-19 grants and isolation support, 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.

There is also support for people still suffering the symptoms of long COVID-19 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-19. There is very limited data available - GM records report just 536 patients in Salford by the end of October 2021.

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.

### **Five Ways to Wellbeing at a time of social distancing | New Economics Foundation**

#### **Five ways to wellbeing**

A review of the most up to date evidence suggests that building the following five actions into our day to day lives is important for wellbeing:

##### **Connect...**

With the people around you. With families, friends, colleagues and neighbours. At home, work, school or in your local community. Think of these as the cornerstones of your life and invest time in developing them. Building these connections will support and enrich you every day.

##### **Be active...**

Go for a walk or run. Step outside. Cycle. Play a game. Garden. Dance. Exercising makes you feel good. Most importantly, discover a physical activity you enjoy and that suits your level of mobility and fitness.

##### **Take notice...**

Be curious. Catch sight of the beautiful. Remark on the unusual. Notice the changing seasons. Savour the moment, whether you are walking to work, eating lunch or talking to friends. Reflecting on your experiences will help you appreciate what matters to you.

##### **Keep learning...**

Try something new. Rediscover an old interest. Sign up for that course. Take on a different responsibility at work. Fix a bike. Learn to play an instrument or how to cook your favourite food. Set a challenge you will enjoy achieving. Learning new things will make you more confident as well as being fun.

##### **Give...**

Do something nice for a friend, or a stranger. Thank someone. Smile. Volunteer your time. Join a community group. Look out, as well as in. Seeing yourself, and your happiness, linked to the wider community can be incredibly rewarding and creates connections with the people around you.



# Why the Locality Plan Priorities Matter

## Positive and negative influences across the life course

### Protective factors:

- having a healthy and balanced diet
- an environment that enables physical activity
- good educational attainment
- being in stable employment with a good income
- living in good quality housing
- having networks of support including friends and family

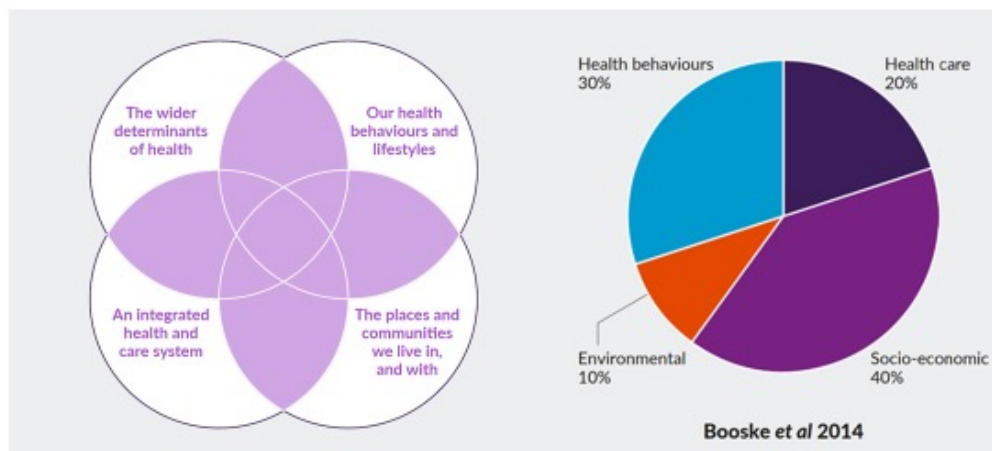


### Risk factors:

- smoking
- adverse childhood experiences
- crime and violence
- drug and alcohol misuse
- poor educational attainment
- poor mental health



## The relative contribution of major determinants to our health



## Starting Well

For a number of years, Salford have invested in innovation and best practice to transform services for children, young people and their families with the aim that every child in Salford should be able to achieve their potential. Alongside the Family Partnership Model and integrated neighbourhood approach, the reform programme continued through the pandemic to support families and children needing help, respite and at critical times like the first 1001 days (from pregnancy to the age of two years).

To minimise the impact on education, the health protection team have been working with early years, schools and colleges on a case by case basis to support the arrangements in schools to isolate the virus, prevent and respond to outbreaks. Schools have a gradual escalation of response depending on the number of cases and evidence of transmission within or across year groups.

There has been considerable progress made since the implementation and launch of Salford's 'Thrive in Education' (TiE) mental health support team in October 2020 and the team has now extended their reach and offered to support 53 schools (including 2 PRUs) from September 2021. The offer includes a bespoke package for each school and could include delivery of 1-2-1 and group work interventions, consultation and advice, training and staff development and support with Salford's 'team around the school' and whole school approaches.

## Salford's Emotional Health and Wellbeing Ambitions

### FOR CHILDREN AND YOUNG PEOPLE

WE ASKED CHILDREN AND YOUNG PEOPLE WHAT THEY EXPECTED FROM SERVICES:

1. **Improved awareness and understanding**

"We expect all staff who work with young people to be approachable and trustworthy with the right skills to communicate with us."

"We expect staff to be trained to have an understanding of the emotional wellbeing needs of young people and be sensitive to our needs."

2. **Timely access to support**

"We want to be treated as individuals and really listened to, giving us the time to talk."

"We would like more peer support available in schools and the community, as young people are more likely to talk to people their own age than adults."

"We would like to know who we can talk to if we have problems, as sometimes we just need an available shoulder to cry on."

3. **Targeted support**

"We would like appointments to happen more quickly and at a more suitable time for young people."

"We need more education on how to spot issues earlier before they get out of hand and be encouraged to be more open about any issues and to speak out."

"We would like access to more and better information in schools and other public places that are young people friendly."

4. **Parental support**

"We would like better links between our teachers and parents / carers to make sure we have the support we need when we need it most."

"We would like parents and carers to be able to have support and training when they need it, helping them to feel more confident in helping us with any issues or problems we may have."

5. **Transparency and accountability**

"We expect organisations to be honest with us and explain clearly what we should expect from each service and if you say you're going to do something then please do it."

"We need better information on services for young people on what each organisation does and how they can help us."

6. **Giving children and young people a voice**

"We want services to really listen and to hear our voice, use our ideas and suggestions to improve the services for all young people."

"We would like to be able to share our ideas in the way we feel most comfortable, such as meetings, social media, in schools and online."

For more information please visit [www.partnersinsalford.org/youngemotionalhealth](http://www.partnersinsalford.org/youngemotionalhealth)

NHS Salford  
Clinical Commissioning Group

Salford City Council

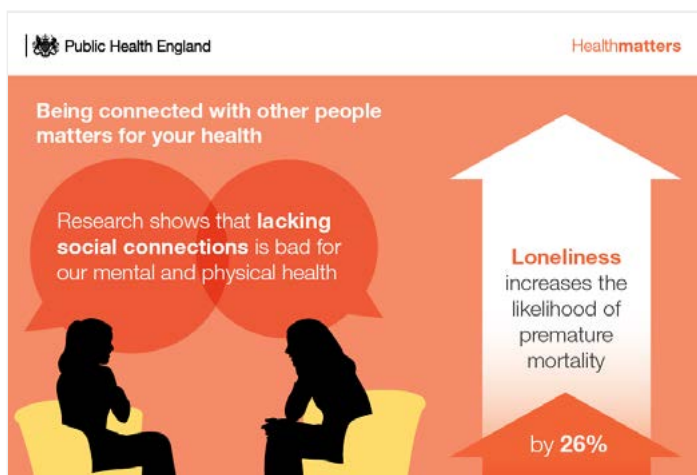
Salford have committed to continue our coproduction approach in the Salford Poverty Truth Commission. Through the Early Years Steering Group, work is underway to support families and taking a whole system approach to address childhood obesity.



## Living Well

Salford CVS, working with Salford Third Sector Consortium, has led a significant transformational programme of work under the heading of 'Wellbeing Matters'. This programme commenced in 2017 and is now firmly embedded, working at scale across the city and within the 5 health neighbourhoods, commissioned by and working closely with all of the Primary Care Networks, alongside the CCG and other health partners.

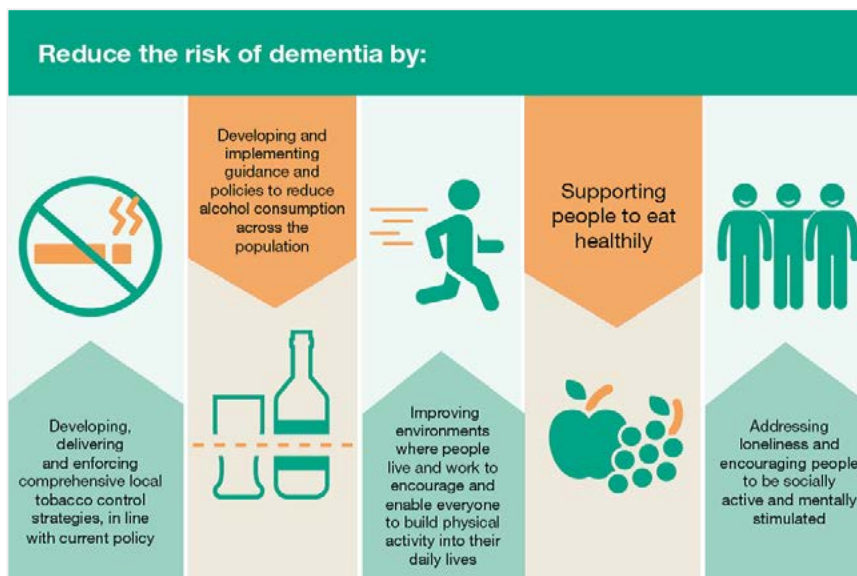
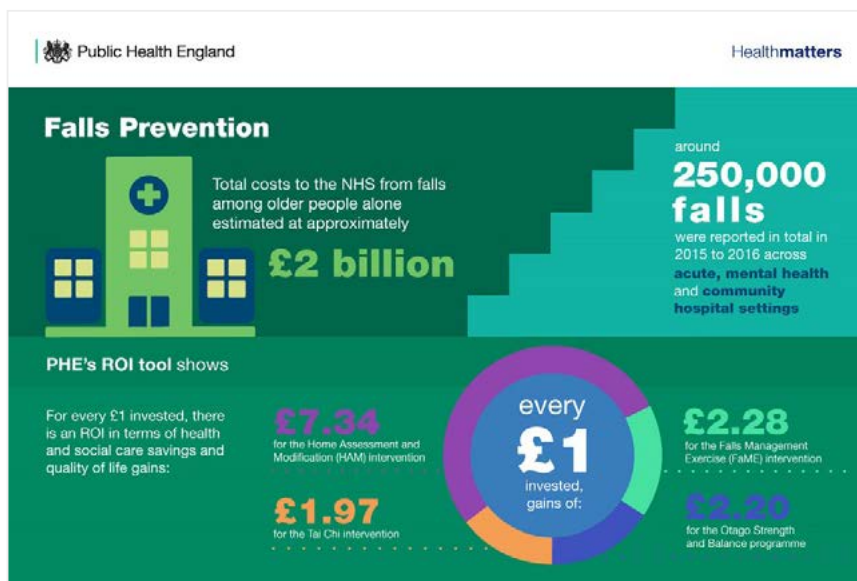
The programme has two key work streams - social prescribing, and capacity-building volunteering and voluntary action - and takes a social value and person- and community-centred approach to supporting local people and communities. Many services are measuring their impact on health and wellbeing through indicators such as the WEMWBS scale, Outcome Stars and lifestyle indicators. As of September 2021, Salford is on track to increase access to integrated evidence-based psychological therapies for 25% of all people with anxiety and depression each year. Wellbeing Matters is a key referral pathway for primary care in terms of connecting patients to social and community support. Recent developments include a new Green Care scheme.





## Ageing Well

Much of the Age-Friendly Salford work is led by local charities Inspiring Communities Together and Age UK Salford, working in partnership with Salford CVS. Partners have maintained a strong service offer throughout the COVID-19 pandemic, upskilling older people digitally and offering daily online activities. From April 2020 to March 2021, the programme had 1,400 digital engagements, 190 older people completed the Tech and Tea programme which had to be reshaped due to the pandemic (in the 5 previous years over 500 people per year completed the programme), 500 craft packs were delivered to care homes and individuals, while volunteers contributed over 700 hours of their time.



A new service model is being commissioned to deliver an integrated preventative Age Well service offer in 2022, below are just two examples of initiatives that took place during COVID-19 in the last year.

### **Aspire Community Interest Company - My Life \* My Support \* My Way**

Aspire is a large health and social care organisation providing person centred care and support to many of Salford's most vulnerable people, in particular people living with complex learning disabilities, autism and dementia. We care for the needs of the whole person and often that includes being a critical friend to family members and carers as they navigate their loved one's journey.

During COVID-19 we were unable to see people at our Poppy Dementia Day Care Centre, we had to change our approach and started to visit people in their own homes paying particular attention to keeping our staff and people supported safe.

Initially we visited Edna twice a week in person and at other times over zoom, but soon realised her husband Keith was struggling with his own health, so we increased our visits to daily to provide personal care, shopping, cooking and stimulating activities. Keith was not our client, but we knew that without our help both their circumstances would deteriorate. Afterwards he wanted to tell us how our response helped him get through the difficult period of isolation.

Keith said "Firstly, we feel that the outstanding service provided by Aspire via the Poppy Day Centre, specifically to their clients and associated carers, prior to the lockdown in March 2020 should be acknowledged. We find the support, guidance, advice etc. that we and our loved ones receive is second to none. The staff at Poppy are dedicated, caring, approachable and dutiful - indeed they are a credit to Aspire.

Aspire 'stepped up' in two specific ways: 1) by organising zoom sessions (such as music therapy) events (raffles, Valentine's Ball), issuing hampers etc. and 2) by supporting carers and their loved ones in the home. It cannot be overstated how vital the support offered to us both was in helping us to get through this very difficult time.

Edna is now back at Poppy Day care and Keith is well.

### Falls Prevention during the pandemic

During the pandemic, all face to face activity was put on hold. Following the development of a programme of online activities, falls prevention activity has focused on low level home activity as part of a virtual session delivered by Salford Community Leisure, GM Sport and informally via the Age Friendly Salford development workers. As restrictions have eased, walk and talk activity has taken place across public green spaces in Salford; with the following benefits:

#### Physical wellbeing -

- increased stamina and mobility, with decreased likelihood of future falls
- started walking on another day of the week with a friend from the group
- started to get off the bus a stop or two earlier so could walk home from the shops through the park
- "Since joining walk and talk I have gone down 2 notches in my belt, and it is all down to me being part of these brilliant walks".

#### Feeling safe -

- using the places we had walked as they knew how to get there and that they were safe and fit for purpose
- Mental wellbeing -
- increased wellbeing due to activities such as singing, dancing, learning about local history and sharing local knowledge
- being with others and sharing positive conversations and outside spaces made you start appreciating what you had
- "I honestly cannot believe I walked 2.5 miles just chatting"

## Our Salford assets

### State of the VCSE sector

Salford has a strong and vibrant VCSE sector. In 2020 there were an estimated 1,665 VCSE organisations in Salford, the vast majority of which were working to improve people's wellbeing, health and care. 87% were small, with an annual income of £100,000 or less. 17% self-identified as being a social enterprise. 84% had at least one source of non-public sector funding, demonstrating that they bring additional resources into the Salford economy. In fact, for every £1 of public sector money invested into the VCSE sector in Salford, it brought in an additional £7 investment into Salford. However, the sector manages largely on non-recurrent income, and during 2020 approx. 53% of organisations had needed to use their reserves to support their running costs.

The Salford State of the VCSE Sector 2020 survey (Salford CVS / University of Salford, 2021) highlighted that we have seen a significant increase in volunteering since 2017 (although probably a temporary increase directly in response to COVID-19). The 2020 survey approximated that there were 61,828 volunteers in Salford; giving a total of 210,299 hours each week, worth £104 million to the Salford economy (based on the real Living Wage rate of £9.50 per hour). Salford's VCSE sector is supported by Salford CVS, the local VCSE infrastructure support organisation (est. 1919), whose role as a sector leader has been crucial in the development of strong and productive relationships between the VCSE and public sectors in Salford and Greater Manchester. Salford VCSE Strategy and action plan includes plans to increase investment in the VCSE sector as part of the city's new Inclusive Economy Strategy action plan, and the proposed 'Social Capital Account' for Salford to track growth, deployment and return on investment.

### Neighbourhood working

Neighbourhood working is crucially important to addressing our wellbeing, health and care challenges in Salford. With the development of the 5 health neighbourhood forums (cross-sectoral, including VCSE reps) alongside the growth of the 5 Primary Care Networks, we have a real opportunity to take a strengths-based, person-and-community centred approach to improving the health and wider wellbeing of Salford residents. We are fortunate to have a citywide Health Improvement Service alongside our VCSE-led Wellbeing Matters programme operating in all neighbourhoods. This positions Salford well in terms of being able to respond to the requirements of the emerging GM ICS structures as a result of changes to the NHS in Greater Manchester.



## Physical activity

Providing opportunities for people of all ages, abilities and backgrounds to be physically active, contributing to their physical and mental wellbeing, has never been more important. The latest Active Lives results published by Sport England (November 2019-Nov 2020) shows the effect of the pandemic on physical activity levels in Salford. While 70.2% of adults in Salford are active for at least 30 minutes a week, we estimate that 10,600 fewer people are active compared to 12 months ago. This sets the context for the physical activity strategy for Salford that is currently being developed.

## Green and Blue space

RHS Garden Bridgewater is a real cultural and green space asset, which offers an extensive community programme (including free entry for Salford residents on Tuesdays). The first phase of the new garden opened in May 2021 which included a social prescribing project. Salford does have a comprehensive network of VCSE groups and organisations in this space - from Friends of Parks to community growing projects. Salford CVS is currently mapping our green and blue destinations as part of its Green Care programme of work.

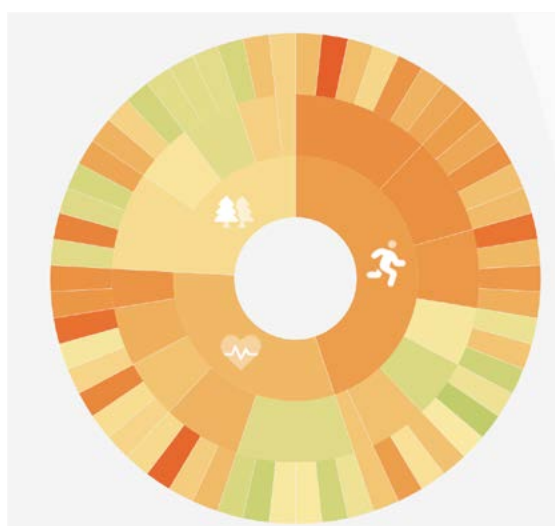
## Sense of Place

The strategy for Culture, Creativity and Place is now in place. Known as Suprema Lex, the strategy has the support of a cross-sectoral group, managed by the Head of Salford Culture and Place Partnership.

### Salford ranking in the new ONS health Index

Better public green space but housing overcrowded, high volume or road traffic and transport noise.

Average for physical health conditions but high avoidable deaths, frailty, self harm, and unhappiness.



Above average on pay, better pay for the poorest families, but poor children's social, emotional and mental health.



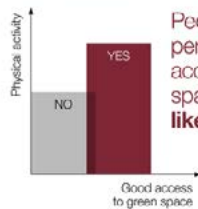
## Public spaces and green areas

### THE ISSUE

People in England living in a deprived community are

**six times**

more likely to have had no previous experience of outdoors activity



People with good perceived or actual access to green space are **more likely to be active**

### WHY IT MATTERS

There is a **strong evidence linking access to green spaces with health outcomes**; it also supports economic objectives

Estimates suggest that an **inactive person** is likely to spend **37%** more time in hospital and visit the doctor **5.5%** more often than an **active person**.



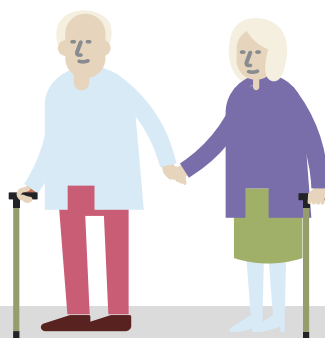
**Public realm improvements**, like pedestrianisation or adding seating and greenery, can increase retail footfall by about **30%** and retail turnover by an average of **17%**



### TACKLING LACK OF ACCESS

Public bodies and local partners can:

- Follow the National Planning Practice Guidance on health and green spaces to promote healthy and more active communities through local green and open space networks
- Provide a strategic assessment of green space needs for the community and identify where new provision is needed and where existing spaces can be improved
- Work with developers to provide new green, safe, accessible and pedestrian only spaces and improve the quality of existing green spaces



## Partners in Salford tackling inequalities

### Salford: A Marmot city

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, with some of our poorest communities suffering disproportionately during the pandemic.

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 to build back fairer, following the pandemic.

Both reports strongly align with Salford's approach to improving health and equality outcomes in the city, our shared commitment to tackling health and economic inequalities locally and the Great Eight priorities in Salford:

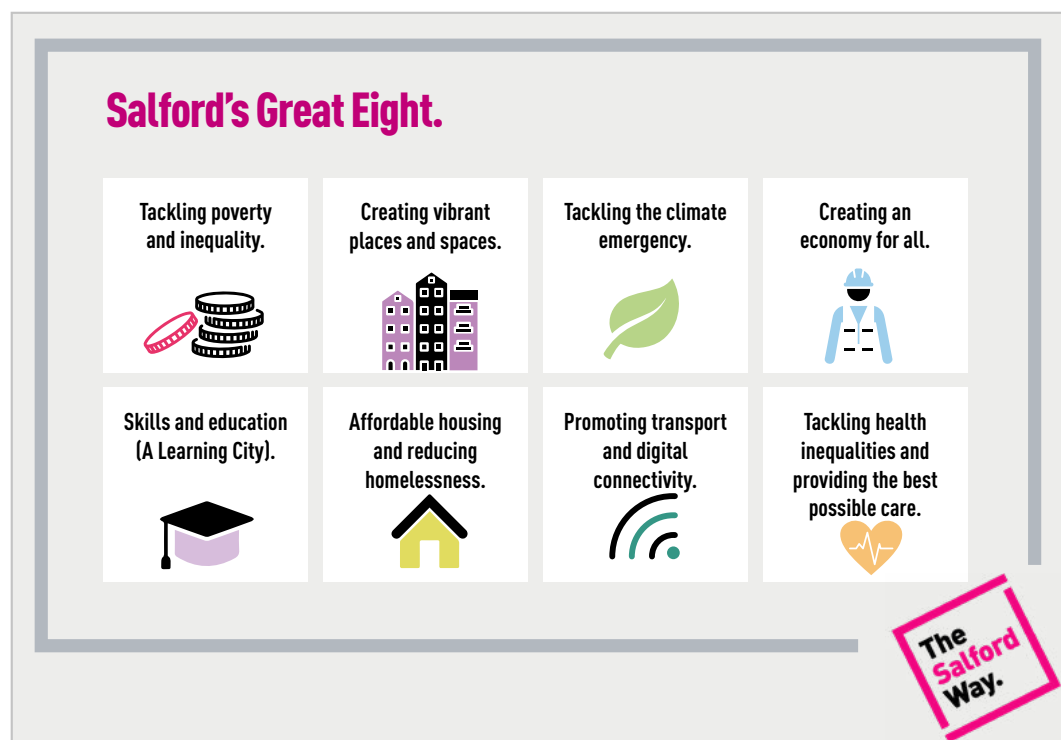
- Improving health prevention to tackle health inequalities and calls to significantly increase spending for prevention in the total health care budget
- Providing further support for early years settings in more deprived areas and extending interventions to support young people's mental health and wellbeing
- Improving skills, educational attainment and lifelong opportunities such as through the Learning City initiative
- Delivering decent jobs, with decent pay through our work with the Real Living Wage Action Group and adoption of the City Mayor's Employment Standards Charter
- Delivering a more inclusive and green local economy including driving forward improvements in social value standards, developing local supply chains, recruiting locally and extending the role of business and anchor institutions
- Reducing poverty through income maximisation and financial inclusion
- Improving the quality and affordability of housing such as through Derive
- Investment in green infrastructure, active travel and reducing air pollution.

In September 2021, the Health and Wellbeing Board strongly endorsed the Marmot City approach for Salford and the strategic direction set out for the city in The Salford Way and Salford's Locality Plan. Across the city, we will pursue further opportunities for good work (including opportunities for those further away from the job market), fair remuneration and the real Living Wage, using our status as the first city in England to be working towards becoming an accredited Living Wage place to drive our ambitions.

## The Salford Way

Salford partners have committed to work together to tackle the wider determinants of health via an ambitious programme of work known as The Salford Way. This includes the City Mayor's refreshed Great Eight priorities (2021), the city's refreshed Tackling Poverty and Inequality Strategy - No One Left Behind (2021) and the new Inclusive Economy Strategy - Closing the Divide (2021). In line with the recommendations of the GM Independent Inequalities Commission, our Work and Skills Strategy, and our Housing Strategy, and the Salford elements of the GM Local Industrial Strategy are mutually reinforcing, and together form a comprehensive set of actions to underpin improved health and wellbeing of people in the city.

A recent Internal Audit review for tackling health inequalities in Salford City Council emphasised the 'Golden Thread' in all that we do and recommended strengthening the Joint Strategic Needs Assessments to track progress (JSNA). Routine monitoring of the high-level indicators referenced within the Locality Plan already does take place. To demonstrate this Golden Thread, the **core JSNA indicators** are kept under constant review and refreshed each time there are new data.



# Insecure employment

## THE ISSUE

In 2015, there were

# 1.5 million

zero hour contracts



**744,000 people** on zero hour contracts in their main job



In 2014, just under **1 in 10** people employed in UK (30m people) were underemployed



over **1 in 5** among people in elementary jobs like labourers, refuse collectors and bar staff, were underemployed

## WHY IT MATTERS



Workers reporting insecurity in their jobs have higher self-reported ill health relative to workers in secure employment.

Workers reporting insecurity in their jobs see greater numbers of musculoskeletal disorders, physical health problems generally, psychological distress and occupational injuries.



## TACKLING INSECURE EMPLOYMENT

Public bodies and local partners can play an important role in improving employment conditions and job security in their communities:

Require their suppliers to **offer fair terms and conditions** of employment to people who work for them



**Change their procurement policy**, making use of the Social Value Act and writing a social value policy with partners



# Appropriate housing

## THE ISSUE

**One in three** homes in the private rented sector are not a decent standard



This is equivalent to

# 1.3 million

**95%** of housing stock is not suitable by disabled people, including wheelchair users.

## WHY IT MATTERS



The availability and affordability of high quality, appropriate housing **can reduce the demands on social care and health services**



Poor housing lowers educational attainment – and increases the likelihood of **unemployment and poverty** in later life.



Conditions like **TB, meningitis, respiratory illness and psychological distress** are more common in overcrowded homes



Overcrowded homes are associated with exposure to tobacco smoke, accidents, disturbed sleep, slow growth. They all increase risk of coronary heart disease in later life

## WHAT CAN BE DONE?

Public bodies and local partners can:



Put in place formal arrangements between partner organisations (e.g. NHS, fire, social care) to ensure health impacts of housing stock are considered



Prevent issues from occurring by ensuring the housing market is sustainable and appropriate for the needs of the population



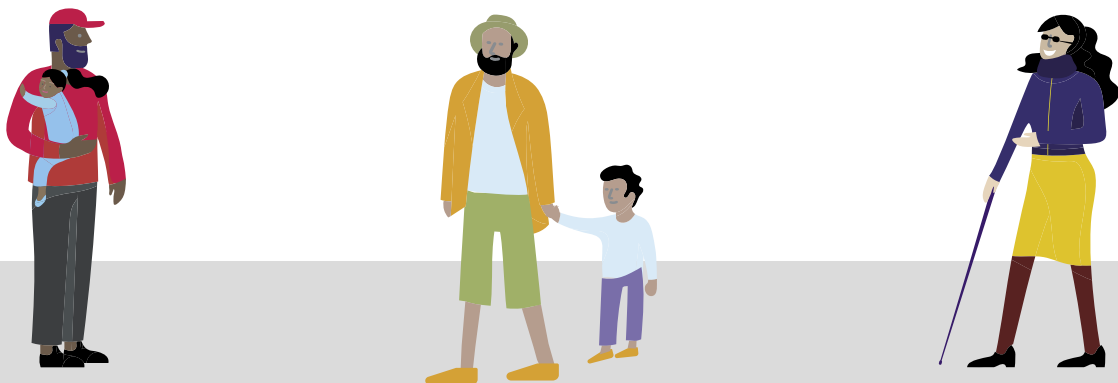
Include housing professionals as part of the wider Public Health workforce so that opportunities to improve health through the provision of housing services can be exploited.

## The asset based JSSNA approach (Joint Strategic Strengths and Needs Assessment)

Traditionally the **JSNA process** focused on needs and service responses. This inadvertently led to a 'cup half empty' approach to each of the complex issues examined as part of the JSNA. By starting with a strengths and asset approach, the new JSSNA process in Salford will include qualitative views on the strengths and assets in each of the neighbourhoods and in each of the topics examined. A number of evaluations, service reviews and case studies are compiled each year that will be relevant to the JSSNA looking forward to the future. This year, the **ward profiles** were refreshed. Next year, further in-depth analysis will be undertaken for the neighbourhoods and PCNs, and for the wider determinants.

Positive action based on assets can bring together diverse communities to work together towards shared goals. Already there is a wealth of insights across all stakeholders and member organisations of the Health and Wellbeing Board including the voluntary sector, public sector bodies, chamber of commerce, Healthwatch and the bespoke groups supporting the JSSNA process like the Salford Lived Experience Panel and the co-production priorities of the Locality Plan.

The Salford Lived Experience panel were set up in 2021 from a group of six lay members trained in the quality improvement approach. They will be working closely with the public health team and Healthwatch on the JSSNA process. Local residents are also being recruited to help examine the priorities in the locality plan aiming to co-produce new and different solutions.

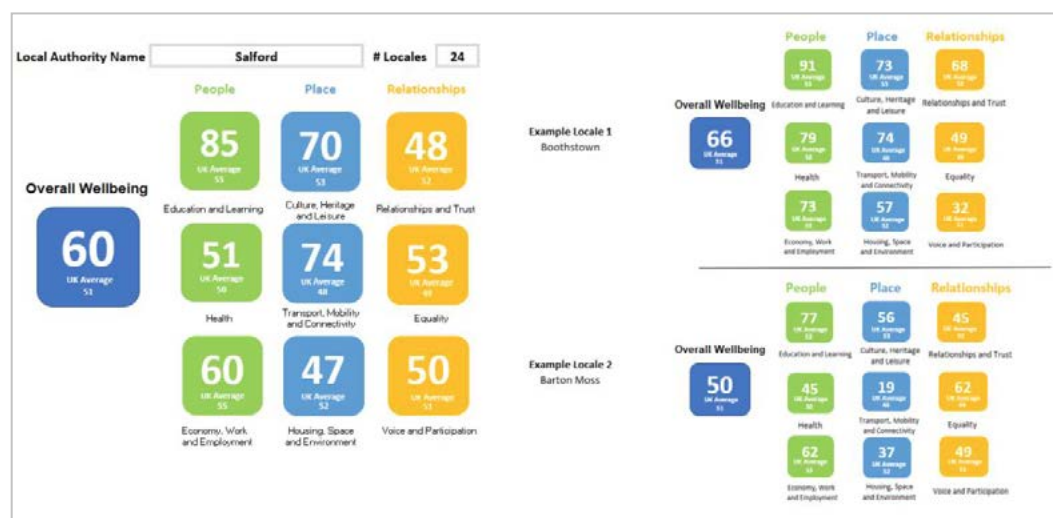




The 2011 Census will refresh the baseline of what we know about the diverse communities in Salford. There are also routine data sets that will be useful for monitoring changes within communities and during the year for the changing face of Salford. These will be a new source of segmented data for the JSSNA.

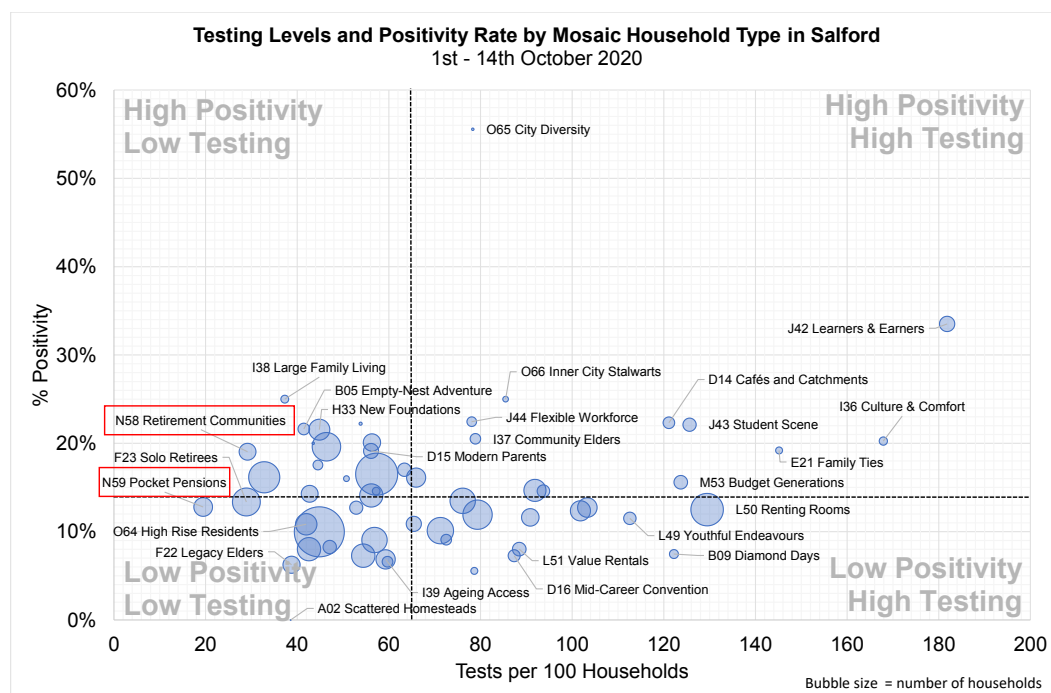
While the ONS Health Index compares Salford to other areas in the country, there are other more up to date detailed data that can give insights into communities living within Salford. Examples include Mosaic and the Co-op Community Wellbeing Index which will be used in the refresh of the JSSNA on wider determinants in Salford and at neighbourhood/ward levels that will help develop the new working relationships with the Primary Care Networks.

The Co-op Community Wellbeing Index (CWI) is a free-to-use online tool that provides insight into the wellbeing of over 28,000 communities across the UK. The Index is updated annually and was developed in collaboration with the Young Foundation and Geolytix. It is the first measure of wellbeing at a local level across England, Scotland, Northern Ireland and Wales. The data within the CWI provides users with the ability to learn more about the health of communities at a hyper-local level, whilst offering the insight required to empower action on the issues that are most critical to help drive development.

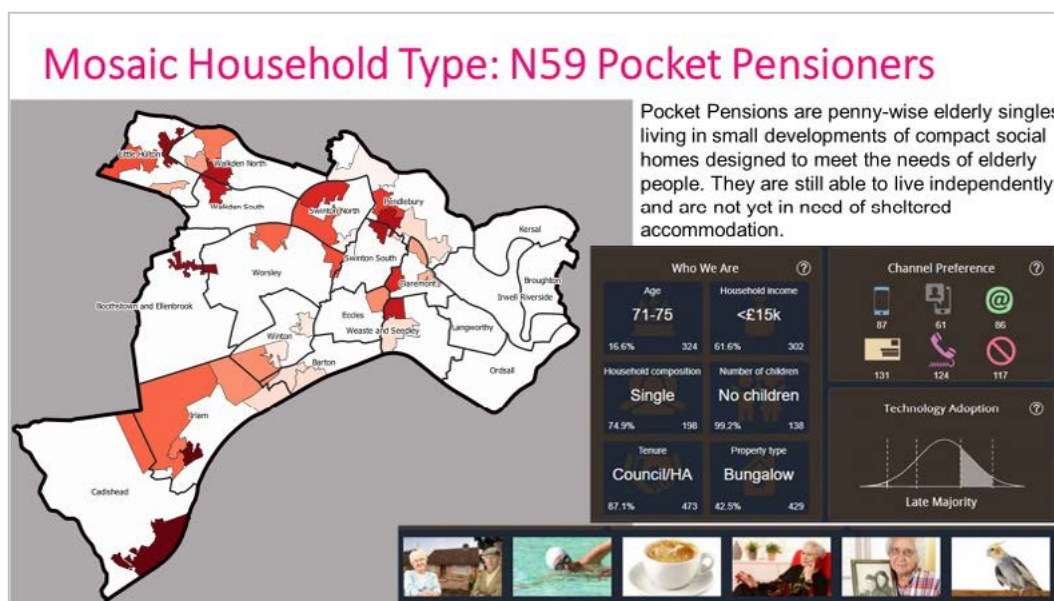


Mosaic Public Sector is a classification of UK residents from Experian that is designed specifically for use by the public sector and focuses on the needs of citizens. It provides a detailed and accurate understanding of each citizen's location, their demographics, lifestyles and behaviours. There are 146 Mosaic person types that aggregate into 69 household types and 15 groups. The classification is identical regardless of whether it is assigned to a person, a household address or a postcode to create one integrated and consistent classification that is easy to use. The classification is updated twice a year and can therefore show the changing face of neighbourhoods over time.

The insights generated by Mosaic are different to those just looking at geography alone. For example in October 2020, the analysis based on Mosaic classification identified household types that had high rates of COVID-19 but low testing uptake as follows. At the time in October 2020, the N59 Pocket pensioners had the lowest testing uptake in Salford.







### Co-Production in the Salford Locality Plan

In March 2021, The Greater Manchester Independent Inequalities Commission reported on 'Good Lives for All in Greater Manchester'. There is huge alignment with the commitment and priority given by the Health and Wellbeing Board to co-production for new and innovative solutions in the Locality Plan. The Locality Plan states that: "The value of co-production is recognised where power and decision-making are shared equally between decision-makers and citizens (including children and young people). The four particular areas for co-production, each of which is a fundamental determinant of health and wellbeing, are:

- child poverty
- climate change
- loneliness and social isolation
- mental wellbeing and suicide prevention

This work is being led by Unlimited Potential, on behalf of the Salford Health and Wellbeing Board. In August 2021 a Co-production Lead, hosted by local social enterprise Unlimited Potential, was appointed to take this work forward.

The locality plan priorities are inter-connected and the co-production approach therefore tackles the themes together. It was agreed to reframe the priorities in a way that would promote and support asset-based solutions to emerge. Our future prosperity and mental wellbeing depend on the physical and social environment. The concept of 'community wealth building' would help keep more money and wealth in the local economy, and also afford local people more control over and hope for their futures.

### **Our future prosperity**

We believe in showing compassion in our country, and yet increasing numbers of children are locked in poverty. We believe it is only fair that all children have good life chances.

The future prosperity of our society depends on our ability to foster the health and wellbeing of the next generation. When a society invests wisely in children and families, the next generation will succeed and pay that investment back through a lifetime of productivity and responsible citizenship.

When we create and replicate high quality programmes for young children, we can solve problems in early childhood development and provide significant long-term improvements for children.

### **Everyone deserves a healthy environment**

Many of us have had our value of green spaces and open water strengthened during the COVID-19 situation. We have also benefitted from cleaner air with less pollution, with less rampant carbon dioxide building up like a blanket that traps heat around the world.

Everyone deserves a healthy environment and the opportunity to live free from environmental threats. We need to make sure that everyone can live in healthy communities.

To protect the people and places we love, we need to be prepared and see how powerful we can be together to manage our environment responsibly. By taking practical steps to tackle problems facing our environment today in new ways, we are acting in the best interest of future generations.

### **Making time for each other**

During the COVID-19 situation, many of us have had our value of connection with others strengthened. More people have been looking out for each other.

We know that there are many ways to connect people in our communities, whether this is in person, through technology or in familiar places such as local shops or public spaces.

We can just be alongside people. If someone is struggling, we can ask them to help us. We can be curious and enjoy mixing with people who don't look like us (in all sorts of ways). Importantly, we can remember to have fun!

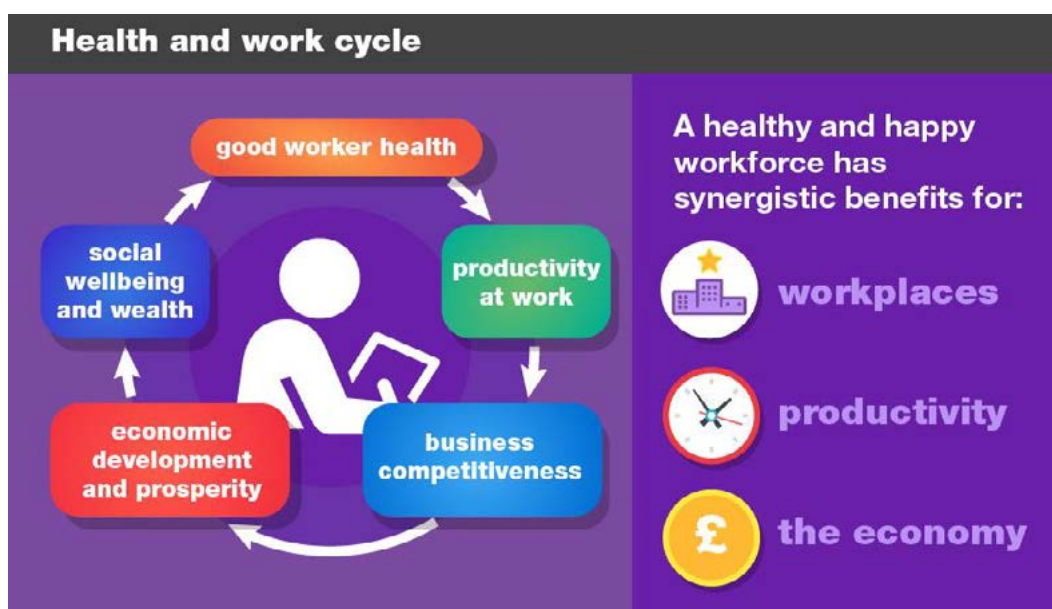
### **Looking out for each other**

When we take action for everyone's mental health and wellbeing, we contribute to our collective prosperity - both now and in the future.

We can improve mental health and wellbeing by trying new ideas and using our ingenuity to solve problems. We can put things in place that will support us all to feel better together, while dropping the language that puts people off. People and purpose are the most vital things to help us through tough times.

In particular, we can create ways of our being alongside people when they are facing the greatest stresses in their lives, such as financial problems, relationship break-up or chronic pain and illness.



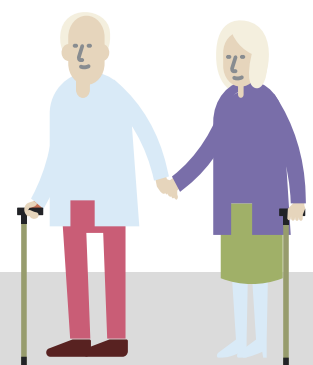
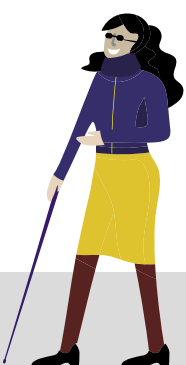


## Mental Health and wellbeing: Our shared priority

Mental health was agreed as a cross-sector priority for all the partnerships in Salford. This needed to shift focus from illness and services to wellbeing and health promotion. Through discussions with the Partnership Boards, it was proposed that the key themes would be reflected in their individual action plans, encouraging system focus and a shared approach to improved mental health and wellbeing.

Partners committed to the following actions, including a mental health and wellbeing champion in each partnership:

- Promote **5 Ways to Wellbeing** within their organisations
- Promote **Connect 5**: Connect 5 is a mental health promotion training programme that is designed to increase the confidence and skills of front-line staff about mental health and wellbeing, free training is available via the link
- Mental Health First Aid, **Mind in Salford** now offer Mental Health First Aid England training for individuals, businesses and organisations in Salford. Mental Health First Aid (MHFA) is an evidence-based internationally recognised training, backed by the Royal Society for Public Health, which teaches people how to spot the signs and symptoms of mental ill health and to provide initial help and support - just like physical first aiders do for people with injuries or physical ill health.
- Supporting staff with financial wellbeing and focusing on workplace wellbeing and being a mindful employer
- Promote the **Shining a Light on Suicide** work
- Support staff/clients who may be experiencing domestic abuse via the **16 days of action** website
- Support staff/clients who may be experiencing **loneliness**
- Promote the use of our **Emotional Health and Wellbeing Directory**.



# What it means for you

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## Mental health help is available

It's normal to feel stressed, anxious and even depressed in times of change and the pandemic has been challenging. Visit <https://hub.gmhsc.org.uk/mental-health/in-your-area/salford/> for support in Salford or [www.partnersinsalford.org/emotionalhealthservices](http://www.partnersinsalford.org/emotionalhealthservices).

Eating healthily and being more physically active does help and Salford has over 60 parks and green spaces to explore. Salford Community Leisure has gyms, swimming pools and exercise classes. You can find details of parks at [www.salford.gov.uk/parks](http://www.salford.gov.uk/parks) and activities by visiting <https://salfordcommunityleisure.co.uk>.

Meeting friends and family and spending time doing things you enjoy are also great mood boosters but if you need more help call Greater Manchester Mental Health on 0800 953 0285 for free at any time or visit <https://www.gmmh.nhs.uk/supportbylocationsalford>. By July 2021, over 29,000 people had called the 24/7 helpline so don't delay if you need this help.

For support with bereavement call the Greater Manchester Bereavement service on 0161 983 0902 during office hours or visit <https://greater-manchester-bereavement-service.org.uk/>.

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 [www.kooth.com](http://www.kooth.com) to find out more.

## Help to quit smoking is available

Podcasts, emails, a WhatsApp group and online meetings - it's all there to help you stop smoking and stay stopped for good.

Smoking damages your lungs and weakens your immune system making it harder for you to fight infections. If you get COVID-19 you're more at risk of complications.

The good news is that from the moment you quit smoking the body starts to heal itself which will help you fight off illnesses.

Salford City Council's health improvement team will tailor a plan with you to help you succeed. You can get individual support online or by phone as well free Nicotine Replacement Therapy (NRT) patches, gum, mouth spray or nasal spray.

Visit [www.salford.gov.uk/stopsmoking](http://www.salford.gov.uk/stopsmoking) email [healthimprovement@salford.gov.uk](mailto:healthimprovement@salford.gov.uk) or call them on 0800 952 1000.

## Catch up on immunisations

Routine vaccinations for babies, pre-school children and adults are continuing as normal while vaccinations usually given in school are being rescheduled. Immunisation is one of the best ways to protect your child from harmful and potentially life-threatening illnesses and is routinely offered to children at eight weeks, 12 weeks, 16 weeks, one year old and three years and four months.

If you have missed any of the routine vaccinations especially to keep yourself safe this winter, then please do book your flu, COVID-19 and other vaccinations as soon as possible. If you think your child has missed any vaccinations, please contact your GP for advice.

It's important to go to your appointments unless you, your child or someone you live with has symptoms of coronavirus. If you do have symptoms you should self-isolate and book a test to confirm whether you have the virus or not.

## Stay well in autumn

Coughs, colds, chest and lung infections (known as respiratory infections) fell last year as people stayed home but we have seen them rise as the restrictions were eased. Unlike COVID-19, many of these can persist even after the sanitiser, so you will need to wash your hands with soap and water frequently and regularly. Help stop the spread by covering your mouth if you cough or sneeze, and binning used tissues straight away. Stay at home if you are unwell.

Babies and young children are more at risk from these infections so it's best to avoid friends or relatives with coughs and colds until they are better. The British Lung Foundation has useful advice on looking after your child at home and the danger signs to watch out for. You can find out more on [www.blf.org.uk/support-for-you/signs-of-breathing-problems-in-children](http://www.blf.org.uk/support-for-you/signs-of-breathing-problems-in-children)

Keep your lungs healthy by cutting down or stopping smoking and never smoke around children or babies. There's plenty of support to help you quit at [www.salford.gov.uk/stopsmoking](http://www.salford.gov.uk/stopsmoking). As we head towards winter, don't let flu knock you back. It's highly infectious and can leave you poorly for up to a month. Complications such as bronchitis and pneumonia can put you in hospital and can even kill.

GPs are offering the free flu vaccinations from September onwards to people aged over 50, under 50 years with serious health conditions, pregnant women and children aged two and three. Primary school children will be offered the nasal spray vaccine at school so parents should watch out for the consent form. The vaccine is safe and effective and does not give you flu.

## Keep warm in winter

Don't suffer in the cold - follow these tips to keep warm and make sure you're claiming all the help that you're entitled to.

### **Improve energy efficiency in the home • Salford City Council**

- Keep curtains drawn and doors closed to block out draughts
- Have regular hot drinks and at least one hot meal a day
- Wear several layers of warm clothes (instead of just one chunky layer)
- Reduce your energy bills now - make sure you are on the best tariff for your needs
- Keep as active as possible
- Be a good neighbour. If you know someone who could be vulnerable in the bad weather, check that they are okay
- Stay COVID-19 secure. Open the windows frequently to ventilate the room as much as possible when you are with people you do not live with.





## Stay cool in summer

Summer heatwaves can be dangerous to vulnerable people. Older people, babies and young children, people taking certain prescription drugs and with underlying health conditions such as heart, lung or kidney disease or mobility problems can struggle to regulate their body temperature.

Overheating can lead to heat exhaustion and onto heatstroke which can be fatal. Visit [www.nhs.uk/conditions/heat-exhaustion-heatstroke](https://www.nhs.uk/conditions/heat-exhaustion-heatstroke) to learn what to do to help cool someone down. If you suspect heatstroke call 999 immediately. Please look out for vulnerable family, friends and neighbours.

Here are some ways in which you can stay cool

- Drink plenty of cold drinks but avoid excess alcohol
- Take cool baths or showers or sprinkle water over your skin and clothes
- Wear light-coloured, loose clothing; add a hat and sunscreen and take water along if you go out
- Stay out of the sun between 11am and 3pm and avoid extreme exercise
- Never leave anyone, particularly children or animals in a parked vehicle even with a window open
- Cool your house by shading windows, using a fan or opening a window if the air is cooler outside
- Don't swim unsupervised at Salford Quays or in open water. The water is always cold which is dangerous from cold water shock.

## Worried about a child?

The Royal College of Paediatrics have produced **advice for parents during the coronavirus** if you are worried about their health. The British Lung Foundation also outline the danger signs and **Breathing problems to look out for in children**.

If you're worried about an urgent medical concern, you can call **111** to speak to a fully trained adviser. In emergency situations, the young person must attend the nearest 24 hour A&E unit or call 999.

If you are worried about the welfare or safety of a child, it is very important that you act straight away. Salford City Council and partners have a multi-agency hub called the Bridge Partnership that screens all contacts concerning the welfare or safety of a child to children's services.

The Bridge can be contacted by telephone on **0161 603 4500**, alternatively you can complete an online referral form.

If you are worried about a young person in emotional distress and think they need urgent help but are not sure which service is best placed to help, you can also get advice from: **Salford CAMHS - 0161 518 5400** (Mon - Fri, 9.00am - 5.00pm).

## Scams - stop, think and say nothing

Stop, think and say nothing if you're contacted unexpectedly by someone asking for your personal or financial details. It could be a scammer phoning, texting or emailing to trick you into confirming personal information or giving your banking details so they can steal your money or your identity.

Salford City Council's trading standards team received over 70 reports of phishing scams with fraudsters claiming to be from PayPal, eBay, Amazon, banks, Royal Mail, mobile phone companies, TV licensing, internet companies and local and central government.

If you have any doubts hang up or don't reply and contact the organisation which claims to have contacted you through their official phone number or website. Avoid using details given to you by the person contacting you as these could be fake. Legitimate organisations will welcome you checking.

Scammers selling items will pressurise you into acting quickly and not telling family or friends about your 'transaction' in case they spot the scam. Don't let anyone rush you. Please report any scam to Action Fraud via **[www.actionfraud.police.uk](http://www.actionfraud.police.uk)** or calling 0300 123 2040 Monday to Friday 8am to 8pm Friends against Scams has information and a quick course on how to protect yourself and family and friends. Please visit **[www.friendsagainstscams.org.uk](http://www.friendsagainstscams.org.uk)**

## Sexual health

Sexual health and wellbeing are really important issues that can affect your health and quality of life, both in the short and long term. Shine is the Sexual and Reproductive Health Service for Salford residents. In addition to SHINE's services, a digital sexually transmitted infections (STI) screening service was set up during the COVID-19 pandemic to keep both service users and SHINE's staff safe.

Here is what you can do to support your own sexual health and wellbeing:

- Increase your knowledgeable and awareness of your sexual health needs and those of your partner so you can have an enjoyable sex life
- If you are sexually active and you or your partner could get pregnant always use contraception. There are many different types so you can find a method that suits your lifestyle and is effective <https://www.contraceptionchoices.org/>
- Condoms can be a very good option, when used properly they can prevent many STI's and prevent pregnancy
- If your contraception fails you can obtain emergency hormonal contraception (EHC) from SHINE and many pharmacies across Salford, phone ahead to ensure the pharmacy can supply EHC before making your journey
- If you have sexual health symptoms contact the SHINE service and get tested for STI's so they can be treated quickly to prevent any long-term consequences <http://www.boltonft.nhs.uk/services/sexual-health/clinics-and-services/salford-clinics/>
- If you request an STI testing kit, please use and return it.

## Support for people living with HIV

Routine PrEP provision started in 2020-21 both nationally and locally. Prior to this it was only available to those on the PrEP trial.

Note. PrEP stands for pre-exposure prophylaxis, it is a HIV prevention method in which people who don't have HIV take HIV medicine daily to reduce their risk of getting HIV if they are exposed to the virus.

If you are living with HIV and would like some confidential support outside of your treatment provision contact the George House Trust <https://ght.org.uk>

If you feel you are at a high risk of getting HIV contact SHINE to discuss whether taking PrEP is appropriate for you. PrEP is very effective at preventing HIV transmission when used correctly.

If you are living with HIV and are pregnant or have recently given birth you can contact the George House Trust <https://ght.org.uk> for information about the formula milk scheme. This project provides formula milk for the first year of the baby's life to prevent HIV infection from the mother to her baby when breastfeeding.

For more information about the GM PASH partnership see <https://gmpash.org.uk>

If you are from the LGBT community see <https://lgbt.foundation>

If you are from the BAME community see <https://thebha.org.uk>



# What will you pledge to do?

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As we head into 2022, 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 [www.nhs.uk/oneyou/for-your-body/drink-less](https://www.nhs.uk/oneyou/for-your-body/drink-less).

I will keep learning and take/sign up for a course.

I will use the Active 10 app to incorporate 10 minute bursts of brisk walking into my daily life [www.nhs.uk/oneyou/active10/home](https://www.nhs.uk/oneyou/active10/home)

I will shift from 'Couch to 5k' and download the app to help me [www.nhs.uk/oneyou/apps/#days-off](https://www.nhs.uk/oneyou/apps/#days-off)

I will know my numbers and go and get my blood pressure checked [www.bloodpressureuk.org](https://www.bloodpressureuk.org)

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 [www.nhs.uk/smokefree](https://www.nhs.uk/smokefree)

I will go for my cancer screening appointment when I'm invited so that I am 'Clear on Cancer' [www.nhs.uk/be-clear-on-cancer](https://www.nhs.uk/be-clear-on-cancer)

As a family we will make healthy home cooked meals for less using apps that are available to help us [www.nhs.uk/change4life/recipes](https://www.nhs.uk/change4life/recipes) [www.nhs.uk/Tools/Pages/easy-meals.aspx](https://www.nhs.uk/Tools/Pages/easy-meals.aspx)

I will take control of my day to day stress and anxiety using simple techniques using the Thrive app [www.thrive.uk.com](https://www.thrive.uk.com)

I will take up a free health check to help me look after my health and lifestyle and reduce my COVID-19 risk [www.salford.gov.uk/health-improvement-service](https://www.salford.gov.uk/health-improvement-service)

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 [www.healthcheck.nhs.uk](https://www.healthcheck.nhs.uk)

I will use 'Better off in Salford' to find local services, advice and support in Salford for benefits and money matters [www.salford.gov.uk/betteroff](http://www.salford.gov.uk/betteroff) and I will join my local credit union.

As an organisation, we will work towards achieving the Workplace Wellbeing Charter [www.wellbeingcharter.org.uk](http://www.wellbeingcharter.org.uk)

As a school we will introduce the Daily Mile [www.thedailymile.co.uk](http://www.thedailymile.co.uk)

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' [www.nhs.uk/staywell](http://www.nhs.uk/staywell) and 'One You' campaigns promoted during the year [www.nhs.uk/oneyou](http://www.nhs.uk/oneyou)

I will make use of the top tips for recycling, housing and health as promoted on the council website [www.salford.gov.uk](http://www.salford.gov.uk) and [www.salford.gov.uk/spiritofsalford](http://www.salford.gov.uk/spiritofsalford)

I will explore volunteering opportunities to contribute to my local community <https://www.salfordcvs.co.uk/want-volunteer>

I will aim to only use emergency services such as A&E and ambulances when absolutely necessary.

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.

