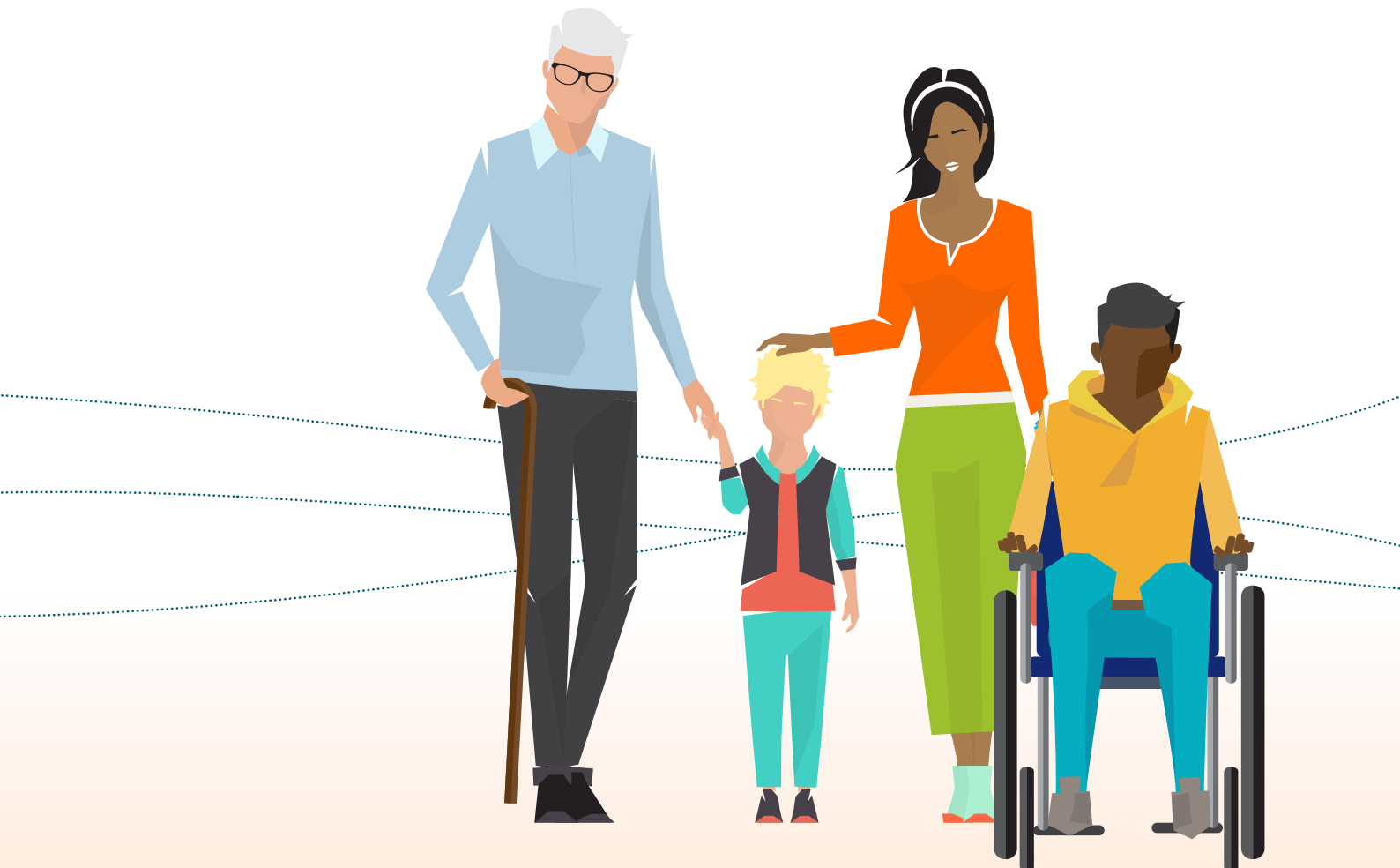


# Start well. Live well. Age well.

OUR SALFORD



**The Salford Locality Plan is the 'blueprint' for our health and social care. It explains how NHS providers and commissioners, Salford City Council and the voluntary and community sector will build on what is already in place so services work better and cost less.**

It looks at what you can do to stop getting ill in the first place and live healthier, independent lives so you do not need to go to the doctors or hospital as much. It includes ways in which people can reduce their chances of developing the most common 'killers' in Salford like heart disease, cancer and respiratory diseases, e.g. pneumonia, by taking more responsibility for their own health.

But the locality plan doesn't just look at health and social care services. It also looks at ways people's lives in Salford can change for the better if we have better housing, more jobs, more money and a nicer environment to live in.

Our city is growing. More people live in Salford than ever before. The number of homes has increased by 10% in the last 10 years and is predicted to grow even more. More money is coming into the city. In the last five years, £2 billion has been invested in Salford, creating 5,000 new jobs. We also have a strong and vibrant voluntary and community sector wanting to make life in Salford the best it can be.

But Salford is a city of contrasts - 70% of us are living in highly deprived areas. We have more than 12,000 children living in poverty. Our success rates at GCSEs are amongst the lowest in England and nearly 10% of the working population is long-term unemployed. Salford also has some of the worst health in the country. Even within the city itself, people living in poorer areas live up to 14 years less than those living in our richer neighbourhoods.

# What is the Salford Locality Plan?

**We have to narrow the gap.** Not only between Salford and the rest of Greater Manchester and the rest of England, but within our own neighbourhoods. We have to make sure everyone in Salford has the opportunity to have an excellent education, to learn skills and get a good job, to live in a nice environment and live healthier lifestyles into old age.

**Put simply, Salford people should be able to start, live and age well.**

## The financial challenge

It's no secret that public services are under a lot of financial pressure. As more people call Salford 'home', more of us are living longer and often with complicated health conditions. This means more people need more help and support to stay well. In Salford, we spend £485 million on health and social care every year. If we carry on doing the same things in the same way, by 2021 we will have a debt of around £157 million because of the difference between the cost of providing health and social care and the funds we have available.

## What are we talking about?

Some of the terms we use can be confusing, so here's a quick guide to what they mean:

<b>Commissioners</b>	organisations that plan and pay for the majority of health and social care services for people in Salford, mainly NHS Salford Clinical Commissioning Group and Salford City Council.
<b>Providers</b>	organisations like Salford Royal NHS Foundation Trust and Greater Manchester West Mental Health NHS Foundation Trust that deliver the health and social care services both in the hospital or the local community.
<b>Social care</b>	It covers a wide range of services. For example, helping elderly people live at home; supporting people with learning and physical disabilities, the homeless; children in need of foster care or adoption and young offenders.
<b>Wellbeing</b>	Wellbeing is about how we feel about ourselves in our world. If someone has a good sense of wellbeing it means they are feeling happy, feeling good about themselves and feeling life is worthwhile.

**MORE  
PEOPLE**

live in Salford than  
ever before



In Salford, we spend  
**£485m**  
on health and social  
care each year

## Just changing the way that health and social care is provided will not be enough.

The choices you make in your own life are really important. For example, if you don't smoke, drink sensibly, do some exercise and look after your own health, you are less likely to need help from the health service. You are also more

likely to be happier because you'll be healthier, need less time off work for illness and stay in employment. This will help you earn the money you need to live the lifestyle you want for you and your family.

# What difference will it make?

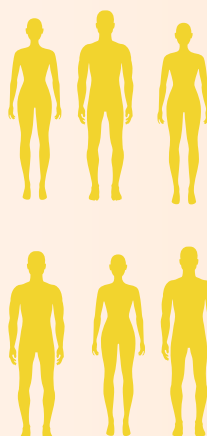
If everyone in Salford has access to health and social care services that work better and are available closer to home, live in a healthy environment and if you look after you and your family's own health, by 2021 the aim is ...



Every year there would be:



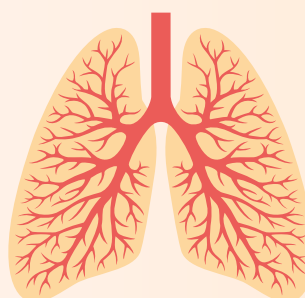
**20**  
fewer deaths from  
heart disease



**6**  
fewer deaths from  
liver disease

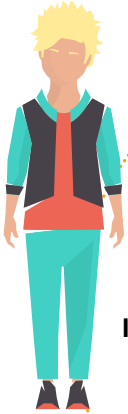


**31**  
fewer deaths from  
infectious diseases  
like flu, measles and  
hepatitis



**17**  
fewer deaths from  
respiratory diseases,  
like pneumonia or  
lung disease

# What do we mean by start well, live well and age well?

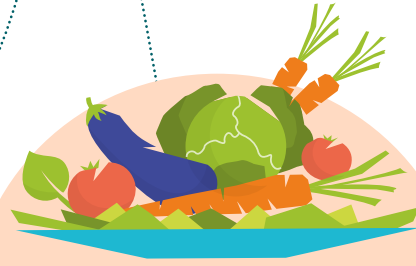


## START WELL

**I will grow up and achieve my potential in life, education and employment**

**I have parents/guardians who look after me**

**I am a healthy and active child**



Mums breast feeding (if possible), growing up with the right food and drink, opportunities to play and access to good schools are just some of the ways children can have the best start.



Having the skills to be in a good job with the accredited Living Wage and good working conditions will help you stay in good health.

Where you live – the quality of the housing, surrounding environment and even air quality – also impact your health.

## LIVE WELL

**I take care of my own health and wellbeing and can manage the challenges life may throw at me**

**I am happy in life and feel supported by my family, friends and local community**

**My lifestyle helps stop any long term condition or disability getting worse and affecting my life**



## SALFORD TOGETHER

**Is bringing health and social care provided by gps, district nurses, social workers, mental health teams, care homes, hospitals and voluntary organisations to work together and give older people the support the need.**



## AGE WELL

**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**

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

# What will change over the next 5 years?

**Doctors, hospitals, the Council, pharmacists, voluntary and community groups and local businesses will work together differently**

You will still be able to choose where to go for your health care. More health services will be provided nearer to your home and, where possible, different services will be provided in the same place. For example, if you go to a GP and they prescribe you medicine, you should be able to collect your prescription from a pharmacist based at your GP practice.

When different parts of health and social care services work closer together, you will see the right people in the right place with the right skills and experience. Making appointments with different places – like the GP or the hospital – will be simpler. For example, your doctor in your local practice will be able to see the same medical notes as a doctor in a hospital.

Salford Together is a partnership between NHS Salford CCG, Salford City Council, Salford Royal NHS Foundation Trust and Greater Manchester West Mental Health NHS Foundation Trust.

Salford Together is also linking up with other services so that care and support for all adults in Salford works better. This means it will be easier to be referred and transferred between different services if you need different care. For example if you are discharged from hospital but still need support at home, the transfer will be easier.

## **Going to the doctors will be different**

GP practices will look different and provide different services for people. There will be more people available to help you in primary care. Instead of going to just see a GP, some practices will have senior nurses to help you manage long term conditions (like diabetes or high blood pressure) or pharmacists to help with taking regular medication.

GP practices across the city will work together and with people who can help you stay well at home, in particular exercise groups, help with healthy eating and groups providing emotional support. This is called 'social prescribing' and is a formal GP referral to community support groups, like cookery clubs or dance classes.

GPs are also working towards the Salford Standard. The Salford Standard is a way to clearly describe the level of care that all Salford patients should expect from their GP. It will mean that, over time, everyone in the city gets the same level of service and care whichever GP practice they go to.

### **Going to hospital will be different**

Some hospitals will become specialised and treat more serious conditions. Others will be smaller and provide services that more people need. This may mean that you need to travel further on the small number of occasions that you need to see a specialist, but more of your out-patient and regular care will be provided much closer to home.

### **More things will be done digitally**

Digital technology has transformed our daily lives, and it will transform health and social care. The ambition is to be paper free at the point of care from 2021. This means information about your health – like test results, medical history, your personal preferences - will be on hand without needing to wait for the post or for them to be scanned

in. It will reduce administration and means your records will be joined up so you won't have to keep repeating the basic information – like your personal details – every time you attend an appointment. You can then spend more time talking about your health and the reason why you are there.

It will also mean that people with long term conditions and who may have regular tests, will have more control over their health. The aim is that they will be able to go online for their test results instead of ringing their GP. They will be able to 'track' their results and, if they see any changes, they can do something about it to keep their health on track.

Salford City Council is also working on ways that more of its business can be done online. Getting information, advice, paying for things, booking appointments, and asking questions will all be done online in the future from your phone, tablet or computer.

Not everyone can get online at the moment, so there will be more help to do that as well as having people available who can support you if you have a disability or special circumstances that mean that you can't do what you want to do online.

### **There will be a bigger role for people and organisations outside the health sector that can make a difference to your quality of life**



We'll continue to work with developers, housing associations, and local businesses to make Salford a better place to live with better quality housing and good job opportunities. Every time we spend public money, we'll aim to get as much extra benefit for you as possible, such as creating more local jobs, paying a Living Wage and building community facilities.

Voluntary, community and social enterprise organisations will become even more important providers of care and support across the city in addition to - or sometimes instead of - services provided by the NHS.

There will be more tests and health checks available so that you can understand how you live affects your health. This can help stop any long term health condition or disability getting worse and affecting your life.

### We plan to talk to you more about your health and wellbeing through:



**Social media** like Twitter and Facebook



**Listening** when you tell us what is and isn't working well for you



**Focus groups** patient panels, GP practice user groups

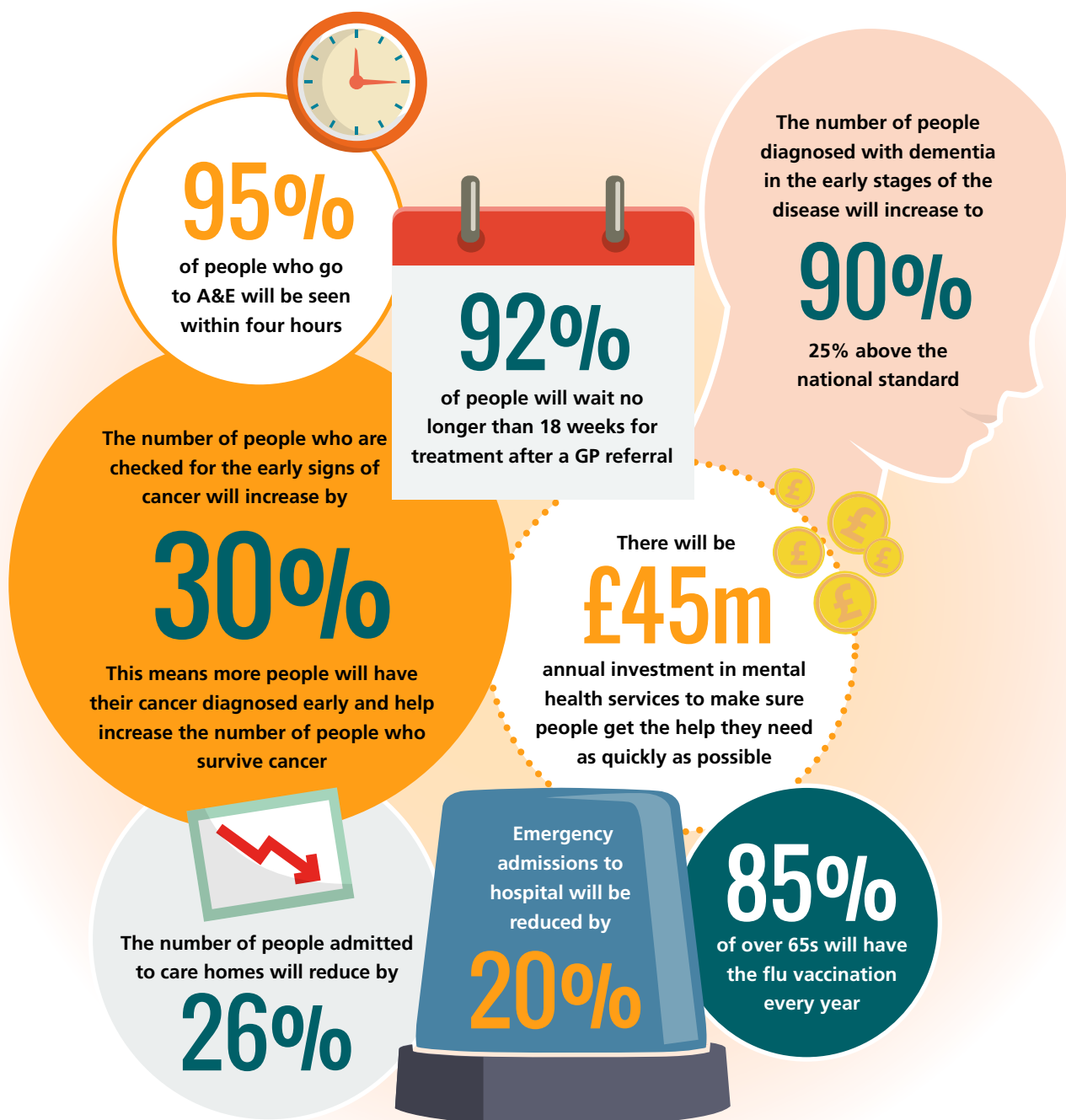


**Helping you** and your friends run healthy projects or provide help to other people in your area



**Asking you** to help us decide what services should be provided in your area

These plans for health and social care are ambitious and will not happen overnight, but we're not starting from scratch. **A lot of the work to achieve these aims is already happening in Salford.** If we continue to make services work better and closer to home, and if more people take more responsibility for their own health and use health and social care services in the right way, in five years:



# How you can play your part

**All of the above is part of a long journey to make sure public money is spent on the right treatments and services to give you, your children and future generations access to the very best health and social care services.**

But – this won't be enough on its own. People across Salford need to take more responsibility for their own health and use the services in the right way. You can help by:

- Help your family, friends and neighbours where you can
- Beat loneliness by keeping an eye out for older people in your neighbourhood
- Go to your GP and hospital appointments – or cancel if you don't need them
- Attend free health checks and screening when they are offered to you
- Make sure you and your children are vaccinated against common diseases
- Make exercise part of your daily life – try walking or cycling to school/work
- Eat healthily and drink alcohol sensibly
- Drink alcohol sensibly
- Stop smoking
- Only use A&E for emergencies and ring NHS 111 for non-emergencies
- Look after your mental health. One in four people experience mental health problems at some time in life so speak to your GP if you are worried.



We know some people will still need help, and they will continue to get it. However, if everyone took steps to stay healthy and well – no matter how small - you won't need to go to the doctor or hospital as much, you won't have to take as much sick leave from work and your quality of life will improve.

For more advice on how to stay well and manage health conditions, go to [nhs.uk](https://www.nhs.uk)

## Five ways to wellbeing

way **2** wellbeing

Evidence shows there are 5 main activities that help us improve and maintain our wellbeing

### 1. Connect...

With family, friends and neighbours. These are the cornerstones of your life that act as a buffer against daily stresses

### 2. Be active

Exercise makes us feel good and keeps us in good shape and is also a stressbuster

### 3. Take notice

Taking time to reflect on your feelings and experiences will help you appreciate what matters most to you.

### 4. Keep learning

Learning something new gives you confidence and a sense of achievement.

### 5. Give

Small acts of kindness towards other people, or larger ones – such as volunteering in your local community – can give you a sense of purpose and make you feel happier and more satisfied about life.

Go to [www.way2wellbeing.org.uk](https://www.way2wellbeing.org.uk)  
for more information

# How does this fit in with the rest of Greater Manchester?

The Greater Manchester Devolution Agreement was made with the Government to give more local powers over areas like transport, planning, housing, and health and social care to the region.

This means, from April 2016, it will be Greater Manchester and not the Government who will decide how the region's £6 billion health and social care budget is spent.

For Salford, this is £485 million. Devolution will change the way we spend money on services and gives us freedom to shape services around the needs of people in Salford. To read more about how this will happen, go to <http://www.salfordccg.nhs.uk>.

Greater Manchester now controls

## £6 billion

annual health and social care budget



## Find out more

The full Salford Locality Plan is available at [www.salfordccg.nhs.uk](http://www.salfordccg.nhs.uk). If you have any comments, questions or share your own ideas, please let us know by emailing [salccg.involve@nhs.net](mailto:salccg.involve@nhs.net), write to **NHS Salford CCG**, St James's House, Pendleton Way, Salford, M6 5FW, or call **0161 212 4800**. You can also tweet us [@Salfordccg](https://twitter.com/Salfordccg), [@SalfordCouncil](https://twitter.com/SalfordCouncil) or [@HWSalford](https://twitter.com/HWSalford)