



Cardiff and Vale

local public health plan

2021-24



Interim updated priorities

Mar 2021 update on priorities in light of Covid-19 pandemic

# Updated priorities in light of Covid-19

## Background



### **The impact of the Covid-19 pandemic**

The need for a preventative approach is clearer than ever in the context of the Covid-19 pandemic, both in the ongoing response but also in how we respond over the longer-term.

The pandemic has exposed the deep-seated inequalities in health we continue to see locally, with impacts seen more heavily in our more deprived areas, and amongst Black, Asian and minority ethnic (BAME) communities.

The many long-term legacies of the pandemic which will need to be addressed are likely to include structural changes in the economy (with increased unemployment and its consequences), long Covid, and mental wellbeing impacts across all sections of our communities, including isolation and bereavement, post-traumatic stress in some frontline healthcare workers, and increased health harming behaviours including increased alcohol consumption. The potential impacts of lockdown have been reviewed in a [PHW health impact assessment](#) on this topic.

Despite the many negative legacies, the pandemic has also seen rapid developments which can be capitalised upon to the benefit of population health. For example, we may see more flexible working patterns for many people, leading to better air quality and increased physical activity and active travel, and accelerated partnership working across the public sector; and increased engagement from communities following an increase in volunteering during the pandemic. However these changes are not assured, and work is required to maximise the opportunities presented.

In order to respond to these challenges and opportunities it is vital that we continue to focus on the wider determinants of health, working with our partners and communities, as well as individual behaviours and risk factors. Critical to this will be engaging with the further development of locality working to embed a preventative approach.

### **Our local public health priorities**

The [Cardiff and Vale Local Public Health Plan for 2020-23](#) sets out our long term work programme and outcome measures. During 2020-21 most of the efforts of our local team were focused on supporting the Covid-19 response, principally the Test, Trace and Protect and Mass Vaccination programmes, in conjunction with public sector partners locally and nationally.

As a result of these operational pressures, progress against many of our pre-pandemic local public health priorities for 2020-21 was limited, and we have not yet undertaken our usual annual review and refresh of our workplan for 2021-22.

We already know that much of our local specialist public health resource will continue to be required to support the Covid-19 response during 2021-22, initially at a similar level to 2020-21. It is too early to know whether with vaccination and other control measures we will be in a position to scale back some of our local input during the year.

The priorities below are a result of a brief high-level exercise during March 2021, to guide our programme in the first half of 2021-22. We plan to undertake a full review of our plan during summer (Q2) 2021, assuming the pandemic response allows for this. This will also potentially tie into a wider review of what public health should look like in the aftermath of the pandemic, as part of the Annual Director of Public Health report.

During the year we will also contribute with statutory partners to updated needs assessments required under the Social Services and Well-being Act and the Well-being of Future Generations Act; and review with the King's Fund how we can strengthen our approach to prevention across primary and community care.

We recognise the importance of preventing and responding to both the direct and indirect consequences of Covid-19, including long term impacts on health and social inequalities.

## Our priorities for March-June 2021, in addition to core Covid-19 response



### Immunisation

- Strategic oversight of mass vaccination programme for Covid-19
- Maintain uptake of routine childhood immunisations, particularly in low uptake areas
- Planning and delivery of routine seasonal flu vaccination campaign

### Tobacco

- Accelerated identification of patients that smoke on admission to hospital or attending outpatient appointments reflecting the link between lung capacity and Covid-19
- Provision of Smoking Cessation both in hospital and community settings via online and telephone support by tailoring service delivery to client demand
- Implementation of a Level 2 Smoking Cessation Community Pharmacy Enhanced Service providing direct access to free Nicotine Replacement Therapy without the need of a GP Prescription therefore, reducing a delay in clients accessing pharmacological support, as part of their quit attempt. This will reduce the demand on GP Practices at a time of Covid-19 pressures
- Increase the number of Community Pharmacies offering a Level 3 Smoking Cessation Enhanced Service to ensure a wide choice of options to help smokers quit
- Implementation of the Smoke Free (Wales) Regulations to prohibit smoking on hospital sites, school grounds and the outside areas of childcare settings launched on 1 Mar 2021

### Healthy weight

- Work with partners to plan and take forward action across the identified priorities of the Move More Eat Well Plan. Continue to develop the approach to Move More Eat Well communication and engagement, utilising the dedicated website and social media platform as opportunities to amplify and showcase local work
- Continue to expand and develop Food Cardiff and Food Vale partnerships, to include working towards achievement of Sustainable Food Places awards
- Resume audit process for the food outlets under the hospital restaurant and retail standards. Communicate healthy eating messages across each outlet and work to incorporate sustainability criteria into the standards

- Physical activity - continue to strengthen referrals to physical activity opportunities from primary care, in light of Covid-19
- Support workplaces to encourage employees to be more physically active, during a changing work environment due to Covid-19
- Physical activity – develop Cardiff Physical Activity and Sport Strategy with partners
- Continue to strengthen referrals to physical activity opportunities from primary care, in light of Covid-19
- Support workplaces to encourage employees to be more physically active, during a changing work environment due to Covid-19

### **Healthy environment and travel**

- Work with Cardiff and Vale of Glamorgan Councils to build on the interest in walking and cycling during the pandemic, to develop and promote new active travel infrastructure
- Continue implementation of the public sector Healthy Travel Charters for Cardiff and Vale, building on the rapid move to agile and home working seen during the pandemic and the opportunities of staff returning to the workplace as restrictions are lifted
- Develop and launch a Level 2 Charter, giving organisations in Cardiff and Vale (and beyond) the option to sign up to more ambitious commitments
- Promote the Business Healthy Travel Charter, to secure over 15 new organisational sign-ups
- Work with public sector partners, maximising the UHB's contribution to addressing the climate emergency

### **Health inequalities**

- Take a partnership approach to addressing the inequalities made more evident by the Covid-19 pandemic
- Identify priorities for action with local communities, including a focus on reducing the impacts of Covid-19 in Black, Asian and Minority Ethnic (BAME) communities, and highlight equity of access as a potential contributing factor
- Continue to address food poverty in our area, through a food systems approach
- Maximise the number of children attending school holiday provision (Cardiff Summer Squad) and other alternative healthy provision within the Vale. Aim to relaunch School Holiday Enrichment Programme (SHEP) in 2021

### **Mental well-being**

- Revising suicide and self-harm prevention strategy

### **Alcohol**

- Improve the knowledge and awareness of the general population about the risks of harmful levels of alcohol consumption
- Continue to educate children, young people and young adults (18-25) about reducing risks from alcohol
- Contribute to the reduction in alcohol related violence, accidents and injuries within the night time economy by working with licence holder and licensing teams in the local authority and police to influence changes in the operation of licensed premises, as they return to business during Covid-19

### **Sexual health**

- Promote Cardiff YMCA postal C-Card service established to ensure young people can access condoms safely in the community and 'Healthy Relationships Service' adapted to support young people virtually

- Provide primary care clusters with sexual health information, service updates and new developments such as the postal STI testing and community pharmacy oral contraception service
- Facilitate and share information with the Cardiff and Vale Sexual Health Working Group and meet virtually where appropriate
- Support a review of contraception services being carried out by Cardiff and Vale UHB's 'CAV Convention' Clinical Working Group

#### **Falls prevention**

- Delivery of a 'virtual' falls prevention service to people at risk of falls and secure longer term provision of falls prevention service across Cardiff and Vale
- Continue to raise awareness amongst community members of falls risk reduction interventions through communication campaigns and partnership working

#### **Dementia**

- Further development of dementia friendly communities
- Implementation of dementia team around the individual

#### **Healthy schools and preschools**

- Dependent on discussions coming out of the Welsh Network of Healthy Schools Scheme and Healthy and Sustainable Pre School Scheme National Recovery Group, the following are probable priorities, but may change:
  - To focus on supporting settings to implement the relevant Infection Prevention and Control Guidelines
  - To help children and young people develop strategies to protect their mental health
  - To promote the mental health and well-being of staff within childcare settings and schools