

Cardiff and Vale

local public health plan

2020-23

Revised final

Includes update on priorities in light of Covid-19 pandemic



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# Update: revised priorities in light of Covid-19

## Background



The spread of coronavirus (Covid-19) within Europe and then the UK in early 2020 coincided with the original version of this plan being finalised. As part of the wider public health system in Cardiff and the Vale, the local public health team (LPHT) has played a significant role in the response to the pandemic since February 2020.

At the time of writing (June 2020), we continue to devote a large proportion of our capacity to the response, currently focused on the Test, Trace and Protect (TTP) strategy. As a result of this we will not be able to deliver everything we had originally planned for our local public health programme in 2020-1.

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.

For expediency the remainder of this plan has not been rewritten, but we have agreed the following are our key priorities for 2020-1 in addition to Covid-19.

## Our revised priorities, in addition to core Covid-19 response



### Immunisation

- Maintain uptake of routine childhood immunisations, particularly in low uptake areas
- Design and delivery of mass vaccination programme for Covid-19
- 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 – to be launched early 2021

### Healthy weight

- Revised launch of Move More, Eat Well strategic action plan in July to include development of dedicated website to support partners and the public.
- Continue to expand and develop Food Cardiff and Food Vale partnerships, building on work undertaken in response to Covid-19.

- Reassess hospital restaurant and retail audit process and where possible resume and implement by Autumn 2020
- 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

### **Healthy environment and travel**

- Continue implementation of the public sector Healthy Travel Charters for Cardiff and Vale
- Develop and launch 'further and faster' Charters, giving organisations in Cardiff and Vale (and beyond) the option to accelerate their implementation of the Charter, or sign up to more ambitious commitments
- Promote the recently launched Business Healthy Travel Charter, to secure over 15 new organisational sign-ups

### **Health inequalities**

- Design and develop a partnership approach to addressing the inequalities made more evident by the Covid-19 pandemic, identifying priorities for action with local communities, including a focus on reducing the impacts of Covid-19 in Black, Asian and Minority Ethnic (BAME) communities
- 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**

- Partnership work on mental wellbeing and mental health service provision (working with colleagues and partners outside local public health team, including Cardiff and Vale UHB)
- 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**

- Work with Cardiff YMCA to promote the postal C Card service which has been established to ensure young people can access condoms safely in the community
- Provide primary care clusters with information about sexual health information, service changes and new developments such as the postal STI testing and community pharmacy oral contraception service.
- Continue to share information with the sexual health working group and meet virtually where appropriate

### **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:
  - o To focus on supporting settings to implement the relevant Infection Prevention and Control Guidelines
  - o To help children and young people develop strategies to protect their mental health
  - o To promote the mental health and well-being of staff within childcare settings and schools

# Introduction

## This plan



This plan describes our approach to public health in Cardiff and the Vale of Glamorgan during the period 2020-23. It includes an overview of population health in our area, the legal and policy context to our work, how we work, action being taken across the life course, and detailed descriptions of key work programmes.

Cardiff and Vale public health team is a multi-disciplinary team with staff employed and funded by a variety of organisations including Public Health Wales and Cardiff and Vale University Health Board (UHB). The team is led by the Executive Director of Public Health, Fiona Kinghorn.

We work closely with statutory and third sector partners in our area to deliver co-ordinated action on population health.

This plan covers a three year period and is updated annually. It forms a supplement to the Cardiff and Vale UHB three year [integrated medium term plan \(IMTP\)](#).



Brief summaries of our priorities and work areas, along with this plan, are available [online](#).

## Our aim

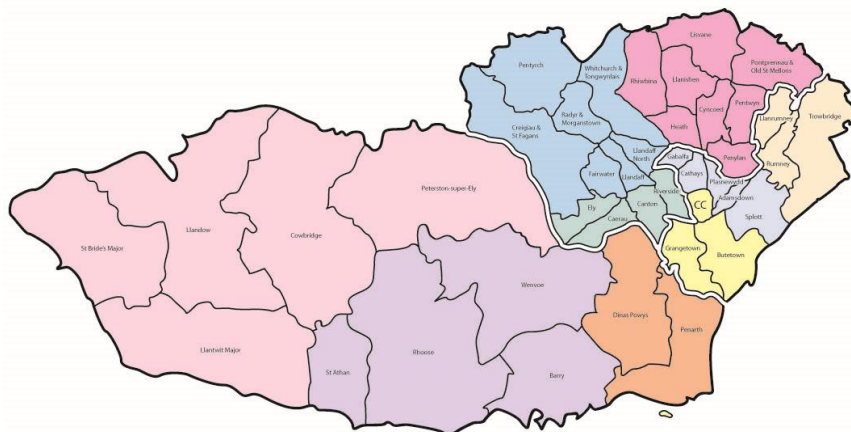


Our joint aim, working with statutory and third sector partners, is to identify and address current and future population health issues, improving health and reducing health inequalities among residents and communities in our area.

## Our area



We work across Cardiff and the Vale of Glamorgan, covering a population of nearly 500,000.



We cover three localities (Cardiff North and East, Cardiff South and West, and the Vale of Glamorgan); and nine primary care cluster areas, three in each locality.

# Population health in our area

The summary below is taken from information in the [Cardiff and Vale Integrated Medium Term Plan \(2019-22\)](#), the [Population assessment for Cardiff and Vale \(2017\)](#) and the Well-being assessments (2017) for [Cardiff](#) and the [Vale of Glamorgan](#).

## Population growth and demographics



### Population growth

The population of Cardiff is growing rapidly at nearly 1% per year, or around 37,000 people over the next 10 years. While overall numbers in the Vale are relatively static, the total population of Cardiff and Vale is expected to exceed 500,000 for the first time in 2020, and the population of Cardiff alone 400,000 by 2028.



### Ageing population

The average age of people in both Cardiff and the Vale is increasing steadily, with a projected increase in people aged 85 and over in the Vale of 20% over the next 5 years and nearly 50% over 10 years.



### Ethnic and cultural diversity

Cardiff has one of the most ethnically diverse populations in Wales, with one in five people from a black or minority ethnic (BME) background. 'White other' and Indian ethnicities are the second and third most common ethnic groups after White British.



### Changing patterns of disease

There are an increasing number of people in our area with diabetes, as well as more people with dementia in our area as the population ages. The number of people with more than one long-term illness is increasing.

## Staying healthy



### Tobacco

Around one in six adults (16%) in our area smoke. Data shows that smoking rates, whilst declining, are starting to stagnate. This is concerning because tobacco use remains a significant risk factor for many diseases, including cardiovascular disease and lung cancer, and early death. A behavioural insights report undertaken on behalf of the UHB found that the strongest predictive factor for young people experimenting with smoking is whether the mother smokes, and whether they live in a lower socioeconomic area.



### Food

Maintaining a healthy diet is important for good health, with diet influencing the incidence and progression of many serious diseases, including cardiovascular diseases and cancer. Over two thirds of people in our area don't eat sufficient fruit and vegetables, and over half of adults are overweight or obese. In Cardiff & Vale, just over three quarters of 4 and 5 year olds achieved a healthy weight in 2017-8. In some disadvantaged areas access to healthy, affordable food is more difficult and food insecurity is becoming more prevalent due to increasing living costs and low wages.





### **Physical activity**

Over 40% of adults in our area don't undertake sufficient regular physical activity, including nearly a third (30%) who are considered 'inactive', engaged in less than half an hour of physical activity each week. Physical activity promotes cardiovascular health and mental well-being.



### **Substance misuse**

Substance misuse affects people across a wide variety of ages and backgrounds. Changing needs include an increase in the number of people buying illicit substances online, a 'hidden population' misusing prescription and over-the-counter medications, dual diagnosis (substance misuse and mental health issues), the impact of novel psychoactive substances (NPS, 'legal highs'), and a rising trend of older people misusing alcohol.



### **Alcohol**

A fifth of adults in our area report drinking above the weekly guidelines. Drinking in excess has multiple adverse health effects, including cardiovascular and liver disease.



### **Building healthy relationships**

Building and maintaining healthy relationships through the life course, including sex and relationships education, helps improve mental well-being and sexual health.



### **Emotional and mental well-being**

Supporting emotional and mental well-being through the life-course has an important impact on people's resilience. Factors such as exposure to adverse childhood experiences (ACEs) play a significant role in this.

## **Inequalities**



### **Health inequalities**

There is considerable variation in healthy behaviours and health outcomes in our area – for example smoking rates vary between 12% and 34% in Cardiff, with similar patterns seen in physical activity, diet and rates of overweight and obesity. Uptake of childhood vaccinations is also lower in more disadvantaged areas. Life expectancy is around ten years lower in our most deprived areas compared with our least deprived, and for healthy life expectancy the gap is more than double this. Deprivation is higher in neighbourhoods in South Cardiff, and in Central Vale.

## **Wider determinants of health**



### **Healthy environment**

NO<sub>2</sub> and particulate matter air pollution reduce air quality and are higher in Cardiff than the rest of Wales, exceeding European legal limits in some places. Air pollution is associated with a number of diseases, contributes to widening health inequalities and reduces participation in physical activity (walking and cycling in particular). Environments which provide access to green space, healthy food, encourage active and sustainable travel including walking and cycling, and improve social networks and connectedness, are good for health.



### **Social isolation and loneliness**

Around a quarter of vulnerable people in our area report being lonely some or all of the time. Social isolation is associated with reduced mental well-being and life expectancy.

## Community assets



### Community assets

Local people, organisations and places which benefit people's health and well-being were identified in the [population assessment](#). They included: positive social interactions, third sector organisations and community groups, community pharmacies, volunteers, green space, community hubs and 'one-stop shops', dementia-friendly communities, and partnership working.

# Legal and policy context

Our work and priorities are shaped by key legislation, policy and strategy at a national and local level, outlined below.

## Legislation



### Well-being of Future Generations (Wales) Act 2015

All of our key workstreams contribute to one or more of the seven goals of the [WFG Act](#), and three or more of the five ways of working of the sustainable development principle; many demonstrate all five. Examples of this are the School Holiday Enrichment Programme (SHEP, Food and Fun), and joint working with our local authorities around planning and transport. The ways of working are detailed in each of the [work programme descriptions](#), and are: prevention, collaboration, involvement, integration and long-term. The UHB has a [webpage](#) describing its contribution to the Act's goals and describing [specific programmes of work](#) in more detail.

### Public Health (Wales) Act 2017

This [Act](#) introduces among other duties a requirement to carry out health impact assessments (HIAs), a national obesity strategy, and a restriction on smoking on hospital sites. We are working with partner organisations and the UHB to introduce and standardise routine combined equality and health impact assessments (EHIAs) for key projects; we are contributing to the development and implementation of the national obesity strategy 'Healthy Weight, Healthy Wales', through our local plan, Move More, Eat Well; and we have introduced a No Smoking and Waste Enforcement Officer on the University Hospital of Wales (UHW) and University Hospital Llandough (UHL) sites jointly with the local authority, in anticipation of a legal duty to prohibit smoking on NHS grounds to commence during 2020. The Act also introduced a requirement for pharmaceutical needs assessments, for which we are providing expert advice to the pharmacy team in the Health Board.

### Other legislation

Other legislation directly relevant to our work includes:

- Public Health (Minimum Price for Alcohol) (Wales) Act 2018. This tackles the availability and affordability of cheap, strong alcohol, with minimum pricing due to come into force in March 2020
- Social Services and Well-being (Wales) Act 2014. This includes a duty to undertake a population assessment to identify care and support needs; and to work jointly with local authorities to provide or enable services which meet and prevent these needs. The [first population assessment](#) was undertaken in 2016/17 across Cardiff and Vale, led by public health
- Active Travel (Wales) Act 2013. This makes it a legal requirement for local authorities to map and plan suitable routes for active travel, and continually improve the infrastructure for walking and cycling
- A legal direction has been issued to Cardiff Council by Welsh Government, under the Environment Act 1995, to develop a detailed plan by June 2019 to reduce NO<sub>2</sub> levels in as short a time as possible
- The [Equality Act 2010 \(Statutory Duties\) \(Wales\) Regulations 2011](#) requires an equality impact assessment to be made when reviewing any policy or practice. Details of how we have gone about this when updating this plan are given in the Equality and Health Impact Assessment chapter
- Impact of any legislation to withdraw the UK from the European Union

## Policy and strategy



### Prosperity for all

**Prosperity for all** is the national strategy of Welsh Government. Our work programmes have been developed in the context of the strategy, including a focus on:

- Prosperous and secure – tackling inequalities and combating climate change
- Healthy and active – promoting good health and well-being for everyone, building healthier communities and environments
- United and connected – building resilient communities

### Taking Wales Forward

The programme for government, **Taking Wales Forward 2016-2021**, includes a commitment to develop a nationwide and cross-government strategy to address loneliness and isolation.

A new national school curriculum is currently being developed in Wales, with full implementation due to start in 2022.

Our work also includes the priority areas of early years, and mental health.

### A Healthier Wales

**A Healthier Wales** sets out a long term future vision of a whole system approach to health and social care, focused on health and wellbeing, and on preventing illness. It emphasises the creation of a 'wellness system' over the next 10 years, with prevention increasing in importance; and describes the quadruple aim for NHS Wales – specifically, improved population health and wellbeing, better quality and more accessible services, higher value health and social care, and a motivated and sustainable workforce.

### NHS Wales planning framework

The **NHS Wales Planning Framework** is updated annually, and sets the overall context within which this plan sits. Welsh Health Circular 2019/029 which accompanied the Planning Framework release sets out the key outcome and delivery targets which NHS organisations will be held accountable for. These are included where relevant in the programme descriptions and performance trajectories chapters.



## Cardiff and Vale UHB priorities

The public health team was involved with developing the Cardiff and Vale UHB ten year strategy, *Shaping our Future Wellbeing (SOFW) 2015-2025*, which is now half way through its implementation. Our work contributes to many of the themes and principles in the strategy, including:

- Empower the person
- Outcomes that matter to people
- Avoid harm, waste and variation
- Reduce health inequalities
- All take responsibility for improving our health and wellbeing

Our work also contributes directly to the main vision in the strategy, namely 'a person's chance of leading a healthy life is the same wherever they live and whoever they are', with public health and prevention principles embedded throughout the UHB strategy. We also contribute to the delivery of the UHB well-being objectives, which are aligned to the SOFW principles.

We work closely with the UHB Strategy and Planning department throughout the year, including in developing and contributing to the annual update of the *UHB Integrated Medium Term Plan (IMTP)*.

The IMTP describes how prevention runs throughout the UHB's model of care, and how the wider determinants of health also play a significant role in health and well-being.



This local public health plan forms gives more detail to the outline of our work provided in the UHB's IMTP.



## Public Health Wales priorities

Our plan is aligned with the priorities in the PHW long term strategy, *Working to Achieve a Healthier Future for Wales 2018-30*.

Through discussion with Public Health Wales, the following priorities have been agreed for joint working between local and national teams:

- Healthcare public health
  - Identification and improved management of clinical risk factors

- High blood pressure
- High body mass index (BMI)
- High cholesterol
- High fasting plasma glucose
- Improving access to effective early intervention for mild to moderate mental illness
- Improving access, follow up and outcomes for screening and immunisation
- Health behaviours
  - Healthy eating/nutrition
  - Reducing smoking prevalence, including smoking in pregnancy
  - Reducing harmful consumption of alcohol
  - Reducing physical inactivity
- Improving mental well-being

### Tobacco

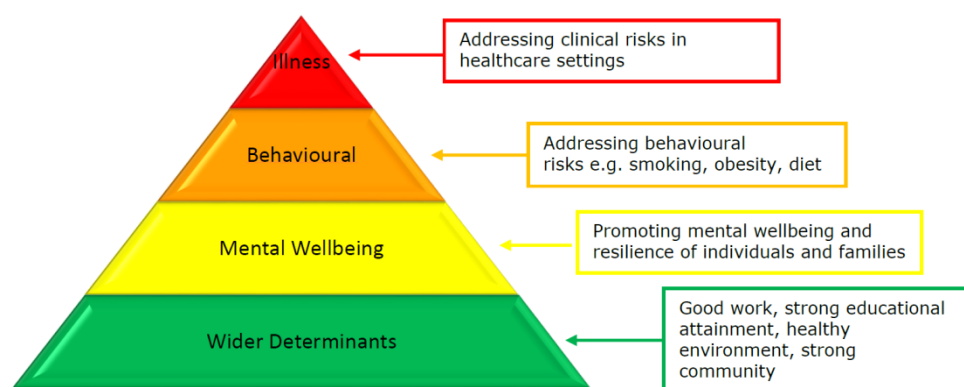
For tobacco, the C&V local public health team will implement the key components of the smoking cessation system framework. The Tobacco Leads Group will work across Wales to ensure consistent implementation across the country, and the Directors of Public Health group will develop a collective vision on smoking prevention and de-normalisation.

### Hypertension

For hypertension, the focus will be on improving management within primary care clusters. We will advocate for and provide support to nationally-agreed quality improvement initiatives that optimise the management of blood pressure within primary care clusters, aiming to reduce the preventable burden of cardiovascular disease and related inequalities.

### Population approach

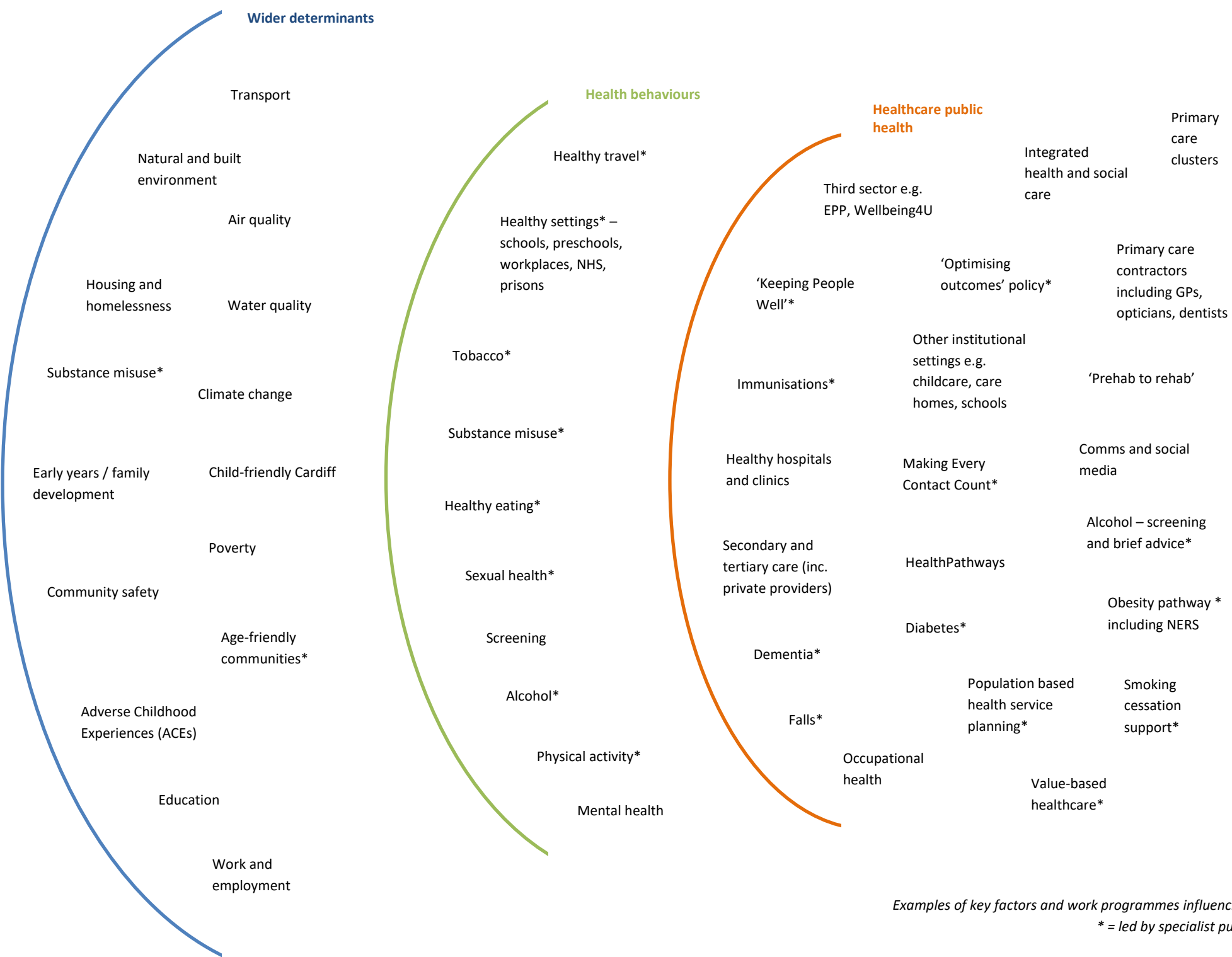
Broadly, population health interventions can focus on four different contributors to well-being (see figure), with the population reach increasing as you go lower down the pyramid.



# The wider public health system

Action to improve public health is taken by a large number of organisations and individuals in our area, with the specialist public health team just one part of that wider system. This is particularly the case for the wider determinants of health, factors influencing health beyond individual behaviour and the formal healthcare system.

The diagram below gives an overview of some of the diverse areas we work with colleagues and partners on and which influence population health in Cardiff and Vale, and was the result of a mapping exercise undertaken in November 2019. This diagram is not exhaustive and some partners are not shown.



Examples of key factors and work programmes influencing public health  
\* = led by specialist public health team



# How we work

These are the main mechanisms we use to undertake our work, responding to the needs of the population.

## Communications and engagement



### Working with communities

We work with local communities and residents in **designing and evaluating interventions** to improve health and well-being. When carrying out **needs assessments** we undertake surveys and focus groups with local people to identify the health and well-being needs in a given population, combining this information with data from other sources. These findings inform service provision in the area.



### Press and social media

We fund a dedicated public health communications post within the UHB Communications Team and aim to develop a comprehensive approach to communicating and engaging with people who live and work in Cardiff and the Vale of Glamorgan, and the staff employed by the UHB, about improving health and wellbeing. We use evidence based communication methods across both new and traditional channels, focusing predominantly on positive messages and highlighting assets available to people and communities. We tweet at [@CV\\_UHB](#) and work in partnership with communications team in Public Health Wales, Cardiff Council and Vale of Glamorgan Council.

## Settings



### Schools and pre-schools

The **Healthy and Sustainable Pre-School Scheme** aims to improve the health of pre-school age children by working through the childcare settings they attend. Registered nurseries, play groups and childminders can join the scheme, and receive free training, advice and help on how to make sustainable changes to improve health. In the Vale of Glamorgan, the scheme is run by the local public health team and benefits from the expertise of a multiagency Steering Group. The scheme in Cardiff is led by Cardiff Council.

The **Vale of Glamorgan Network of Healthy Schools Scheme** aims to promote and protect the physical, emotional and social health and well-being of children and young people in our area. All maintained nursery, primary, secondary, special schools and pupil referral units in the Vale of Glamorgan, as well as Westbourne Private School and Headlands Action for Children School, participate in the scheme. The scheme is managed by the local public health team and is actively supported by the Local Education Authority and Cardiff and Vale UHB. The team works in partnership to support schools to deliver whole school approaches to seven topic areas: Food and Fitness, Mental and Emotional Health and Wellbeing, Environment, Personal Development and Relationships, Hygiene, Safety, and Substance use and Misuse. We also work closely with the Cardiff Healthy Schools Scheme which is led by the City of Cardiff Council.

The **School Holiday Enrichment Programme (SHEP, Food and Fun)** is expanding in schools across Cardiff and Vale to ensure children in areas of need are able to access good quality meals, nutrition skills, sports education and enrichment activities during the holidays. Cardiff and Vale Public Health Dietitians develop resources and deliver training to school staff to support the delivery of the food and nutrition skills element of SHEP.

The **Switched On substance misuse team** work across Cardiff and the Vale in a number of different settings including schools, in a diverse and multi-disciplinary team. Provision of health and wellbeing sessions are offered to all mainstream, as well as alternative and further educational settings. All sessions are tailored to the age range and capacity of the audience and one-off sessions or a rolling programme can be implemented depending on need.



### **PRIORITY Primary Care Clusters**

There are nine Primary Care Clusters in Cardiff and Vale UHB, three in the Vale and six in Cardiff. Primary care is a priority setting because a large majority of the population visit their GP practice and community pharmacy during the course of each year. Working with each of the nine Clusters, we support the implementation of prioritised public health actions at a local level, and also liaise with the PHW Screening Engagement Specialist for our area. Examples include increasing referrals to smoking cessation support, increasing immunisation uptake, promoting bowel screening uptake, supporting the development of a social prescribing approach, delivering Making Every Contact Count training, and influencing the model of care and services provided in the new wellbeing hubs.



### **Place-based approaches**

**Dementia friendly communities** is a UK programme, designed to ensure that people with dementia feel valued and empowered and able to contribute to their communities. Across Cardiff and the Vale of Glamorgan, areas have pledged to 'work towards' being dementia friendly; including the whole of Cardiff which is the first capital in the UK to do so, and several towns in the Vale.

**Food Cardiff** is a multi-award winning cross sector food partnership which aims to make healthy, affordable and sustainable food a defining feature of Cardiff. It is one of a handful of "bronze" Sustainable Food Cities Network members and has been recognised nationally for developing the School Holiday Enrichment Programme. Food Cardiff is working towards securing "Silver" Sustainable Food City status.

**Food Vale** (Bwyd Y Fro) is a partnership in the Vale of Glamorgan which aims to achieve positive change in promoting healthy, local and sustainable food. A multi-agency Steering Group set up by the local public health team is leading the work, and following two successful engagement events and a pilot programme in the rural Vale, the Partnership has developed a Food Charter for the Vale with the aim of joining the Sustainable Food Cities Network in the UK. Two actions specific to Food Vale are included in the Vale PSB Wellbeing Plan.

**Place making** Influence the environment to support health and wellbeing. The partnership with local authority land use planners and the Cardiff and Vale UHB influences land use plans and policies, transport plans and housing development applications to ensure that walking and cycling is supported, and access to open spaces, the food growing environment and local health and social care services provided from shared use facilities are enhanced. One of our Consultants in Public Health Medicine works regularly with Cardiff Council Transport team to support work on active and low carbon travel, and clean air.



### **Workplaces**

Workplaces offer access to a stable population of adults and provide the opportunity for employers to create environments that invest in long term improvement of employee health and wellbeing. Evidence suggests that a healthy workforce leads to a reduction in sickness absence and increased organisational productivity, which in turn provides wider

important contributions to society. Employment, particularly access to good work, is an important determinant of physical and mental health.

Workplace health within Cardiff and Vale UHB continues to be led by Workforce and Organisational Development and their team. The Health and Well-being Advisory Group is currently being revisited. Externally, Healthy Working Wales continues to work with Cardiff and the Vale of Glamorgan businesses in order to assist them to work towards the Corporate Health Standard. Other topic area leads are embedding workplace health within relevant topics; for example, food and active travel

Within the UHB, we lead on co-ordinating improvements in the availability of **healthy food** from restaurants and retailers on our sites. The UHB currently holds both [Gold and Platinum Corporate Health Standard](#) awards, which are due for renewal in Autumn 2020.

We are working with public sector employers in Cardiff and the Vale to make it easier for staff to travel to and from work, and at work, by walking, cycling and taking public transport, and by low emission vehicle (see Public Services Boards, below).

## Systems leadership and partnership working



### **PRIORITY** Public Services Boards

The Well-being of Future Generations (Wales) Act requires Public Services Boards (PSBs) to be set up in each local authority area. PSBs are responsible for assessing the well-being of the local population across a number of different domains, and developing a Well-being plan across the partnership to address key issues. We have worked closely with Cardiff PSB and the Vale of Glamorgan PSB in developing well-being assessments and putting together Well-being plans.

The UHB and Public Health are represented on the two PSBs by the Director of Planning and the Director of Public Health, with the Chair and Chief Executive of the UHB additionally sitting on Cardiff PSB.

Public health are leading on or contributing to a number of key workstreams in the Well-being plans, including **Cardiff Child Friendly City**, and **healthy travel** in Cardiff and the Vale. The latter includes contributing to the development of the Clean Air Strategy for Cardiff, and developing and implementing [Healthy Travel Charters](#) for public sector organisations.



## NHS partners

We offer expert population health support to the **seven Clinical Boards** in Cardiff and Vale UHB. This includes advice on population need, demographics, evidence and clinically- and cost-effective primary and secondary prevention interventions. We have strong partnerships in place with the Clinical Boards to work on smoking cessation, immunisation, dementia and healthy weight. We work closely with the **Strategy and Planning team** on the development of the UHB's 3 year Integrated Medium Term Plan and the 10 year strategy, including shifting the focus of NHS work to prevention. We also provide advice to the **Capital, Estates and Facilities Service Board** on how population growth and changing needs will inform the requirements for NHS estates in our area in future (Shaping Our Future Wellbeing in the Community).

Public health leads a Steering Group to implement and embed the **Well-being of Future Generations Act** within the UHB's day-to-day work.

Collaborative working with the UHB's **Workforce and Organisational Development** has led to the development of a health improvement route map, which uses the employment cycle as a framework for embedding prevention across the UHB. Delivery of Making Every Contact Count training (see below) is an integral part of this. An additional example is the **Optimising Outcomes Policy** which identifies elective surgical pathways as a 'teachable moment' where the systematic and routine offer of support to help quit smoking or achieve a healthy weight can reduce the chance of having complications during surgery and improve recovery. We work with both primary and secondary care services to ensure prevention is embedded in clinical pathways, including the on-line *HealthPathways* system. This year we will focus on developing a social movement approach to integrating prevention systematically into the work of the UHB, aligning to the mission statement of 'Keeping People Well', by identifying, coordinating and promoting opportunities with our colleagues, patients and environment.

We work with **health protection** colleagues in Public Health Wales, supporting with management of incidents and disease outbreaks, liaising with Health Board colleagues where required, and participate in the on-call health protection rota for Wales. We also have strong links with the Vaccine Preventable Disease Programme (VPDP) in Public Health Wales, who support local delivery and implementation of immunisation programmes.

We also work with **Help Me Quit**, which was launched in April 2017 by Public Health Wales and aims to make it easier for smokers to access help to quit smoking. In October 2019 community based Help Me Quit teams (previously managed by Public Health Wales) transferred to Health Boards as directed by the Welsh Government. With all three Smoking Cessation Providers managed by the Health Board, an opportunity for seamless transition between hospital and community based smoking cessation services is possible and work has commenced to review this process, to ensure the smoker is offered a flexible and accessible service to help in their quit attempt.



## Wider partnership working

We work with a number of partners within the public and third sectors. Although some of this is through the Public Services Boards (see above), additional direct links are made on specific topics. We also work with private business through the **Employers' Network**, to encourage healthy workplaces.

The work of **Food Vale** and **Food Cardiff** (see above) bring together a wide variety of partners in each area including the third sector, producers, growers and suppliers, around the food agenda. The Sustainable Food Cities Co-ordinator post for Cardiff is jointly funded by Cardiff Council, Public Health Wales and the Soil Association.

Building on the success of Food Cardiff's partnership approach, networks have widened both across Wales (e.g. in the development of SHEP with the **Welsh Local Government Association**) and the UK (e.g. as part of the UK **Peas Please** partnership to increase vegetable consumption). Hosted by Cardiff and Vale Health Charity, **Food Sense Wales** aims to help apply the knowledge, expertise and experience gained from Food Cardiff and stakeholders across the Welsh food chain to promote food policy and practice that brings benefits to every part of the food system in Wales.



## Commissioning

The UHB is developing an outcomes based commissioning approach to plan, deliver, and secure the services required to deliver the 10 year strategy, Shaping Our Future Wellbeing. A commissioning framework is now in place which sets out the principles and processes for commissioning in the UHB.

Substance misuse treatment and support services in Cardiff and Vale are commissioned via the [Area Planning Board](#). More information is available in the [Substance Misuse Commissioning Strategy 2016-20](#)

## Working with health and social care staff



### Making Every Contact Count

Making Every Contact Count (MECC) is an approach that supports staff to more routinely and effectively incorporate health behaviour change into their contacts with the people they meet. Such individual action, if undertaken by large numbers of people, can have an important influence on population health. The main focus for the programme in Cardiff and the Vale is NHS staff, but training is also available to partner organisations, including via [e-learning](#) and a train-the-trainer approach. A range of resources and training are available to help staff develop the skills and confidence to appropriately raise issues such as smoking and physical activity, to offer support and to signpost as appropriate. We also contribute to the national development of MECC for use in NHS Wales and with partner agencies.

# Working across the life-course

## **PRIORITY** Early years including first 1000 days

We are working with partners in Children and Women Clinical Board (including Community Child Health and Maternity Services), our Public Services Boards, the Every Child Programme, and scoping opportunities with the First 1000 Days Collaborative led by CymruWellWales, to prioritise action in the early years.



### Working with maternity services

Over 1 in 9 (12%) pregnant women in Cardiff and Vale smoke on booking, and increasing the number of pregnant women who smoke who accept a referral to smoking cessation services and attend an appointment, is a key priority. Working with the Midwifery team, the local public health team have established an e-referral process for **pregnant women wishing to stop smoking**, and are monitoring adherence to NICE guidance by carbon monoxide (CO) testing at all antenatal appointments. Evidence exists that a dedicated Midwifery Support Worker trained in Smoking Cessation, based within the Midwifery team, achieves the highest rate of pregnant women accepting support and quitting smoking and plans have been agreed to implement this role during 2020.

As part of the **Every Child Programme**, 10 Steps to a Healthy Weight encourages mums-to-be to maintain a healthy weight in pregnancy. **Foodwise in Pregnancy** courses, part of the Nutrition Skills for Life™ programme, will be delivered by Dietitians to support this, subject to funding together with an emerging initiative that will support pregnant women to be more active. 10 Steps also **encourages mums to breastfeed** their babies and, when appropriate, to start weaning onto solid food at 6 months.

Influenza and whooping cough can be serious illnesses during pregnancy. **Flu and pertussis vaccinations** are offered to all women who are pregnant through primary care and midwifery.



### Adverse Childhood Experiences

Adverse Childhood Experiences (ACEs) are stressful events occurring in childhood which can have a long-term impact. Adults who experienced ACEs are more likely to adopt health-harming behaviours and have lower mental wellbeing and physical health. Action is needed across the life-course to prevent ACEs occurring, build resilience, and support healthy lifestyle choices. 47% adults in Wales suffered at least one ACE as a child and 14% suffered four or more.

Examples of current activity in Cardiff and Vale to address ACEs include supporting parents and young children through the **Flying Start** and **Families First** programmes in conjunction with Cardiff Council and the UHB; encouraging good **physical, emotional and mental health** as part of the **Healthy Schools Scheme**, and the **Together for Children and Young People** programme with the UHB; and action to reduce harmful alcohol consumption and substance misuse.

The need to develop ACE-informed services is increasingly being recognised by service providers, including health, police and local authorities. Actions to address ACEs are included in the Well-being plans for Cardiff and the Vale of Glamorgan.



### **PRIORITY Newborn and pre-school immunisations**

Immunisations protecting against a range of serious diseases including meningitis, diphtheria, measles and whooping cough are offered in the first four years of life. We co-ordinate the immunisation programme strategically across Cardiff and Vale, working with colleagues in primary care and the UHB, and in the PHW Vaccine Preventable Disease Programme, to improve uptake and reduce inequalities in immunisations, and introduce changes to the immunisation schedule.



### **Pre-school children**

The **Healthy and Sustainable Pre-School Scheme** brings together a partnership of agencies and aims to reach young children by working with the nurseries, playgroups and childminders they attend. Through the scheme, children are introduced to activities and experiences which will give them the best chance of a healthy life.

10 Steps to a Healthy Weight delivers key messages for parents of young children to ensure children are **healthy and active**, including playing outdoors, limiting screen time, eating fruit and vegetables daily and sticking to milk and water.

The **Gold Standard Healthy Snack Award**, overseen by the Public Health Dieticians, recognises the work of pre-school settings in promoting and providing healthy eating options to the children they work with.

The Switched On substance misuse team work with pre-school settings in order to support them in tackling issues around safety with substances (e.g. medicines).

## **Children and young people**



### **PRIORITY Healthy behaviours**

The **Healthy Schools programmes** in Cardiff and the Vale of Glamorgan aim to promote and protect the physical, emotional and social health and well being of children and young people in our area (see Settings section).

The food and drink provided in schools can make a positive contribution towards a healthy balanced diet for children and young people, and encourage them to develop good eating habits. The [Healthy Eating in Schools Regulations \(Wales\) 2013](#) set out nutritional standards for an average school lunch, and food and drink requirements throughout the school day.

**Uptake of Free School Meals** is encouraged across Cardiff and the Vale.

Supporting children and young people to be active during school time and to travel actively to school helps to maintain their well-being and contributes to enhanced academic and social skills attainment. Influencing the curriculum, the length of the lunchbreak and processes that support active travel to school are key components of the work across Cardiff and the Vale.

The **Switched On** team work with children and young people throughout Cardiff and the Vale in order to provide education and awareness on reducing substance misuse, along with reducing risk and preventing harm. The work is undertaken as a holistic approach, addressing key issues for young people that can contribute to substance misuse, including self-esteem, relationships, resilience and mental health. The team deliver educational sessions and offer free basic substance awareness information to the public and training to those working with children and young people, including parents and carers of this cohort.

Switched On have developed **Substance Misuse Education Toolkits** for both Primary and Secondary settings.

Whilst there have been legislative changes to reduce the number of young people exposed to tobacco, programmes initiated locally include the evidence based **JUSTB (Byw Bywyd) programme**, which is a peer-influence programme supporting Year 8 pupils to talk to their peers about the benefits of remaining smoke-free and is implemented in secondary schools in more disadvantaged areas of Cardiff and Vale of Glamorgan. All enclosed, local authority children's playgrounds are now 'smoke-free' and during 2017 Cardiff and Vale UHB launched the 'Smoke Free School Gates' programme in primary schools. The 'Smoke Free School Gates' initiative aims to encourage schools to monitor smoking at entrances and adjacent public paths incorporating this as part of an overall, smoke free policy. Over 30 primary schools have indicated they wish to join the scheme in 2020.

The **School Holiday Enrichment Programme (SHEP)**, developed by Food Cardiff, was piloted in Cardiff in 2015 and continues to grow. Branded as **Food and Fun**, the model is an innovative partnership approach involving schools, health professionals, local authorities, and community sports staff. The aim is to prevent children going hungry in the summer holidays, prevent social isolation, and to improve children's health and promote learning through a programme of enrichment activities. SHEP is delivered in schools in areas of need based on the number of children eligible for Free School Meals. Welsh Government is funding a programme throughout Wales. The Welsh Local Government Association oversees the delivery of the programme across Wales with support of the SHEP Advisory Board, which includes members of Food Cardiff and Cardiff and Vale UHB.



### **PRIORITY** Immunisations

Immunisations protecting against seasonal flu are now offered to all children aged 2-11. Immunisation against cervical cancer (HPV), the teenage booster vaccine and vaccination against meningitis ACWY, are offered to secondary school children. We co-ordinate the immunisation programme strategically across Cardiff and Vale, working with colleagues in primary care, school nursing and the PHW Vaccine Preventable Disease Programme, to improve uptake and reduce inequalities, and introduce changes to the immunisation schedule.



### **Working with partners**

Cardiff has recently become part of a Unicef programme in which cities work for 2-3 years to be globally recognised as a **Child Friendly City (CFC)**. CFCs are committed to ensuring that children's rights are fulfilled. Children and young people and professionals who deliver services to children have identified the following as the priority areas for Cardiff, in addition to the required themes: Healthy, Safe and Secure; Education and Learning; Family and Belonging; and Culture and Communication. The **Cardiff Child Friendly City Strategy** was launched in November 2018.



## Working age adults



### **PRIORITY** Healthy behaviours

We promote healthy behaviours among adults in our area. This includes specific work programmes on **tobacco use**, **healthy eating** and **physical activity**, **alcohol**, **substance misuse** and **healthy and active travel**.

The **Making Every Contact Count** programme trains public and third sector staff to give brief health promotion advice on key topics. Workplaces are encouraged to participate in the **Corporate Health Standard** Award scheme, with one of its criteria focusing on healthy eating. Cardiff and Vale UHB is implementing **Restaurant and Food Retail Standards** to ensure that a minimum of 75% of food sold on UHB premises is healthy.

**Nutrition Skills for Life™** aims to support a wide range of community workers to promote healthy eating and incorporate food and nutrition skills into their work. **Foodwise for Life** is an 8-week weight management course delivered in the community to encourage and support healthy eating and weight loss.

**Substance misuse** treatment and support services are commissioned via the [Area Planning Board](#).

**Peas Please** is an initiative to increase the UK's vegetable consumption by influencing stakeholders across the supply chain. Leading the work in Wales, Food Cardiff will ensure Cardiff will become one of the first "Veg Cities", developing the template in conjunction with Sustainable Food Cities for other cities to follow suit.



### Long term conditions

We have provided systems leadership to a work programme across the UHB on **diabetes**, which has at its priorities to roll out the Think Glucose programme; to meet the all Wales standard for people with diabetes moving from paediatric to adult services; to implement a foot risk assessment tool; and to embed the Community Diabetes Model.

Additional **immunisations** are offered to working age adults at higher risk of disease, including many people with long term conditions.

## Older people



### **PRIORITY** Healthy behaviours

While all our key health improvement programmes include older people, we especially promote safe drinking among older people as excess alcohol consumption is a growing issue in this age group.



### Dementia

Dementia is a chronic, progressive illness of the brain describing a set of symptoms that may include memory loss and difficulties with thinking, problem-solving or language. Increasing age is a key risk factor for dementia, amongst other lifestyle factors. Within Cardiff and the Vale there is a [10-year dementia strategy](#), which aims to reduce the risk of dementia, and ensure that people with dementia and their carers get the care and support that they need.



## Falls prevention

The [Cardiff and Vale UHB Falls Framework: Reducing risk and harm](#) was published in 2018. The focus of the framework is around early intervention and prevention and it sets out the approach for Cardiff and Vale. Work is overseen by the Falls Delivery Group to ensure a strategic approach across the UHB and with external partners including WAST, Fire and Rescue, local authorities and third sector.

Pathways for early intervention have been developed to include community falls clinics so people can get multi-factorial assessments and tailored advice to reduce their risks. Local strength and balance classes delivered by qualified instructors provide an opportunity for evidence based exercise to reduce risk. Training on falls awareness, brief interventions and signposting for people to address falls risks at an early stage is being provided across Cardiff and the Vale.



## **PRIORITY** Immunisations

Vaccines against seasonal flu, pneumococcal pneumonia and shingles are offered to older people. We co-ordinate the immunisation programme in Cardiff and Vale.

# Work programmes

This section describes the following major work programmes undertaken by specialist public health in more detail.

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	<b>PRIORITY Tobacco</b> Reduce the number of people smoking, through smoking cessation services and wider support including smoke-free settings	26
	<b>PRIORITY Immunisations</b> Improve uptake of childhood and adult immunisations, to prevent serious disease	28
	<b>PRIORITY Healthy weight</b> A multi-dimensional approach across the life-course and settings to support people to maintain a healthy weight, focusing on <b>physical activity</b> and <b>healthy eating</b> . Performance trajectories for healthy weight are given in the trajectories chapter.	
	<b>PRIORITY Healthy eating</b> Support people to make healthy choices around food	30
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	<b>PRIORITY Health inequalities</b> Reduce health inequalities in Cardiff and Vale by taking a targeted and 'proportionate universalism' approach to support	34
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	<b>Healthy Schools and Pre-schools (VoG)</b> Promote and protect the physical, emotional and social health and wellbeing of children and young people in the Vale of Glamorgan	46

## Why this is important



### The issue

- Stopping smoking will improve people's health and life expectancy and reduce pressures on the NHS
- Free smoking cessation support is available in community, primary and secondary care settings and is easily accessible via website, telephone, text and professional referral
- Smoking rates are highest in areas of high deprivation
- Cardiff and Vale smokers are amongst the lowest in Wales to access specialist smoking cessation support. However, once engaged, the 4 week quit rate is above the Welsh average
- Overall, smoking prevalence in Cardiff and Vale is reducing at a rate faster than the Welsh average



### How many people does this affect in our area?

- Over 60,000 people smoke in Cardiff and Vale. 1.8% of these accessed specialist smoking cessation support during 2018-2019



### What we want to achieve

- Reduce the number of people smoking, through smoking cessation services and wider support including smoke-free settings



### How we will do this

- Increase the provision of specialist smoking cessation services in community settings – specifically targeting areas of high deprivation
- Increase the number of smokers setting a firm quit date (attending more than one appointment) and quitting smoking at 4 weeks CO verified
- Increasing the number of patients who are routinely asked if they smoke and offered smoking cessation support
- Implementing programmes and policies aimed at reducing uptake of smoking – especially amongst young people in areas of high deprivation
- Implement and enforce smoke free environment policies which aim to de-normalise smoking, help prevent uptake, promote quitting, and actively promote and support the introduction of the Public Health (Wales) Act that will prohibit smoking on hospital grounds
- Implement a tobacco prevention programme aimed at children and young people which includes school based interventions and wider smoke-free environment measures

## Key actions being taken in Cardiff and Vale

All major actions being undertaken are listed in the Tobacco Control Delivery and Recovery Action Plan, which is regularly updated. This includes the actions below.



### Action

2020/21

2021/22

2022/23

1. Increase the number of patients recorded as smokers at booking/admission and offered referral to smoking cessation services

•

•

•

2. Increase the number of community pharmacies offering a Level 3 Enhanced Scheme for Smoking Cessation and to support all participating pharmacies to increase the numbers of smokers accessing the service	•	•	•
3. Reduce smoking incidence across UHB hospital sites by actively challenging smokers and enforcing action as set out in changes in legislation (when the Public Health (Wales) Act changes take effect)	•	•	•

## Impact on inequalities



We plan to reduce inequalities in uptake of smoking cessation support by increasing the number of community based programmes – especially in areas of high deprivation. This includes promotion of the single brand 'Help Me Quit', and by increasing community pharmacy participation

## Impact on the environment



- Smoke free environments – safer places to live, work and play
- A cleaner environment – a reduction in litter associated with tobacco smoking

## Sustainable development



## How will we measure success?



**KPI 1. Number of smokers making a quit attempt via smoking cessation services and the CO validated rate**



**KPI 2. Percentage of adults who report being a current smoker**

## Major partners



## Find out more



**Trina Nealon**  
Principal Public Health Specialist



Cardiff and Vale UHB website  
[www.cardiffandvaleuhb.wales.nhs.uk/quit-smoking](http://www.cardiffandvaleuhb.wales.nhs.uk/quit-smoking)

## Why this is important



### The issue

- Immunisations are a quick, easy way to protect people against a large number of different diseases, including serious infectious diseases as well as some cancers
- The routine immunisation schedule regularly expands and changes including the addition of new vaccines. From 2020/21, the PCV schedule for infants will change and HPV will be introduced for boys in Year 8/9 alongside the programme for girls.
- Cardiff and Vale has historically had relatively low uptake of vaccinations compared with other parts of Wales, although uptake is above most benchmarked averages in England. Uptake is significantly lower in our area in more deprived communities, and among people in some ethnic minority groups. Uptake of flu vaccine among staff and pregnant women is above the Wales average.
- Data cleanliness, by keeping records up to date, is important in ensuring uptake rates are accurate and efforts to improve uptake are targeted appropriately.
- Vaccination uptake rates for pre-school children and flu vaccination are key WG targets



### How many people does this affect in our area?

- All children are recommended vaccinations, with around 15% not currently receiving all recommended vaccines. Flu vaccine was offered to around 217,000 people in our area in 2018-19, or over 4 in 10 of us (44%).



### What we want to achieve

- Improve uptake of childhood and adult immunisations, to prevent serious disease



### How we will do this

- Promote and support vaccination uptake, exceeding WG vaccination targets
- Reduce inequalities in uptake of vaccines
- Introduce changes to vaccine schedule safely and efficiently

## Key actions being taken in Cardiff and Vale

All major actions being undertaken are listed in the Cardiff and Vale Immunisation action plan, which is regularly updated. This includes the actions below.



Action	2020/21	2021/22	2022/23
1. Regularly identify through the escalation process GP practices with outlying uptake of vaccinations, and work systematically with them to identify issues and improve recorded uptake	•	•	•
2. Provide additional targeted support to primary care cluster(s) with low immunisation uptake	•		

3. Implement action plan to address barriers to teenage vaccination	•	•	•
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## Impact on inequalities



We plan to reduce inequalities in uptake by targeting our support to practices with low uptake, and clusters in more deprived areas of Cardiff and Vale. This includes working with community leaders in some ethnic minority groups with lower uptake

## Impact on the environment



Neutral impact

## Sustainable development



## How will we measure success?



### KPI 1. Uptake of pre-school immunisations

Including uptake of 6 in 1 at age 1; uptake of pre-school booster and MMR by age 5; and variation in uptake between primary care clusters



### KPI 2. Uptake of flu vaccination

Including uptake among over 65s; uptake among under 65s at higher risk;; uptake amongst children aged 2-11; uptake among staff with patient contact

## Major partners



## Find out more



### Lorna Bennett

Consultant in Public Health

### Nuala Mahon

Immunisation Co-ordinator



Cardiff and Vale UHB website

[www.cardiffandvaleuhb.wales.nhs.uk/immunisation](http://www.cardiffandvaleuhb.wales.nhs.uk/immunisation)

## Why this is important



### The issue

- Obesity is a risk factor for a number of illnesses, reducing both quality of life and life expectancy, including type 2 diabetes, heart disease, stroke, osteoarthritis and some cancers
- Diet, including sugar intake, is a major contributor to people's weight
- Only 7% of food purchased in Wales are vegetables currently (Kantar)
- There is a social gradient for obesity – those in the more deprived communities are at greater risk of poor diet and therefore obesity rates are higher



### How many people does this affect in our area?

- 42% of adults across Cardiff and the Vale are a healthy weight
- 31% of adults reported eating 5 portions of fruit and vegetables per day
- 77% of 4 and 5 year olds in Cardiff and the Vale were a healthy weight in 2017-18



### What we want to achieve

- Support people to make healthy choices around food



### How we will do this

- Implement a local Healthy Weight Strategy and Framework for Cardiff and the Vale by March 2021
- Further expand Sustainable Food partnerships across Cardiff and the Vale by the end of March 2021
- Ensure that a minimum 75% of food and drink sold in UHB outlets is healthier, in compliance with the UHB Restaurant and Retail Standards by end of March 2021

## Key actions being taken in Cardiff and Vale

All major actions being undertaken are listed in the Cardiff and Vale Eating Well Action Plan (2015-18), which is updated annually. Actions include:



Action	2020/21	2021/22	2022/23
1. Implement the 'Move More Eat Well' healthy weight Strategy & Framework for Cardiff and the Vale by March 2021	•		
2. Further expand Sustainable Food partnerships across Cardiff and the Vale by the end of March 2021	•		
3. Ensure that a minimum 75% of food and drink sold in UHB outlets is healthier, in compliance with the UHB Restaurant and Retail Standards by end of March 2021	•		



## Impact on inequalities



We plan to tackle inequalities through delivering targeted programmes and interventions in less affluent areas – for example, in developing the School Holiday Enrichment Programme (SHEP, Food and Fun) across Cardiff and the Vale in areas of need. We will continue to encourage the uptake of Free School Meals and the use of Healthy Start Vouchers across both local authority areas, mindful of forthcoming changes in eligibility with Universal Credit.

## Impact on the environment



In line with implementing a healthy food policy across UHB outlets, we are committed to reducing waste through promoting free drinking water and recycled coffee cups, as well as monitoring and mitigating the level of food waste. We will be working with UHB procurement services to source more food suppliers at a local level and inform the work of national procurement. Food Vale and Food Cardiff promote locally sourced, organic food where this available and affordable.

## Sustainable development



## How will we measure success?



### KPI 1. Percentage of adults eating five or more portions of fruit and vegetables the previous day

Taken from National Survey for Wales



### KPI 2. Compliance with restaurant and retail food standards

Percentage of food served by UHB hospital outlets which is defined as 'healthy' under the Healthy Restaurant and Retail food standards policy

In addition there are two KPIs measuring healthy weight in adults and children, which Healthy eating will contribute to (see Performance Indicators chapter).

## Major partners



## Find out more



**Rhianon Urquhart**  
Principal Health Promotion  
Specialist



Nutrition Skills For Life  
[www.cardiffandvaleuhb.wales.nhs.uk/nutrition-skills-for-life](http://www.cardiffandvaleuhb.wales.nhs.uk/nutrition-skills-for-life)  
Food Cardiff [foodcardiff.com](http://foodcardiff.com)  
Food Vale [foodvale.org.uk](http://foodvale.org.uk)

## Why this is important



### The issue

- Physical activity contributes to wellbeing and is essential for good health. It helps to maintain a healthy weight and manage stress, and also improves sleep and quality of life
- Being active can reduce the risk of many chronic conditions, including coronary heart disease, stroke, type 2 diabetes, cancer, obesity, mental health problems, social isolation and musculoskeletal conditions
- Physical inactivity incurs a cost to the NHS as well as to the individual. It is estimated that Cardiff & Vale University Health Board spends per annum an additional £1.3m treating coronary heart disease, £1.2m treating cerebrovascular disease and £1.8m treating diabetes as a consequence of physical inactivity in our population
- The key message is to Sit Less, Move More, and More Often. Some activity is good, more is better. The aim is for adults to accumulate at least 150 minutes of moderate intensity activity, or 75 minutes of vigorous intensity activity per week (or combination of both), and build strength on at least 2 days a week. Children should aim for an average of at least 60 minutes per day across the week.



### How many people does this affect in our area?

- Approximately 66% of men and 54% of women in Cardiff and the Vale are physically active; around 30% do very little regular physical activity (source: National Survey for Wales)



### What we want to achieve

- Increase the percentage and numbers of people of all ages who are physically active



### How we will do this

By 31 March 2021:

- Strengthen and increase referrals to physical activity opportunities from primary care
- Support workplaces to encourage employees to be more physically active
- Implement the physical activity elements of the Healthy Weight Strategy and Framework for Cardiff and the Vale

## Key actions being taken in Cardiff and Vale



Action	2020/21	2021/22	2022/23
1. Strengthen and increase referrals to physical activity opportunities from primary care	•	•	•
2. Support workplaces to encourage employees to be more physically active	•	•	•

3. Implement the physical activity elements of the Healthy Weight Strategy and Framework for Cardiff and the Vale	•	•	•
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## Impact on inequalities



We will ensure we focus on our most disadvantaged communities by working with key partners and settings

## Impact on the environment



Promoting physical activity and in particular, walking and cycling, can have the following impacts

- Improved air quality
- Reduced road traffic incidents and perception of road safety
- Reduced traffic congestion
- Improved social connectedness
- Reduced carbon emissions from transport

## Sustainable development



## How will we measure success?



### KPI 1. Adult participation in physical activity

Percentage of adults who reported being physically active for more than 150 mins in the previous week



### KPI 2. Adults who are inactive

Percentage of adults who reported being physically active for less than 30 mins in the previous week

In addition there are two KPIs measuring healthy weight in adults and children, which Physical activity will contribute to (see Performance Indicators chapter). Regular reports at an LHB level of children's physical activity levels are not currently available through the National Survey for Wales but may be in future years.

## Major partners



## Find out more



### Lauren Idowu

Principal Health Promotion Specialist



Cardiff and Vale UHB website

[www.cardiffandvaleuhb.wales.nhs.uk/physical-activity](http://www.cardiffandvaleuhb.wales.nhs.uk/physical-activity)

UK Government infographics

## Why this is important



### The issue

- Health inequalities are differences in life expectancy (LE) and healthy life expectancy (HLE) between individuals
- There is a clear link between social inequalities and health inequalities. Health inequalities may also be associated with other characteristics, for example ethnicity
- Men living in the least deprived areas of Cardiff and Vale live 10 years longer than those in the most deprived areas. For women the gap is 9 years. The difference in healthy life expectancy is 23 years for men and 22 years for women. Cardiff and Vale includes some of the most and least deprived areas in Wales and has a larger gap in LE and HLE compared with other Health Boards in Wales
- Reducing health inequalities benefits people as it results in longer, healthier lives and reduces societal costs associated with poor health
- Addressing the wider social determinants of health is key to reducing health inequalities and requires the combined efforts of partners including the NHS, local government, third sector and local communities



### How many people does this affect in our area?

- 18% of areas in Cardiff fall in the 10% most deprived areas in Wales
- 5% of areas in the Vale of Glamorgan fall in the 10% most deprived areas in Wales
- After housing costs, 32% of Cardiff children and 24% of Vale children are living in poverty (Oct-Dec 2015)



### What we want to achieve

- Reduce health inequalities in Cardiff and Vale by taking a targeted and 'proportionate universalism' approach to support



### How we will do this

- Consider health inequalities in all aspects of our work
- Work in partnership with internal and external stakeholders, in the public and third sectors to narrow the gap in LE and HLE
- Adopt a 'proportionate universalism' approach so that public health interventions are delivered to the whole population, with the intensity adjusted according to the needs of specific groups

## Key actions being taken in Cardiff and Vale

Health inequalities is considered in all aspects of our work and our interactions with partners, with more detail on specific projects given throughout this document. Some specific examples of work to reduce inequalities are given below.



### Action

2020/21

2021/22

2022/23

1. Increase year on year the number of eligible children accessing the school holiday enrichment programme in Cardiff and Vale

•

•

•

2. Work with GP practices and primary care clusters to identify approaches to improve immunisation uptake and decrease inequalities in uptake (see Immunisation programme for more detail)	•	•	•
3. Increase the number of community-based smoking cessation programmes (to include Level 3 Enhanced Community Pharmacies) in areas of high deprivation and to increase the number of smokers accessing these services	•	•	•

## Impact on inequalities



By embedding action on inequalities throughout our work plan we will see a reduction in key measures of inequality, including uptake of interventions by deprivation quintile and ultimately life expectancy and healthy life expectancy gaps

## Impact on the environment



- Smoke free environments – safer places to live, work and play
- A cleaner environment – a reduction in litter associated with tobacco smoking
- Reduction in food waste through redistribution of surplus food as part of SHEP

## Sustainable development



## How will we measure success?



**KPI 1. Number of children accessing the School Holiday Enrichment Programme per year in schools across Cardiff and Vale**



**KPI 2. Variation in pre-school immunisation uptake**

Difference in % of children up to date with routine immunisations by age 4 between least and most deprived quintile in C&V

## Major partners



## Find out more



Cardiff and Vale UHB website  
[www.cardiffandvaleuhb.wales.nhs.uk/Promoting-Health](http://www.cardiffandvaleuhb.wales.nhs.uk/Promoting-Health)

# Healthy environment

## Why this is important



### The issue

- The built and natural environment around us has a significant impact on our health. This is mediated by a number of mechanisms including: influencing our conscious and sub-conscious health behaviours, such as choice of food, and choice of travel mode; availability and accessibility of services; access to green and open space; ability to form and sustain social relationships and thriving communities; and air quality
- Many of the factors above are worse in more deprived areas, with the population in these areas additionally more susceptible to their effects, for example because they are more likely to have a pre-existing long-term condition
- Air pollution is a significant issue in Cardiff in particular, with NO<sub>2</sub> levels above EU limits
- One in five people in vulnerable groups in our area say they are lonely some or all of the time
- These factors can have a profound impact on health outcomes, including impacts on rates of cardiovascular disease and cancer, mental well-being, and rates of low birth weight babies



### How many people does this affect in our area?

- There are currently 206,000 licensed cars in Cardiff and the Vale, nearly one car for every two people
- Around 20,000 people commute into Cardiff from the Vale each day, with 80% doing so by car
- Across the UK, over 4 in 5 journeys (83%) are made by car, with just 1% by bike and 5% by public transport



### What we want to achieve

- Improve the built and natural environment to promote a healthy diet, active and sustainable transport, thriving communities, and improved air quality



### How we will do this

- Ensure the built and natural environment promotes health and well-being through:
  - creating a food environment that promotes healthy eating
  - supporting sustainable and active travel for commuting and leisure, and a culture which recognises active travel as the default mode of travel for all ages and abilities
  - improving air quality

## Key actions being taken in Cardiff and Vale



Action	2020/21	2021/22	2022/23
1. Accelerate implementation of the public sector and business Healthy Travel Charters in Cardiff and Vale, and develop additional Charters including third sector and higher/further education	•	•	•

2. Increase opportunities for schools to work with a range of partners to increase and support active travel initiatives in the school and surrounding environments	•	•	•
3. Influence local and national land use planning policies to impact positively on health and well-being	•	•	•

## Impact on inequalities



Many of the built and natural environmental factors impacting on health are worse in more deprived areas. Taking action to address these will reduce inequalities.

## Impact on the environment



- Increased awareness of the impact of the environment on our health and well-being
- Increased access to food growing spaces
- Reduced air pollution and carbon emissions
- Improved access to green space

## Sustainable development



## How will we measure success?



**KPI 1. Proportion of Cardiff residents cycling at least 5 times per week**  
From [BikeLife Cardiff](#)



**KPI 2. Percentage of commuting journeys made by car**  
One of the Healthy Travel Charter indicators, measured by staff travel survey of organisations signing up to the Charter

## Major partners



## Find out more



### Dr Tom Porter

Consultant in Public Health Medicine

### Lauren Idowu

Principal Health Promotion Specialist

### Cheryl Williams

Principal Health Promotion Specialist



### Healthy Travel Wales

Moving Forwards: Healthy travel for all in Cardiff and the Vale of Glamorgan (DPH Annual Report 2017)

# Alcohol

## Why this is important



### The issue

- Alcohol misuse is a major preventable cause of premature mortality, and is associated with 1 in 20 deaths. Alcohol is associated with more than 200 types of chronic disease, accidents and injuries
- Recent years have seen consumption levels declining overall, but this masks variation between age groups and deprivation levels. People aged under 45 have generally seen declining levels of consumption, whilst people aged 45 and above have remained the same or increased consumption
- In the most recent National Survey for Wales, middle aged adults (aged 35 to 64) were most likely to drink above weekly guidelines (23% to 24%)
- Consumption above guidelines is least common among adults living in the most deprived areas, and consumption rises as deprivation levels decrease. However, the harm from alcohol consumption in terms of hospital admissions and mortality is greatest within the most deprived areas (the 'alcohol harm paradox')
- 60% of all attendances at the Alcohol Treatment Centre in Cardiff city centre during 2015/16 and 2016/17 were people aged 18-25 years.
- High levels of alcohol consumption within the night time economy in Cardiff and Vale contribute towards alcohol-related violence and crime, and attendances at the Emergency Unit in UHW and the Alcohol Treatment Centre in Cardiff city centre



### How many people does this affect in our area?

- In 2018/19, 21.8% of the adult population drank above weekly guidelines in Cardiff and Vale UHB area (Cardiff 20%, Vale 25.5%), higher than the Wales average of 19.1%. Guidelines state that it is safest to drink no more than 14 units of alcohol in one week



### What we want to achieve

- Reduce the harm from alcohol consumption



### How we will do this

- Improve the knowledge and awareness of the general population about the risks of harmful levels of alcohol consumption
- Educate children, young people and young adults (age 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 holders and licensing teams in the local authority and police to influence changes in the operation of licensed premises

## Key actions being taken in Cardiff and Vale



### Action

2020/21

2021/22

2022/23

1. Provide Alcohol Brief Intervention training to professionals across Cardiff and Vale, increasing skills to undertake screening and advice.

•

•

•



2. Provide substance misuse education sessions which include alcohol to children and young people across Cardiff and Vale in a variety of settings	•	•	•
3. Act as a Responsible Authority under the Licensing Act 2003, making representations on applications where necessary, and working in partnership with licensing teams and local license holders	•	•	•

## Impact on inequalities



Substance misuse education is targeted at schools in deprived areas in Cardiff and Vale, and with vulnerable young people who may be not in education, employment or training. As alcohol is a population-wide issue, brief intervention training is offered universally, but specific focus will be placed on encouraging GP practices in the most deprived areas to take up the training and identify opportunities to discuss alcohol consumption with patients.

## Impact on the environment



- Reduction in alcohol related litter in the city
- Reduction in consumption leads to less packaging to dispose of, on a global scale reduction in environmentally harmful production and distribution processes

## Sustainable development



## How will we measure success?



### KPI 1. Percentage of adults drinking above weekly guidelines

Percentage of people who report drinking over 14 units in the previous week



### KPI 2. Number of people attending Alcohol Brief Intervention training

Number of people who have received the 2 hours ABI training course in Cardiff and Vale

## Major partners



## Find out more



### Lauren Idowu

Principal Health Promotion Specialist



Cardiff and Vale UHB website  
[www.cardiffandvaleuhb.wales.nhs.uk/alcohol-awareness](http://www.cardiffandvaleuhb.wales.nhs.uk/alcohol-awareness)

# Sexual health

## Why this is important



### The issue

- Good sexual health is an important part of general health and wellbeing
- Teenage pregnancy is often associated with poor health and social outcomes for both mother and child
- Areas of high deprivation in Cardiff and Vale have disproportionately higher rates of teenage pregnancy
- The latest observed trends on the rates of sexually transmitted infections (STIs) in Cardiff and Vale show an increase in the number of cases of Chlamydia, gonorrhoea and syphilis compared to the same period in 2016 (Sexual health in Wales surveillance scheme, Oct 2017)



### How many people does this affect in our area?

- In 2016 conception rates among under 16s in Cardiff were 3.2 per 1,000 and 3.9 per 1,000 in the Vale of Glamorgan. Conception rates among under 18's were 22.3 per 1000 for Cardiff and 15.9 per 1000 for Vale of Glamorgan. (Stats Wales 2016)



### What we want to achieve

- Reduce the number of teenage pregnancies and rates of sexually transmitted infections



### How we will do this

- Support the delivery of the C-Card scheme by working in partnership with Cardiff YMCA and Vale of Glamorgan Council to increase C Card outlets, promote the scheme and increase the number of young people accessing free condoms and sexual health information.
- Promote sexual health services through targeted communication with primary care clusters to ensure patients access the most appropriate sexual health service for their needs.
- Establish a Sexual Health Working Group to include representatives from Public Health Wales, Cardiff and Vale Local Public Health Team, The Department of Sexual Health, primary care, community pharmacy, Cardiff YMCA and Vale of Glamorgan Council

## Key actions being taken in Cardiff and Vale



Action	2020/21	2021/22	2022/23
1. Increase the number of C Card scheme outlets in Cardiff and Vale by working in partnership with Cardiff YMCA, Vale of Glamorgan Council and primary care to map current provision and increase access points.	•	•	•
2. Provide Primary Care Clusters with accurate sexual health information on a quarterly basis to inform their practice and signposting.	•	•	•

3. Establish a sexual health working group to ensure the sharing of accurate sexual health service information across sectors and identify opportunities to work in partnership.	•		
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## Impact on inequalities



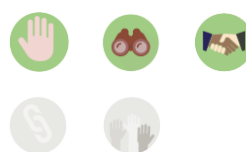
To address inequalities, C-Card schemes are targeted in areas of high deprivation. GP practices in areas of high teenage pregnancy will be supported to increase awareness of services and the Department of Sexual Health

## Impact on the environment



- More people attending sexual health services locally in their community will reduce the need to travel longer distances and reduce their carbon footprint.

## Sustainable development



## How will we measure success?



### KPI 1. Teenage pregnancies

A reduction in the number of teenage pregnancies in Cardiff and the Vale of Glamorgan



### KPI2. Rates of sexually transmitted infections (STIs)

A reduction in the number of young people being diagnosed with an STI in Cardiff and the Vale of Glamorgan

## Major partners



**YMCA**



## Find out more



### Laura Wilson

Senior Health Promotion Specialist



Cardiff and Vale UHB website

[www.cardiffandvaleuhb.wales.nhs.uk/Promoting-Health](http://www.cardiffandvaleuhb.wales.nhs.uk/Promoting-Health)

# Falls prevention

## Why this is important



### The issue

- Falls are the leading cause of mortality resulting from injury in people aged 75 and over in the UK. Depression, fear of falling and social withdrawal are common effects of repeated falls
- Dealing with older people who have had a fall can require a large amount of resource, costing a large amount of money to both health and social care providers
- However, falls are not an inevitable part of ageing. There are many ways to prevent falls, and to reduce the likelihood of having repeat falls, including exercise, medicines management, removing trip hazards in the home, and regular eye tests
- Evidence demonstrates that exercise is particularly effective for preventing falls if it includes strength and balance training and is done on a regular basis



### How many people does this affect in our area?

- Approximately a third of people aged 65 and over, and 45% of people aged 80 and over fall every year. However, the actual number of falls amongst older people in Cardiff and Vale is not known as many people don't report having fallen. There are between 70 and 90 falls-related attendances at the Emergency Department in Cardiff and Vale UHB every week for people aged 75+. In 2018/19, 457 people aged 65+ were admitted to hospital in Cardiff and Vale with a hip fracture.



### What we want to achieve

- Reduce the number of falls among older people



### How we will do this

- Establish clear pathways for people at risk of falls in the community to enable them to receive support and advice to reduce their risk
- Promote the importance of undertaking strength and balance exercise amongst the older population, and support the development of appropriate exercise opportunities
- Raise awareness amongst professionals working with older people on falls prevention key messages

## Key actions being taken in Cardiff and Vale



Action	2020/21	2021/22	2022/23
1. Work with the UHB to improve falls pathways, enhance community level falls prevention intervention and improve screening and assessment of older people at risk of falling, including through community falls clinics	•	•	•
2. Develop and deliver programmes and opportunities to support older people to be more active	•	•	•

3. Delivery of Falls Brief Intervention training to key professionals working with older people, giving them the skills to identify and address falls risks and signpost to support	•	•	•
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## Impact on inequalities



Falls affect every part of the community in Cardiff and Vale, but there is some evidence that in Cardiff and Vale higher numbers of people are admitted for a hip fracture in areas of higher deprivation. We plan to concentrate efforts on falls prevention awareness and provision of exercise opportunities in areas where there are particularly high numbers of hip fractures amongst older people

## Impact on the environment



- Holding falls clinics in the local community settings reduces the need to travel long distances for people, reducing the carbon footprint.

## Sustainable development



## How will we measure success?



### KPI 1. Hip fractures amongst people aged 65 and over

Number and rate of hip fractures amongst Cardiff and Vale residents aged 65+



### KPI2. Number of people attending Falls Brief Intervention Training

Number of people who are working with older people who have completed the 2 hour training course

## Major partners



## Find out more



### Cheryl Williams

Principal Health Promotion Specialist



Cardiff and Vale UHB website

[www.cardiffandvaleuhb.wales.nhs.uk/falls-prevention](http://www.cardiffandvaleuhb.wales.nhs.uk/falls-prevention)

# Dementia

## Why this is important



### The issue

- Dementia covers a range of chronic progressive illnesses of the brain, which currently have no cure. Dementia includes Alzheimer's disease and vascular dementia, amongst others
- The symptoms of dementia can include: memory loss; problems with thinking; problems with problem-solving; and language problems
- Currently, the main solutions include providing care and support to the person with dementia and their carers
- Dementia also has modifiable risk factors which if mitigated could delay or prevent the onset. The risk factors include: low educational levels; hearing loss; high blood pressure; obesity; smoking; depression; physical inactivity; social isolation and diabetes



### How many people does this affect in our area?

- According to Daffodil, there are around 6,000 people with a dementia in Cardiff and Vale (2020 figures); this will increase to 6,900 by 2025



### What we want to achieve

- To reduce the risk of dementia and to ensure that people with dementia and their carers gets the care and support they need



### How we will do this

- To reduce the risk of dementia in the population by mitigating against modifiable risk factors
- To further develop dementia friendly communities by increasing the numbers of dementia friends
- To increase the percentage of frontline NHS staff who have received dementia awareness training

## Key actions being taken in Cardiff and Vale

All major actions will be listed in the Cardiff and Vale Dementia Strategy. This will include the actions below.



Action	2020/21	2021/22	2022/23
1. Produce a dementia risk reduction communications plan and disseminate findings.	•	•	•
2. Increase the number of people becoming dementia friends	•	•	•
3. Train more NHS frontline staff in dementia awareness	•	•	•

## Impact on inequalities



There isn't a clear association between dementia incidence and deprivation. However, the dementia risk reduction campaign will ensure a universal approach that is inclusive of people from a deprived community.

## Impact on the environment



Neutral impact

## Sustainable development



## How will we measure success?



**KPI 1. Percentage of NHS employed staff who come into contact with the public who are trained in an appropriate level of dementia care**



**KPI 2. Number of people who become dementia friends**

## Major partners



## Find out more



**Dr Suzanne Wood**  
Consultant in Public Health Medicine



Cardiff and Vale UHB website  
[www.cardiffandvaleuhb.wales.nhs.uk/what-is-dementia](http://www.cardiffandvaleuhb.wales.nhs.uk/what-is-dementia)

# Healthy Schools and Pre-schools (VoG)

## Why this is important



### The issue

- Improving the health and wellbeing of pre-school age children, pupils and the wider school community has lifelong benefits, which include better education outcomes.
- Schools and pre-school settings are ideal settings to in which to promote health. (WHO, 1997). A 'Whole School approach' to health promotion which includes policy, management, environment, curriculum, partnerships, family and community and monitoring and evaluation is evidenced to be most effective.
- The latest data from the School Health Research Network survey in Vale of Glamorgan secondary schools highlights particular concerns around a range of health behaviours including sedentary behaviour, pressure from schoolwork and substance misuse. Disparities between individual schools are also prevalent. (Vale of Glamorgan – Student's Health and Wellbeing in 2017-18, School Health Research Network, 2018)
- Although the Vale of Glamorgan is the Local Authority in Wales with the largest percentage of children aged 4-5 of a healthy weight, the latest Child Measurement Programme data still show that 17% are overweight or obese (CMP, 2018)



### How many people does this affect in our area?

- There are 22,489 pupils aged 3-19 in nursery, primary, secondary, special, private schools and education settings in the Vale of Glamorgan (PLASC, 2018). Average Free School Meal (FSM) entitlement is 12.3%.



### What we want to achieve

- To promote and protect the physical, emotional and social health and wellbeing of children and young people in the Vale of Glamorgan.



### How we will do this

- Continue to support all Vale of Glamorgan Schools to achieve WNHSS achievement criteria across 7 topic areas (Food and Fitness, Mental and Emotional Health and Wellbeing, Safety, Personal Development and Relationships, Substance Use and Misuse, Environment and Hygiene), with the ultimate goal of achieving the National Quality Award.
- Continue to co-ordinate the Vale of Glamorgan Healthy and Sustainable Pre School Scheme, with the support of a network of partners. The scheme helps pre- school settings improve standards in the areas of Nutrition and Oral Health, Physical Activity and Active Play, Mental and Emotional Health and Well Being, Environment, Safety, Hygiene and Workplace Health.

## Key actions being taken in the Vale of Glamorgan



Action	2020/21	2021/22	2022/23
1. Support schools and education settings in the Vale of Glamorgan to achieve the WNHSS National Quality Award or local Phase 6 award.	•	•	•
2. Maintain 100% engagement with all schools and education settings enrolled on the Vale of Glamorgan Healthy Schools scheme through programme of support, information and training.	•	•	•



3. To ensure the progression of 40 childcare organisations through the Vale of Glamorgan Healthy and Sustainable Pre School Scheme	•	•	•
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## Impact on inequalities



- Healthy Schools is a universal scheme but tailored support targeted on need, including FSM percentage and additional local data
- Healthy and Sustainable Pre School Scheme in the Vale of Glamorgan recruits childcare organisations to the scheme based on levels of child poverty. Those organisations in areas of highest child deprivation are invited to join the scheme first.

## Impact on the environment



The 'Environment' topic features as one of the 7 sets of indicators for the WNHSS National Quality award and as one of the 8 areas for the HaSPSS. Settings are required to implement actions including encouraging active travel, recycling and providing education on sustainability and the environment.

## Sustainable development



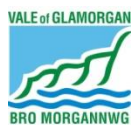
## How will we measure success?



**KPI 1. Percentage of schools achieving NQA**

**KPI 2. Number of pre-school settings being recruited to the scheme, and completing one or more of the 8 sections**

## Major partners



## Find out more



### Christine Farr

Senior Health Promotion Specialist  
Vale of Glamorgan Healthy Schools Co-ordinator

### Catherine Perry

Senior Health Promotion Specialist  
Vale of Glamorgan Healthy and Sustainable Pre-School Co-ordinator



Cardiff and Vale UHB website  
[www.cardiffandvaleuhb.wales.nhs.uk/healthy-schools](http://www.cardiffandvaleuhb.wales.nhs.uk/healthy-schools)

# Measuring outcomes

## Performance trajectories



Three year performance trajectories for some of our key work programmes are listed here. Performance against these targets, in addition is reported at the monthly public health performance meeting, along with progress against key milestones. Welsh Government targets indicated by **WG** are also reported through relevant UHB Board reporting mechanisms. Detailed graphs and rationale for key performance trajectories are available on request.

		Baseline			Trajectory		
Key performance indicator (KPI)	Data source	Period*	Baseline	WG Target	2020/21	2021/22	2022/23
Tobacco							
<div>WG</div> KPI 1. Number of smokers making a quit attempt via smoking cessation services							
(a) The percentage of adult smokers who make a quit attempt via smoking cessation services	SSW / C&V UHB / NWIS	2018/19	1.8%	5.0%	2.0%	2.2%	
(b) The percentage of those smokers who are CO-validated as quit at 4 weeks	SSW / C&V UHB / NWIS	2018/19	56%	40%	65%	68%	
KPI 2. Percentage of adults who report being a current smoker	NSW	2017/18	16.0%	-	14.0%	13.5%	
KPI 2. UK	ONS	2018/19	16.2%	-			
England	PHE	2017/18	14.9%				
Scotland	ONS	2017/18	16.1%				
Northern Ireland	ONS	2017/2018	16.3%				
<div>WG</div> KPI 1. Number of smokers making a quit attempt via smoking cessation services							
(c) The percentage of adult smokers who make a quit attempt via smoking cessation services	SSW / C&V UHB / NWIS	2017/18	1.8%	5.0%	2.2%	2.6%	

		Baseline			Trajectory		
Key performance indicator (KPI)	Data source	Period*	Baseline	WG Target	2020/21	2021/22	2022/23
(d) The percentage of those smokers who are CO-validated as quit at 4 weeks	SSW / C&V UHB / NWIS	2017/18	57%	40%	65%	68%	
KPI 2. Percentage of adults who report being a current smoker	NSW	2017/18	16.0%	-	14.0%	13.5%	
KPI 2. UK	ONS	2017/18	15.1%	-			
England	PHE	2017/18	14.9%				
Scotland	ONS	2017/18	16.1%				
Northern Ireland	ONS	2017/2018	16.3%				
Immunisations							
WG KPI 1. Uptake of pre-school immunisations							
(a) Uptake of 6 in 1 (previously 5 in 1) by age 1	COVER	2019/20 Jul-Sep	92.2%	95.0%	95.0%	95.0%	95.0%
(b) Uptake of MMR2 by age 5	COVER	2019/20 Jul-Sep	92.6%	95.0%	93.0%	95.0%	95.0%
WG KPI 2. Uptake of flu vaccination							
(a) Uptake among at-risk under 65s	Audit+	2018/19	44.0%	55.0%	50.0%	52.0%	55.0%
(b) Uptake among over 65s	Audit+	2018/19	69.9%	75.0%	70.0%	72.0%	75.0%
KPI 2(b). UK/international benchmark	England						
(c) Uptake among pregnant women	VPDP survey	2018/19	71.9%	75.0%	75.0%	75.0%	75.0%
(d) Uptake among staff with patient contact	UHB data	2018/19	60.7%	60.0%	65.0%	70.0%	72.0%
Healthy weight							
KPI 1. Percentage of adults who are a healthy weight	NSW	2016/17 and 2017/18 combined	42%	-	43%	44%	45%
KPI 2. Percentage of children aged 4 to 5 who are a healthy weight	CMP	2017/18	77.4%	-	78%	78.5%	79%
KPI 2. UK/international benchmark	England	2017/18	76.6%				
Healthy eating							

Key performance indicator (KPI)	Data source	Baseline		WG Target	Trajectory		
		Period*	Baseline		2020/21	2021/22	2022/23
<b>KPI 1. Percentage of adults eating five or more portions of fruit and vegetables the previous day</b> <i>KPI 1. UK/international benchmark</i>	NSW	2016/17 & 2017-18 combined	31%	-	31.5%	32%	32.51%
<b>KPI 2. Compliance with restaurant and retail food standards</b> Percentage of food served by UHB hospital outlets which is defined as 'healthy' under the Healthy Restaurant and Retail food standards policy	England	2017/18					
	C&V UHB / LPHT audit data	2018/19	75%	-	>75%	>75%	>75%
<b>Physical activity</b>							
<b>KPI 1. Adult participation in physical activity</b> Percentage of adults who reported being active for at least 150 mins in the previous week	NSW	2017/18 & 2018/19 combined	57%	-	57%	58%	58%
<b>KPI 2. Adults who are inactive</b> Percentage of adults who reported being active for less than 30 mins in the previous week	NSW	2017/18 & 2018/19 combined	30%	-	30%	29%	28%
<b>Health inequalities</b>							
<b>KPI 1. Number of children accessing the School Holiday Enrichment Programme per year in schools across Cardiff and Vale</b>	WLGA	2017/18	629	-	750	900	1000
<b>KPI 2. Variation in pre-school immunisation uptake</b> Difference in % of children up to date with routine immunisations by age 4 between least and most deprived quintile in C&V	COVER	2018/19	11.3%	-	10%	9%	tbc
<b>Alcohol</b>							
<b>KPI 1. Percentage of adults drinking above weekly guidelines</b> Percentage of people who report drinking over 14 units in the previous week <i>KPI 1. UK/international benchmark</i>	NSW	2016/17- 2018/19	21.8%	-	21%	20%	20%
	England	2017/18					

Key performance indicator (KPI)	Data source	Baseline		WG Target	Trajectory		
		Period*	Baseline		2020/21	2021/22	2022/23
<b>KPI 2. Number of people attending Alcohol Brief Intervention training</b> Number of people who have received the 2 hours ABI training course in Cardiff and Vale	LPHT data	2017/18	186	-	120	120	100
<b>Falls prevention</b>							
<b>KPI 1. Hip fractures amongst people aged 65 and over</b> Per 100,000. Produced by the PHW Observatory, using PEDW (NWIS) and MYE (ONS) data. Available to observe as trends at MSOA level	PHWO from PEDW and ONS data	2018/19	569.6	-	550	520	500
<b>KPI 2. Number of people attending Falls Brief Intervention Training</b> Number of people who are working with older people who have completed the 2 hour training course	LPHT data	2019/20	256		200	200	200
<b>Dementia</b>							
<b>WG KPI 1. Percentage of NHS employed staff who come into contact with the public who are trained in an appropriate level of dementia care</b>	C&V UHB data	Sep 2019	73.8%	85.0%	85.0%	85.0%	85.0%
<b>KPI 2. Number of people who are dementia friends</b>	Alzheimer's Society	Sep 2019	28,741	-	34,000	38,000	42,000

## Additional information



CMP, [Child Measurement Programme for Wales](#); C&V UHB, Cardiff and Vale UHB; COVER, Coverage of vaccines evaluated rapidly; EU, Emergency Unit (A&E); NWIS, NHS Wales Informatics Service; NSW, [National Survey for Wales](#) (age-standardised figures used for comparison purposes across years); PEDW, [Patient Episode Database for Wales](#); PHWO, Public Health Wales Observatory; VPDP, [Vaccine Preventable Disease Programme](#) (of PHW)

\* Baseline figures are given for the most recent data available. Many population health outcomes are reported with a significant delay (over 12 months) between data collection and reporting. The trajectories indicate projections for indicators reported during the time period shown, but which may refer to an earlier period

# Equality and health impact assessment

## Assessment process



A full equality and health impact assessment (EHIA) was undertaken for this plan at its draft stage, following the Cardiff and Vale UHB EHIA toolkit process, with findings from the assessment and feedback from partner and third sector organisations informing the final EHIA and this plan.

## Report



The [detailed EHIA](#) will be available as a separate document published alongside this plan on the Cardiff and Vale UHB website.

# Our resources

This section describes our current workforce and how we plan to develop our workforce in the future.

## Our current workforce



### Our team *[figures to be updated]*

- Of the local public health team, 26 people (22.6 whole time equivalents, wte) are employed by Public Health Wales. In terms of age profile, the highest headcounts are in the 46-50, 41-45 and 56-60 age bands. Some of the funding for these roles is through partnership arrangements with statutory and third sector partners
- There are an additional 12 people (10.7 wte) in the local public health team who are employed through Cardiff and Vale UHB



### Training our workforce

- Cardiff and Vale local public health team is committed to training. Training the next generation of public health specialists is both a professional responsibility and key to successful succession planning
- Developing public health capabilities in others is also important to ensure the population perspective influences local strategy, policy and service development
- We deliver this through: monthly learning and development sessions with our team; hosting specialist trainee placements as part of the Wales Specialist Public Health Training Programme; supporting practitioners through the process of gaining registration with the United Kingdom Public Health Register (UKPHR); supporting UHB staff training and development programmes; providing teaching to undergraduate courses; and through a variety of training provided across many aspects of the programme.

## Workforce development



### Challenges

- Finance: shrinking public sector budgets
- Recruitment: increasingly specialised workforce with less diverse backgrounds
- Potential skills gaps: innovative, lateral and bold thinking, and leadership; support functions (programme management; health intelligence)



### Workforce vision

- We will have a more flexible and innovative approach to leading and delivery of public health work arenas across the public health system
- We will change the shape and expectations of our workforce with access to a wider range of knowledge and expertise; and changes to expectations on length of time spent with the team (stable core; some staff flexible throughput; flexible retirement approaches)
- We will have developed an enhanced understanding of the cultures, challenges & ways of working of other organisations, and leverage for opportunities for garnering support and advancing public health action for population impact





## Actions

- Workforce reprofiling: assess opportunities to work flexibly with other organisations to deliver our PSB wellbeing plans and wider public health priorities
- Skills: undertake a skills audit to assess the skills in place within the team, identify gaps in line with our vision, and put a plan in place to support the development of knowledge and skills in these areas
- Recruitment: review all prospective vacancies to ensure that job descriptions, person specifications and advertising capitalise on our vision for innovation and flexibility
- Respond to findings in regular staff surveys

## Finance



### Staff (pay) budget

- Cardiff and Vale public health team includes staff who are funded by Public Health Wales, by the University Health Board, and through a variety of joint funding arrangements with other partner organisations. The annual staff (pay) budget for 2019/20 was as follows:

Source of funding	Pay (£ per annum)
Public Health Wales	1,187,108
Cardiff and Vale UHB	524,948
Other	235,376

- These figures exclude substance misuse commissioning (which is funded and carried out through the Area Planning Board). Switched on funding is included in 'Other'
- The 20/21 pay budget will increase due to pressures from increased pension contributions, incremental drift and nationally agreed pay increases for some staff.
- We anticipate additional funding from Welsh Government during 2021/22 to support prevention, and implementation of the national obesity strategy, Healthy Weight, Healthy Wales

### Non-pay budget

- The non-pay budgets are as follows:

Source of funding	Non-pay (£ per annum)
Public Health Wales	22,000
Cardiff and Vale UHB	12,000

# About this plan

## How the plan was developed



This plan was drafted during the period November 2019 to January 2020, following a team planning workshop in November 2019. The draft plan was shared with statutory partners (including Cardiff and Vale UHB and Public Health Wales) and third sector partners in March 2020, with feedback on the drafts contributing to the final plan.

Due to the coronavirus pandemic, revised priorities were agreed and described at the start of this document in August 2020.

The plan will be updated again in due course for the period April 2021 onwards.

If you have any comments, feedback or suggestions on the plan please email [tom.porter@wales.nhs.uk](mailto:tom.porter@wales.nhs.uk).

## Acknowledgements



Icons used in this plan are from Flaticon ([www.flaticon.com](http://www.flaticon.com)) and are used under a Creative Commons BY 3.0 licence. Creators are Eleonor Wang, Freepik, Becris, Smashicons, Gregor Cresnar and Hadrien.

## Version control



Date: 11 August 2020 Revised final

Author: Dr Tom Porter, with contributions from across the local public health team

Status: Revised final

Available online

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