

# Salford Public Health Annual Report 2023/24



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# Foreword

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## Message from the Deputy City Mayor and Lead Member for Adult Services, Health, and Wellbeing

As the Deputy City Mayor and Lead Member for Adult Services, Health, and Wellbeing at Salford City Council, I'm honoured to present the 2024 Public Health Annual Report. This report underscores the incredible teamwork of Salford City Council's public health team, the NHS, and various health, wellbeing, and community groups. It reflects our unwavering commitment to ensuring healthy lives and quality care for all residents of Salford.

The Annual Report is a testament to how our collective understanding of local health needs and opportunities has shaped our coordinated efforts to address health inequalities. It's an opportunity to celebrate our progress while also acknowledging the challenges that lie ahead. Despite our significant strides, there are still formidable obstacles to overcome, particularly in closing widening health disparities. However, we have a clear roadmap to address these challenges head-on.

Our approach aligns seamlessly with Salford City Council's vision for a fairer, greener, healthier, and more inclusive city. This vision is underpinned by seven interconnected priorities that will guide our work from 2024 to 2028:

- Promoting sustainable growth
- Ensuring adequate housing for all
- Combatting poverty and inequality
- Creating vibrant communities
- Prioritising the well-being of our children
- Addressing the impacts of climate change
- Championing healthy lives and quality care for all residents

Together, we are building on our existing partnerships and focusing on the broader social determinants of health to create a brighter, healthier future for everyone in Salford.

### John Merry

Lead Member for Adult Social Care and Health, and Wellbeing  
(Deputy City Mayor responsibility for LGA and Key Cities)  
October 2024

# Preface

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## Message from the Director of Public Health

Salford is committed to being a fairer, greener, healthier and more inclusive place for all.

In this year's annual report, we look at the role of the public health team in the council and how we work with partners and local communities to protect and improve health and support health and care delivery. The report includes data up to and including the week ending June 2024.

This year, we marked 20 years of the Health Improvement Service in Salford and celebrated the commendable achievements of the Public Health Inequalities Improvement team, which works tirelessly with partners across the city to reduce health inequalities. Mental health stays a top priority for all of Salford's partnerships, with a special focus on physical activity and creative health in helping us live healthier and happier lives.

In 2023/24, the council, its partners, and communities recorded England's highest uptake of the NHS health checks overall, especially for people with a mental illness. This work is a significant achievement, a testament to the effectiveness of our public health initiatives. It is reassuring to know that we are detecting long-term conditions like high blood pressure and diabetes so much sooner, thereby slowing the progression of these illnesses. Health checks save lives and improve quality of life by delaying the onset of future complications.

We also highlight the success of our campaign on behalf of the Greater Manchester Cancer Alliance, which has significantly increased awareness about the importance of early cancer detection. The national expansion of bowel cancer screening has also been vital in detecting cancers earlier. As a result, more residents feel empowered to take control of their health.

Targeted health campaigns save lives, so we must continue to work collectively to ensure people return for their next health re-screening and national immunisation dose.

### **Dr Muna Abdel Aziz**

Director of Public Health for Salford  
October 2024

# Public Health in Salford

## Role of Public Health

The role of Public Health is to champion health and wellbeing through the [Salford Locality Plan](#) which is the health and wellbeing strategy for the city, to advise and support health and care services, and to work in partnership to identify and tackle health inequalities. The Public Health team in Salford are organised into these key programme areas, working together with communities and partners in the city:

- Public Health Governance
- Public Health Intelligence
- Public Health Inequalities Improvement
- Public Health Strategy and Commissioning
- Health Protection
- Health Improvement
- Children's Public Health

Public Health lead the work programme for the health and wellbeing board, with the subgroups reporting back on the strategic priorities for the city. The team contribute to the activities and outcomes of the different [Partners in Salford](#) for the wider determinants of health and the integrated health and care arrangements in the city. Partners in Salford continue to work together to promote physical activity and mental health that have been selected as cross-partnership priorities in the last two years.

One of Public Health's main aims is to reduce health inequalities within Salford compared to other parts of the country. The team work closely with communities and voluntary sector colleagues to raise the profile and uptake of public health prevention programmes and to address historical barriers and inequalities. By reaching the diverse communities across Salford, we can improve people's health and wellbeing and avoid or reduce illness risk.

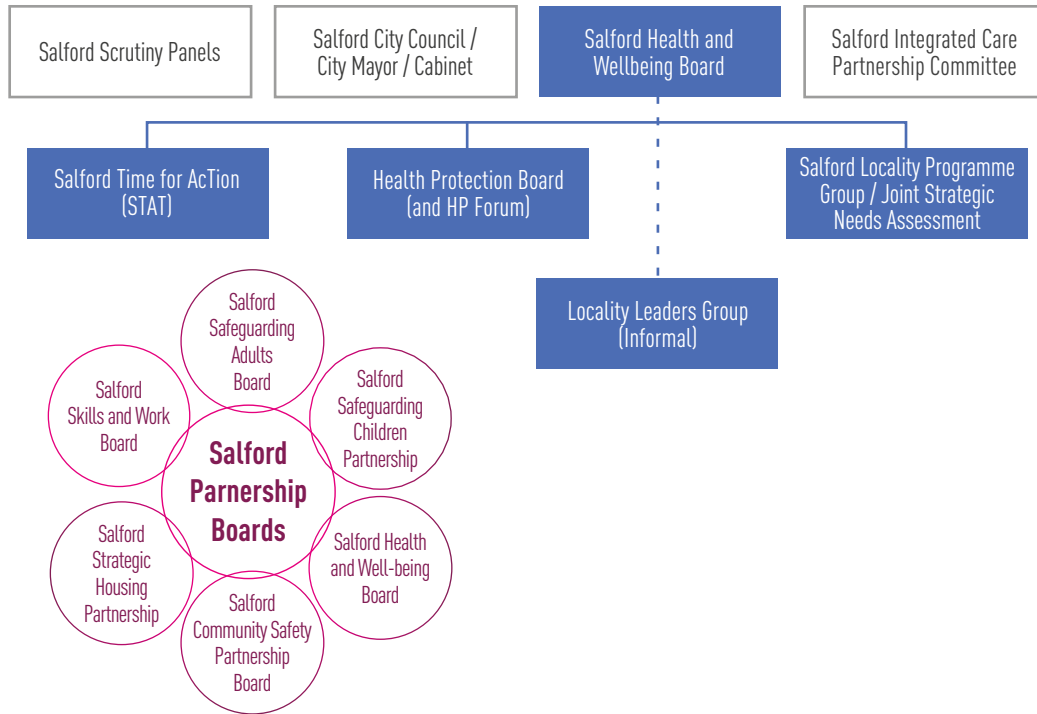


### Councillor Mishal Saeed, Executive Support Social Care and Mental Health said:

"As Chair of the All Age Mental Health board for the city, we have been focussed on ensuring that access to appropriate mental health support is made available across our communities. I am delighted to see the highlights of this important work in this report."



## Health and Wellbeing Board and Partners in Salford



### Public Health budget and spend

The public health grant allocation for Salford in 2023/24 was **£23.3M** including a small uplift that was outstripped by inflation and increased demand from austerity and the pandemic. The allocation for 2024/25 is **£23.8M**.

The grant pays for core public health services and provides leverage for other investments that improve the health of the public. The local authority must, in using the grant, have regard to the need to reduce inequalities, and to provide value for money.

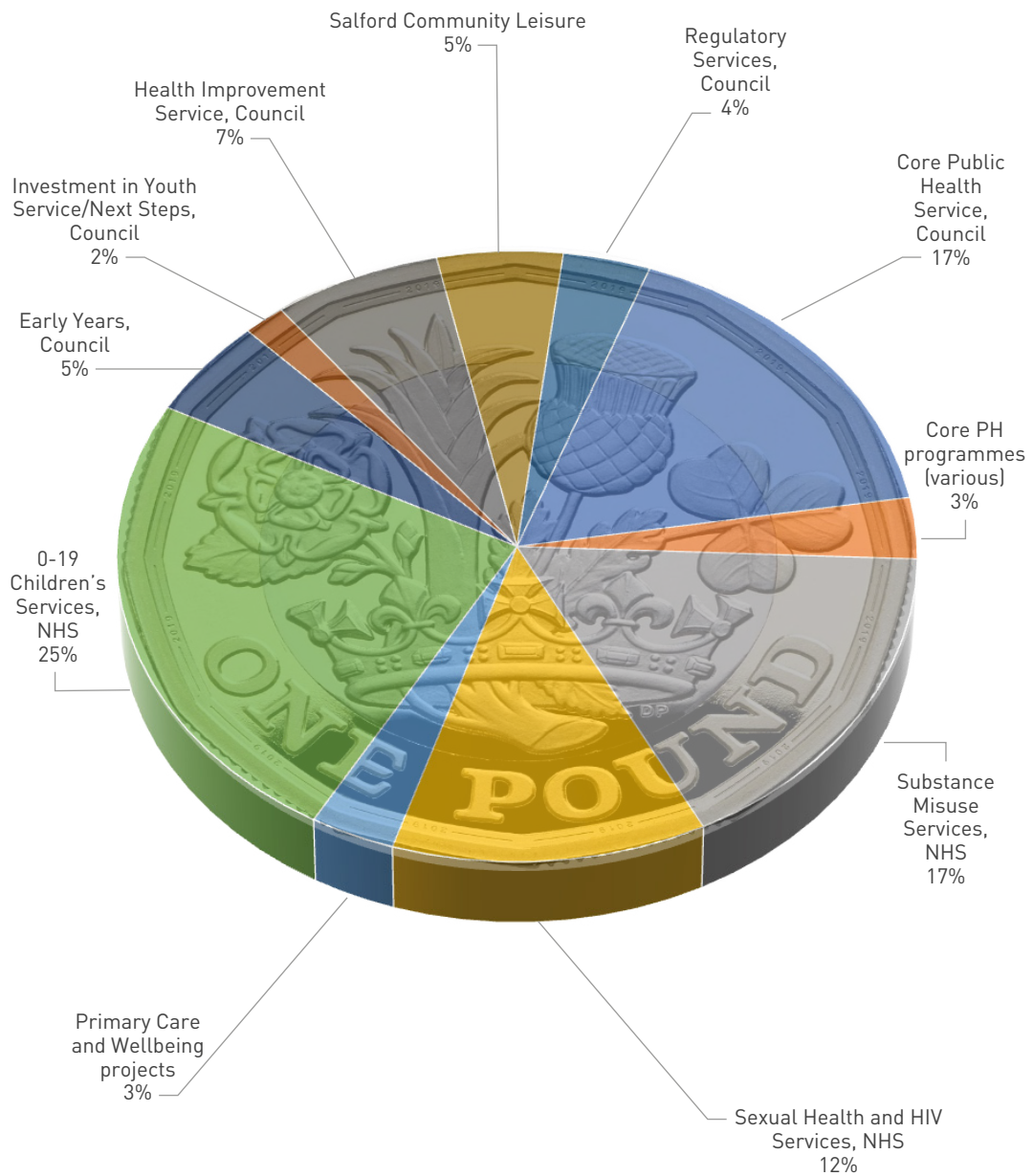
- Sexual health services
- Health Checks
- National Childhood Measurement Programme
- Certain elements of the 0-5 children's public health service and oral health
- Support to NHS commissioners

There are two non-mandated functions but 'conditions of the public health grant':

- Substance misuse services (drugs and alcohol)
- 0-19 child health services

In the last two years Salford received one-off grants for weight management, mental health, substance misuse, sexual health, and Start for Life (family hubs). This highlights the fixed term nature of additional funding on the condition that councils should sustain current investment in public health and absorb new areas of work as conditions of the grants.

Figure 1: How the Public Health Grant is allocated for 2024/25





## Public Health and Prevention activities in 2024/25

Priority theme	High-level topic area
<b>Start Well</b>	0-19 Services Emotional health and wellbeing Healthy weight (all ages) Oral health Child friendly city
<b>Live Well</b>	Physical activity Tobacco control Substance misuse Sexual health Workplace health Cancer prevention and long-term conditions Mental health, Creative health
<b>Age Well</b>	Healthy ageing Falls protection Winter Warm Dementia friendly
<b>Health Improvement</b>	Health checks Workplace health Welfare support Supporting adult social care Offender health
<b>Protecting Health</b>	Health Protection Board Infection control Screening and immunisation Public Health emergency preparedness and response Health in planning /licensing Health, economy, work, and skills
<b>Knowledge and Intelligence</b>	Core JSSNA and health profiles Deep dive JSSNA chapters Research and intelligence development Monitoring public health programmes Effective dissemination and data sharing Public health governance and workforce
<b>Our Salford</b>	Neighbourhood places and partners Supporting the Voluntary, Community and Social Enterprise (VCSE) sector Supporting primary care networks Developing resilient communities – co-production Tackling inequalities (the missing 20%)

## Public Health intelligence:

As part of the Locality Plan roadmap, our Public Health team have been keeping track of how health and wellbeing have changed in the last few years. The Locality Plan indicator set includes 48 indicators reflecting the priorities of the Salford Locality Plan. Each indicator is updated annually and sourced from a range of official data sources. Performance is benchmarked against national rates and two groups of local authorities, firstly the 10 Greater Manchester local authorities and secondly the group of the 15 local authorities in England most similar to Salford. Time series data for Salford and comparator areas is also presented on an online [dashboard](#).

Data released over the last 12 months shows that Salford has one indicator that is both under-performing compared to the national picture and getting worse over time. This indicator measures the percentage of overweight Year 6 children (aged 10 or 11) in the city. This trend is not unique as there are no local authorities in England that have seen a recent improvement in this indicator.

No other indicators in the dashboard have seen a significant worsening of the local situation in recent years. Three indicators have seen significant improvements; two related to hospital admissions linked to alcohol and the third is hospital admissions for under 15s due to accidental or deliberate injuries.

Salford performs worse than England overall for a sizeable proportion of the indicators. In particular, most indicators related to life expectancy and preventable mortality, as well as children living in low income families, falls in older people and dental decay in 5 year olds.

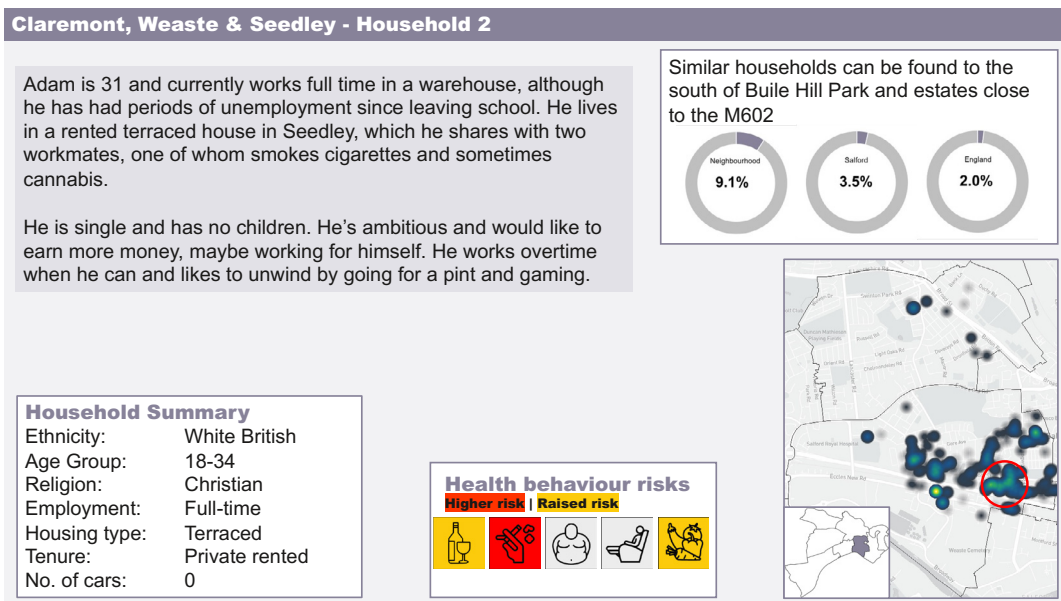
Two indicators where Salford outperforms the national average are the dementia diagnosis rate and the level of emergency readmission within 30 days of a hospital discharge.

Salford's Corporate Plan for 2024 to 2028, [This is our Salford](#), sets out the city's priorities including the priority for healthy lives and quality care for all. This describes how we want everyone in Salford to live longer, healthier and happier lives, which will, in part, be achieved by building on the strengths and assets of local communities and recognising cultural differences. This aligns with the ongoing development of approach we are taking to fulfil our requirement for a Joint Strategic Needs Assessment for the city. Public Health is moving to the delivery of a Joint Strategic Strengths and Needs Assessment (JSSNA), which will evaluate the role strengths and assets play in keeping us healthy, as well as considering the level of need.

In 2023/24 we made progress in developing our approach for the new JSSNA, with the integration of this additional element of strengths and assets to how we work. We also published the [Salford Neighbourhood Personas](#), a set of fictional households designed to replicate the overall demographics of the city. With six household personas for each of the eight Salford neighbourhoods, this product provides insight into our city and its residents including their lives and family circumstances.

The coming year will see further development of our JSSNA, including the publication of reports on Substance Misuse, Adult Social Care, the Wider Determinants of Health and Special Educational Needs and Disabilities. The Pharmaceutical Needs Assessment was completed and published on 1 October 2022, with an updated version due in early 2025. We will also roll out a new Core JSSNA, which will be the first place to look for headline information on the state of health and the different factors that impact on health in Salford.

**Figure 2: Example of a fictional neighbourhood persona.**



# Summary of activities in 2023/24

## Public Health strategic partnerships

The Health and Wellbeing Board have continued their focus on being 'Serious about co-production', tackling health inequalities through the Salford Time to Act (STAT) group, and the LPG/JSSNA subgroup have started to consider the refresh of the Locality Plan to 2030. [The Locality Plan Core JSSNA \(Joint Strategic Strengths and Needs Assessment\) dashboard](#) and the [Salford Ward profiles](#) have been kept up to date and hold a repository of useful information for use by Partners in Salford.

The Salford Time to Act (STAT) group (a subgroup of the Health and Wellbeing Board) continues to meet monthly to develop a shared understanding of health inequalities and oversee the co-production priority for the Locality Plan. Recent meetings have focused on the economy, health, and the role of the private sector in health and wellbeing and how we can support small and medium enterprises – our local anchors.

In partnership with Unlimited Potential, Salford have taken part in the three year programme on Economies for Healthier Lives funded by the Health Foundation. A summary of this is published in [Fairer Greener Healthier. Our grower's guide to nurturing an inclusive and green economy](#). A new Anchors network was set up and this continues to explore ways of working together to support local people into jobs and to help set up new social enterprise as local suppliers.

The Tobacco Control Alliance are coordinating action across partners including support for quitting, smoke free areas, preventing uptake and tackling illicit tobacco. The Health and Wellbeing Board position statement supported the offer to include vapes as a quit aid for clients whom alternative quit methods have failed previously. These clients will be followed up for up to 12 months to support cessation of the use of the vape. The Health and Wellbeing Board are committed to the work across Greater Manchester to [Make Smoking History](#).

The Physical Activity strategy for Salford is overseen by the Salford Physical Activity Alliance. The new #MoveMoreSalford campaign being promoted through schools, primary care and both private businesses / community organisations (including strong leadership from SCC). The partnership is strong and progress is being made on the major themes and targeted focus on women and girls, and men's health. Eccles Physical Activity Marketing Promotion and #MoveMore campaign video have been produced [www.salford.gov.uk/movemore](http://www.salford.gov.uk/movemore)



Public Health are working with Primary Care Networks and neighbourhood partners to build on assets and shared priorities. Five neighbourhood teams have been assembled to wrap around public health services in each of these neighbourhoods. Each team consists of a senior public health leader, public health analyst, health protection and health improvement specialists, alongside Salford Community Leisure, Salford CVS, neighbourhood managers and the PCN manager and clinical lead. These teams meet at least monthly to plan the pop up engagement events and to support the weekend and evening clinics in each neighbourhood. This approach has proved effective in promoting immunisation and screening uptake by reaching underserved communities.

Similarly, the mental health champions formed as a team with representatives from each of the Partners in Salford. They meet monthly to support different sectors like housing, construction, work and skills, and community safety. Together, we have rolled out mental health first aid training, Connect 5 training, and a coordinated calendar of mental health promotion campaigns. Mental health first aid training is available free of charge for frontline staff and volunteers in Salford. New webpages for mental wellbeing promotion have been developed on the Partners in Salford website.

A new Creative Health network has formed as part of the Partners in Salford mental health champions. The campaign #YourCreativeHealth ideas in Salford is the start of a positive conversation to build on the strong cultural and local assets in Salford. Wide participation with this across SCL services (not just libraries & music), activities included gardening, cooking, crafts, comedy, volunteering, choirs, self-led community groups, holiday clubs, and city-wide partners including CVS & Salford University.



## Public Health commissioned services

Together with a modest investment into primary care, the high spend areas of public health in the NHS account for 57% of the public health spend in 2023/24.

The Salford Healthy Child programme, 0 to 19 Service supports all Salford children and young people to have the best start in life. The service spans the early part of the life course, from 28 weeks antenatally up to the age of 19 years. It includes specialist public health nursing services, health visiting, school nursing services and the targeted services for parents and babies with additional vulnerabilities.

A new specification for Healthy Child Programme (0-19 Integrated service) has been produced with focus on mandatory elements of the service and delivery and integration at neighbourhood level to support early help and work in primary care.

Work is ongoing with the Northern Care Alliance who are the current provider to continue to deliver the service safely and effectively for Salford. The 0 to 19 service is the only universal service which has contact with every family in Salford enabling us to identify needs and intervene early to avoid higher cost interventions later down the line.

The new Integrated Sexual Health Service provider was awarded at the end of July 2023 to Manchester NHS Foundation Trust (MFT). The new service started in January 2024 and is in the process of setting up the 'Hub and Spoke' model with clinical outreach across the city. The hub arrangements are in place with an online booking system to access the clinics and the outreach teams are in place alongside youth service. To tackle high rates of unwanted pregnancy in Salford MFT will ensure the spoke clinics serve to increase the accessibility of long-acting reversible contraception (LARC) across the city and work closely with GP surgeries to increase the availability of LARC in primary care.

The Drug and Alcohol Services are based on a lead provider model. Salford City Council is the lead commissioner on behalf of Salford, Trafford, and Bolton for the 'Achieve' substance misuse service. Within this contract, Greater Manchester Mental Health Trust (GMMH) operates as a lead provider with a number of nominated sub-contractors, specialising in specific areas of expertise and these include community and third sector partners. The service covers treatment, rehabilitation, and prevention services.



## Health Protection

The Health Protection Board continues to meet as a subgroup of the Health and Wellbeing Board. The focus has widened towards all infectious diseases with horizon scanning nationally with local surveillance supported by the UK Health Security Agency and the Greater Manchester Resilience Unit. The Director of Public Health takes the lead in planning and responding to emergencies that present a risk to public health.

The Health Protection team covers infection control and supports GP practices, care homes, schools, and nurseries to improve standards through the infection control, prevention programs, audit and education. The team manage outbreaks of infection in care homes, advising care homes throughout, with the aim of reducing the risk of spread. They deliver training on prevention of infection and effective outbreak management. During 2023/2024, the team has audited 17 out of the 41 GP practices and provided each practice with a report and advice on necessary improvements.

The Health Protection team also support the improvement of scheduled immunisation uptake for both children and adults. The team have been working with the five Primary Care Networks (PCNs) to support weekend childhood immunisation vaccination clinics. Call and recall is based on MMR uptake, however other late childhood immunisations will be offered to those that attend. Pop up events and evening or weekend clinics are more popular and have had higher uptake.

Uptake of breast screening and being body vigilant for the signs of cancer have been the focus recently by developing campaigns targeting men and women so as to detect cancers early. Bowel Cancer Screening eligibility has been expanded from age 60, aiming to screen people from the age of 50 by 2025. So far in Salford, the uptake for those invited at age 54 has been good, with a high prevalence of positive screens that have been investigated and detected a small number of bowel cancers in Salford in the age group.

The Health Protection team are working on oral health care collaboratively with Greater Manchester NHS Improvement & NHS England's pilot programme to provide oral health training to nursery staff. Dental access for all age groups is limited meaning that preventative advice, usually given at dental appointments is not being given. We now have two oral health specialist practitioners in the Public Health team who have focused on improving the oral health of our children and improving mouth care for older dependant adults living in Salford care homes.

The school-based brushing programme has continued in some schools as it was stopped during COVID-19 due to the risk of cross infection. The intervention from Health Visitors continues. They are providing oral health prevention education to parents and fluoride toothpaste and a brush at visits, at age one and age two. Decay

rates measured at age 5 have reduced, likely associated with the extra brushing with fluoride toothpaste, showing significant improvement of 5.4% in decay rates. Tooth extractions under general anaesthesia stopped during the peak of COVID-19 creating a backlog and making it hard to assess rates of intervention in 2023/24.

The Mouth Care Matters programme has been implemented in 28 out of the 30 care homes. The team arranged staff training on how to provide high level oral care for residents and the correct level of record keeping. The evaluation shows care plans for oral health have improved, daily oral care records have improved, awareness of residents' needs and of the specialist products they can purchase to help with residents' oral care.

## Health Improvement

This year the health improvement team are celebrating 20 years of active service in Salford, serving the residents and communities of Salford from 2004. They have demonstrated great agility over the years to remain relevant to health in Salford, including their role during the pandemic. Wherever you live in Salford, we can provide one to one tailored support, and group-based activities within your local community to help you improve your health and wellbeing, and to take steps to prevent future ill health.

The service have a track record of supporting, working, and engaging with our residents to improve their health and wellbeing. The public health prevention programmes are reviewed and updated on a regular basis, to improve the offer so as to meet the needs of different communities.

In the last year, the service have been working to redesign the Red Pepper programme to create a new family health and wellbeing programme that reflects non-stigmatising and compassionate approaches to weight management. Review of weight management pathways is underway and further engagement planned regarding the Red Pepper programme.

The team are working with GP practices to support delivery of the NHS health checks and the Salford Standard, alongside health improvement outreach. The team are rolling out a new programme for workplace wellbeing working with employers to improve the health of people who live and work in Salford. Such approaches are good for the economy and improve health outcomes.

The Health Improvement Service are also part of the HomeFirst Discharge Hub at Salford Royal to provide wellbeing support to patients to facilitate safe discharge.



## Early Help for Children, Young People and Families

Early help is the term we use in Salford to describe the way we work together with children, young people and their families to prevent problems occurring and provide support as soon as problems emerge or re-emerge. Most of this early help is provided by families, friends, neighbours and communities, and these are central to our approach.

Where families need support, local agencies work together in partnership with families to identify who in the family needs help and build on strengths and assets to empower families and enable them to thrive. This means that children, young people and their families receive the help they need as soon as they need it from the people best placed to help them.

The work is underpinned by a single whole family assessment and a single family plan. The family plan reflects goals identified in partnership with the family across a wide range of outcome areas. These outcomes are aligned with the national Supporting Families programme framework and includes outcomes relating to: health, early years, education, substance use, family relationships, keeping children safe, crime and anti-social behaviour, housing and financial stability.

On average, families receiving targeted early help have needs across four different thematic areas – this has increased from an average of three pre-pandemic. In 2023/24, the Early Help Service completed work with 964 families, with 78% of families achieving overall success outcomes – that's improved outcomes for almost 1,600 children and young people and their families.

## Family Hubs

There are four locality teams based in Family Hubs covering the whole of the city. The teams are multi-disciplinary and lots of the work they do with families may also be delivered in the family home, early years setting, school or other community venue.

There are four family hubs and five satellite sites across the city, bringing together all the support a family may need, from pregnancy through to young people turning 19 (or 25 if they have a Special Educational Need or Disability (SEND)). Through Family Hubs, we are improving connectivity between voluntary and community sector activity, family networks and formal early help support.

Families can access a wide range of services and community activities in the family hubs, including:

- Health Visiting, Midwifery and antenatal appointments and classes
- Support, advice and guidance with infant feeding
- Activities for babies and children aged 0-5

- Advice, guidance and activities for families of children and young people with special educational needs and disabilities
- Help with debt and money worries including access to food parcels/pantries
- Ways to improve whole family physical and mental health and wellbeing
- Parenting support, advice, and guidance
- Help to build, strengthen and maintain healthy relationships
- Activities, opportunities, and support for young people

In 2023/24, more than 8,000 people accessed activities and interventions delivered through Family Hubs.

**Family Hub**

## SALFORD FAMILY HUBS START FOR LIFE OFFER

We offer a range of services providing support, advice and guidance to help you have a healthy and happy baby during pregnancy, birth and parenthood.

### Pregnancy

- Week by week guide to pregnancy
- Infant feeding information
- Healthy eating & exercise
- Vitamins & supplements
- Smoking & alcohol
- Morning sickness
- Advice for partners
- Preparing for Labour
- How to take care of your mental health during pregnancy
- Bonding with your bump

### Baby

- Feeding your baby
- Safe sleeping
- Caring for your new-born
- Bonding with your baby
- Baby vitamins
- Tummy time and crawling
- Babies brain development
- Talking and singing to your baby
- Introducing your baby to solid foods (weaning)

### Toddler

- How to help their speech and language
- Daily routine activities
- Vaccinations
- Health and development checks
- How to regulate their emotions
- Tips for everyday play
- Read and talk about books together

### Relationships

- Learn positive parenting skills
- Better understand children's feelings
- Develop effective parent-child communication
- Build better, more resilient family relationships
- Support your child's physical, emotional and brain development

### **Case Study: Family Hubs Salford Parent and Infant Relationship Service (PAIRS)**

In 2023, Salford invested Family Hubs Start for Life funding to expand the existing parent-infant mental health service in order to support the local workforce in their understanding, identification and support of parent-infant relationships. Salford believe that parent participation at all levels is integral, and, after consultation with local parents, the specialist service has been named Salford Parent and Infant relationship Service (PAIRS).

PAIRS is based within Family Hubs and works at all levels of the system focusing on promotion, prevention and intervention, raising awareness of the importance of the parent-infant relationship through training, consultation and liaison with professionals and services. PAIRS also offers a clinical service to parents/carers and their infants, from conception up to the infants second birthday, where there are concerns about the parent-infant relationship which may require more specialist assessment and intervention.

### **Case Study: UNICEF Baby Friendly Salford**

In 2019, the 0-19 Health Visiting Services within Salford Care Organisation (NCA) with the Early Help and School Readiness Service, Salford City Council achieved the first Joint UNICEF Gold Sustainability award in the North West and continue to maintain this status. The UNICEF Baby Friendly Initiative offers an evidence based approach to supporting breastfeeding and good infant nutrition, and helps parents to develop close and loving relationships with their babies.

In 2023/24, the Early Help Service worked in partnership with the 0-19 service to create and invest in a peer support service delivered by Homestart. This marked significant progression in terms of service delivery and the opportunity to extend the reach of infant feeding provision.

Homestart have now recruited and trained peer supporters and established a peer network to provide regular support to babies and parents in Salford.

Initial feedback from families who have accessed the service describe it as invaluable and have been extremely complimentary about the service received. We have seen a continual increase in breastfeeding rates across 2023/24 - Infants receiving breastmilk:

- 10-14 days increased from 66% to 69% in 23/24
- 6-8 weeks increased from 53.0% to 57% in 23/24
- 2-8 week % drop off rate decreased from 24% to 20% in 23/24

## Children's public health

Every year, Reception and Year 6 pupils have their height and weight measured by school nurses and their BMI calculated. In cases where children are considered to be outside a healthy weight, parents or carers will be contacted with information about where they can access more support to maintain a healthy weight.

Public Health have reviewed the mandatory **National Child Measurement Programme**, and revised the invites and communications with parents. Parents have received phone calls with offer of support from Health Improvement Services where the child's weight is outside of healthy range. This has resulted in a significant increase of referrals to the Red Pepper Programme run by the health improvement service, with good feedback from parents/carers. An additional emphasis on underweight was added as well as overweight.

The Promoting Healthy Lifestyles in the Early Years work (PHLEY) has progressed at pace and is providing training for Early Years settings on oral health, physical activity, nutrition and compassionate approaches to weight management.

The programme of Risky Behaviours reduction, led by the Salford Youth Service is now mainstreamed into the youth work offer. Funded by public health, the Risky Behaviour project has been working to "grow our own" youth workers and for them to respond to young people's risk-taking behaviour, before they reach early help level, linked with the Salford Schools partnership. Apprenticeships were offered to young people on the Kickstart programme to support future careers in youth work.

Prevention of unintentional injuries will continue to be a focus for children aged 0-25 working with the children safeguarding boards. The review of unintentional injuries and plan to reduce the causal factors will take place in 2024/25.

Salford have committed to become a child friendly city. The Early Years Foundation Stage (EYFS) is the statutory assessment intended to provide a reliable, valid, and accurate assessment of a child's development at the end of the academic year in which a child turns 5, usually reception year. A child who has reached good level of development (GLD) has reached the expected level in mathematics, literacy and the three prime areas of learning: personal social and emotional development; physical development; and communication and language. GLD is recognised as the official measure of school readiness by Ofsted and the Department for Education.

Children in localities of greater affluence nationally have a higher percentage of children reaching a good level of development. All localities saw an improvement in GLD and Salford had the second greatest improvement of the ten localities in Greater Manchester from 57.7% of children assessed GLD to 61.5% in 2022/23.

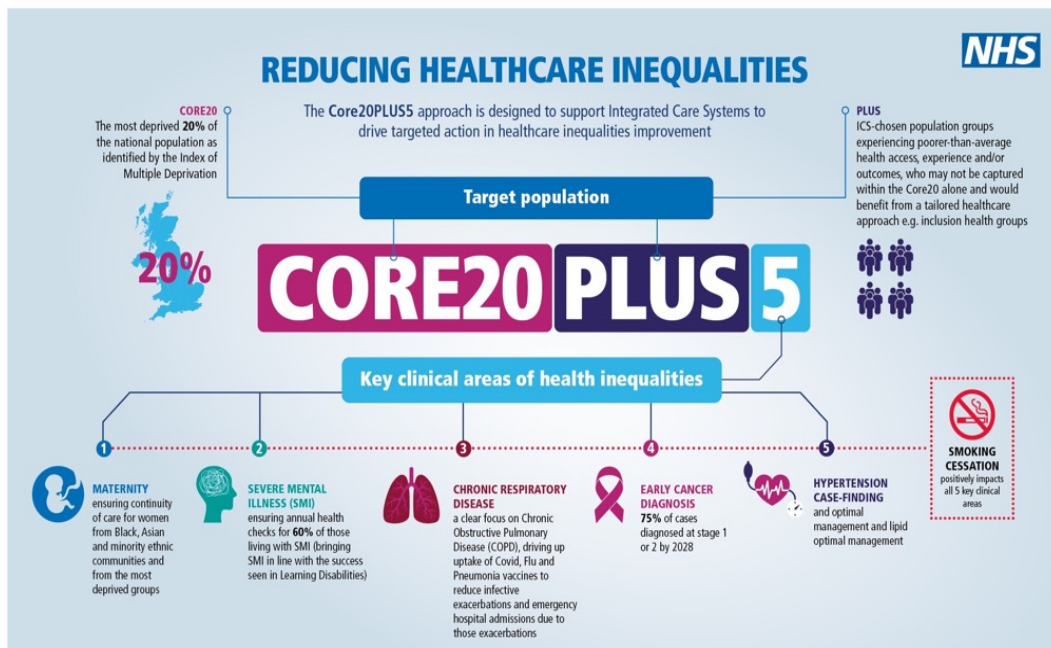
## Healthcare Public Health

Healthcare Public Health is important because health is greatly impacted by people's ability to access advice and treatment in primary care (general practice) and secondary care (hospitals). Access can be difficult for people from diverse groups such as people affected by poverty, disability, different culture, language, communication and other factors.

Public Health have been working with the five Primary Care Networks (PCNs) in Salford to deliver a population health quality improvement programme to reduce healthcare inequalities across the city using the CORE20PLUS5 approach. Public Health are working with the PCNs to catch up on screening and immunisations and management of long-term conditions. Primary care has huge potential to tackle inequalities in the most disadvantaged areas and to deliver some of the key interventions.

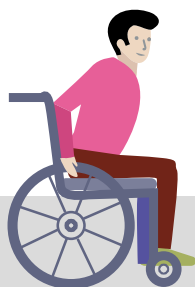
We are also working with Salford Care Organisation and the NHS Greater Manchester **Integrated Care Board** to join up services in the way that's best for local communities and ensure that health and care is provided fairly across the whole region.

Figure 2: Core20PLUS5 approach to reducing health inequalities



## Health inequalities improvement and Insights

The Public Health Inequalities Improvement Team are using Quality Improvement methodology and engaging with diverse new communities. The Community Leaders Development Programme has been completed with legacy commitments for ongoing collaborations for translation and interpretations, information sharing, accessible information with co-production at the heart of the project. This way of working has been shortlisted for a Health Service Journal Award in the category of Innovation and Improvement in Reducing Healthcare Inequalities for the work undertaken last year during the COVID-19 Winter Vaccination Programme.



# Improving health outcomes in Salford

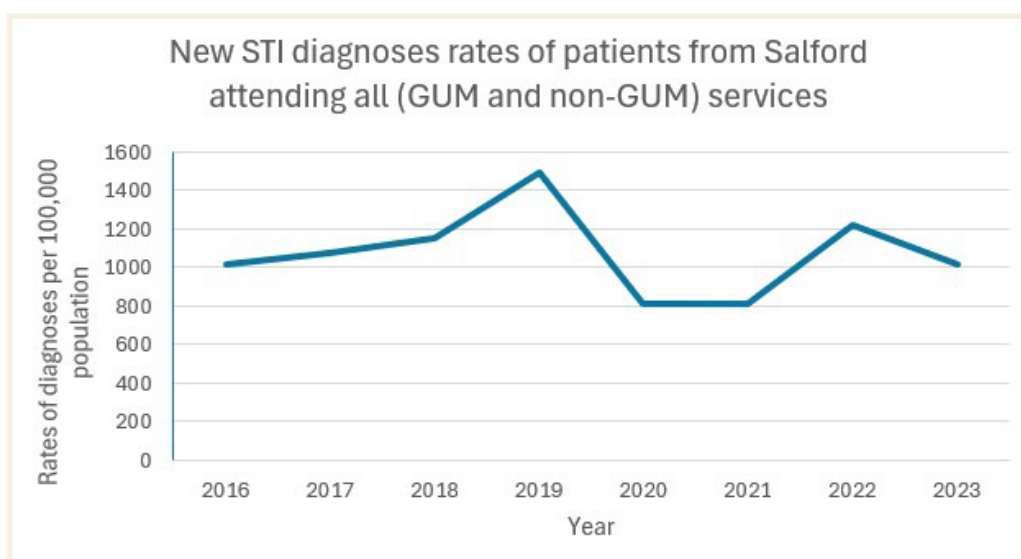
## Sexual health

Sexual health disparities are prevalent within the population. There is a significant correlation between socioeconomic deprivation and increased rates of STIs, teenage pregnancies and abortions. These issues disproportionately impact women, men who have sex with men (MSM), the trans community, adolescents, and individuals from ethnic minority backgrounds. In the UK, HIV infection rates are notably higher among gay, bisexual, and other MSM, as well as black African communities, this is similarly reflected in Salford's population. Populations at greater risk of poor sexual health frequently encounter stigma and discrimination, which can hinder their access to necessary services. The expansion of remote and online services has improved accessibility for some; however, a combination of face-to-face and digital services is essential to accommodate the diverse needs of various population groups.

Starting from January 1, 2024, Salford City Council has commissioned a new sexual health contract with The Northern Sexual Health, Manchester University NHS Foundation Trust to provide Integrated Sexual Health Service (ISHS) in Salford. Previously sexual and reproductive health and HIV services were provided under a joint contract with Bolton Council by the SHINE clinic at Bolton Foundation Trust. The SHINE clinic still continues to provide HIV services in Salford.

The Integrated Sexual Health Service (ISHS) provide service users with open access to confidential, non-judgmental services including for sexually transmitted infections (STIs) and blood borne viruses (BBV) testing (including HIV), treatment and management; HIV prevention including pre-exposure prophylaxis (PrEP) and post-exposure prophylaxis (PEP); the full range of contraceptive provision; health promotion and prevention including relevant vaccination.

Figure 3:



Although the overall number of new STI cases has decreased over the past four years, with particularly low rates during the pandemic, there has been an increase in gonorrhoea and syphilis rates. Also, the use of long-acting reversible contraception (LARC) in Salford is below the national average, indicating a need for further evaluation of delivery and development of the offer to better meet residents contraceptive needs. The Salford City Council Public Health team plans to conduct a new Sexual Health Needs Assessment in 2024 to better understand current population behaviours and to monitor the management of sexual health needs.

## **MASH- Manchester Action on Street Health**

**Manchester Action on Street Health (MASH)** supports women in the Greater Manchester area who are facing multiple disadvantages in society, including sexual violence, homelessness, and poverty. They assist women who are currently engaged in sex work or are at high risk of doing so due to the challenges they face.

MASH provides comprehensive support through a trauma and gender informed lens, promoting harm reduction while empowering women to make informed choices about their lives and the support they need. MASH's vision is "a world where all women have choice, freedom, and power."

Salford City Council, in partnership with Manchester City Council, commissions a contract to support the work MASH undertakes in the localities.

The experiences of women in sex work vary significantly based on numerous factors, particularly the level of control they have over their activities. Understanding these factors is crucial to comprehending the diverse experiences of these women. Women in sex work may face additional exclusion, discrimination, or needs due to their race, sex, gender identity, disability, or other factors.

MASH aims to enhance outcomes for women in sex work, focusing on their health, safety, well-being, and helping them identify and achieve their goals. MASH's efforts concentrate on key areas such as:

- Sexual Health
- Substance Misuse
- Safety

In 2022/23 MASH reached 609 women, 319 of which were supported by MASH for the first time. In Salford, a newly appointed outreach worker is now working closely with women, facilitating better coordination of support with other services and resulting in an increase in active referrals. This role is crucial for understanding the landscape of sex work in Salford and engaging women in accessing the comprehensive support that MASH provides.

This case study is an example of one of the many contracts commissioned by the public health team under the sexual health portfolio to address the broader sexual health needs of Salford's population.



## NHS Health Checks

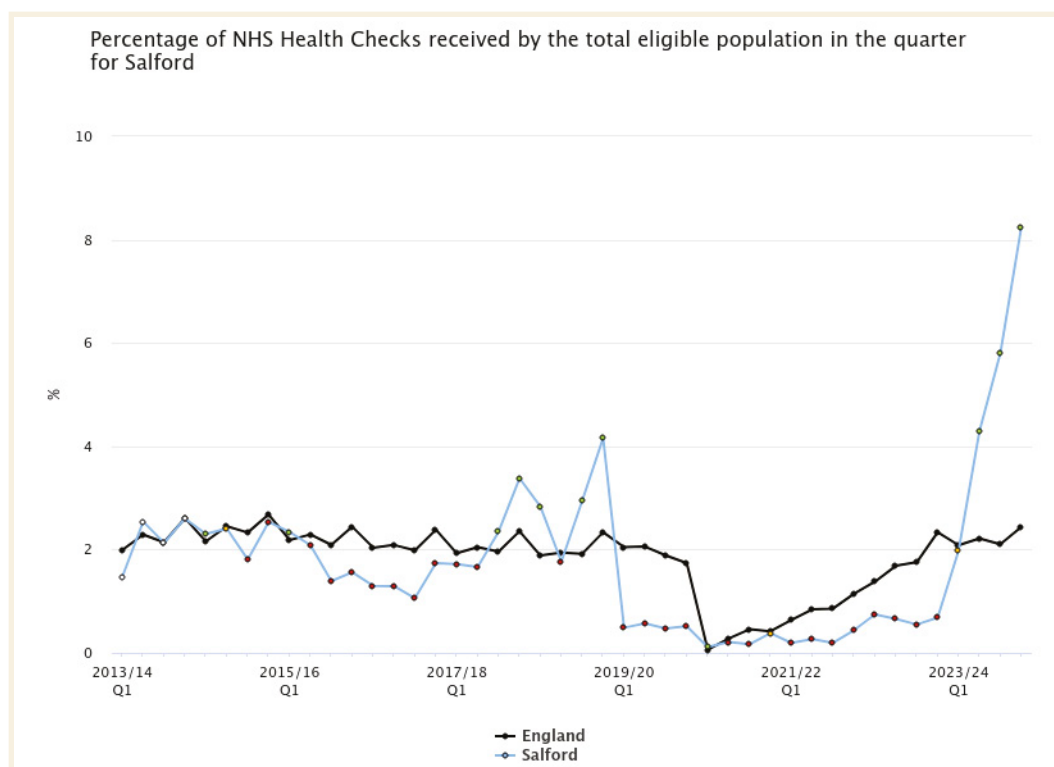
NHS Health Checks are available for free to all patients aged 40-74 years registered with a GP practice who are not known to have diabetes, kidney disease, heart disease or stroke. However, for people with severe mental illness (SMI), attending an annual health check can be challenging, leading to fewer than 60% receiving their annual health check. Their poorer mental health means they can develop other long-term conditions and the effect on their physical health can go unnoticed.

Healthcare partners in Salford worked together to deliver a new Quality Improvement approach aimed at helping GP practices re-engage with patients with SMI. Supporting people living with mental ill health to undertake the NHS Health Check has an even greater benefit for the individual, as it helps to identify other health risks like high blood pressure, heart disease and diabetes. Detecting these conditions early will improve their long-term health outcomes.

The success in Salford was achieved through a truly collaborative approach across GP practices with public health and health improvement. This achievement involved 37 Salford GP practices participating in a test of change program, focusing on the priority groups identified by the NHS in the Core20PLUS5 initiative to tackle health inequalities. The Quality Improvement methodology supported by [Aqua](#) played a crucial role in this success, offering GP practices tools and resources to connect one-to-one with patients in taking them through the health check, and improve health outcomes.

Overall uptake of the NHS Health Checks has been particularly successful, with the numbers eligible taking up the offer far exceeding the England average as the chart below shows.

**Figure 4: Percentage of NHS Health Checks**



Public Health and Health Improvement played a key role in reaching underserved communities by offering NHS health checks on weekends and delivering health checks alongside vaccinations at the pop-up community events. GP practices significantly improved the delivery of the SMI Health Checks, reaching the best performance Salford has ever achieved in the last five years. Overall, the collaborative efforts and quality improvement focus have made a significant difference in helping people to live healthier, happier lives.

“Despite refusing to engage with mental health service reviews from 2015, we have now successfully connected with one of our patients living with a severe mental illness and completed their review. This positive outcome demonstrates the effectiveness of taking a more hands-on approach to help our patients who need this extra support.” Mossland’s Medical Centre.

### Smoke Free Salford

15.1% of adults in Salford smoke (2022), equating to almost 33,800 people. Salford’s smoking prevalence rate decreased from 19%, moving closer towards the North West 13.4% average and England average of 12.7%. 9.6% of new and expectant mothers in Salford continued to smoke to their time of delivery. It is well recognised that smoking in pregnancy is associated with a wide variety of adverse infant outcomes including miscarriage, still birth, reduced head circumference and infant mortality (may increase risk of infant death by 40%).

The most effective way to quit smoking is through a combination of behavioural support and stop smoking aids such as nicotine replacement therapy (NRT) or prescribed medication. NRT is free for 12 weeks for anyone who lives or works in Salford or has a Salford GP.

In 2023/2024, the Salford Stop Smoking System (the Stop Smoking Service, GP and Pharmacy offers) saw a significant rise in the number of people making quit attempts. During 2023/2024, 652 people successfully achieved a 4-week quit, from 1,637 attempts. This equates to a quit rate of 40%, which had increased from the previous year.

For free, confidential, and local advice on healthy lifestyles, including help for giving up smoking visit [\*\*Salford’s Health Improvement Connect.\*\*](#)

The city-wide Tobacco Control Alliance was re-established in 2023/2024 and built on strong community delivery for stopping smoking, the CURE programme in hospital, Illicit and Illegal tobacco and vapes seizures and further ambitions for smoke-free settings in Salford.

Salford Trading Standards saw continued demand and supply of non-compliant disposable e-cigarettes.

In the last year, officers from Salford City Council Trading Standards made 88 seizures, removing more than 79,058 non-compliant e-cigarettes and 35,100 illegal vape devices (in a single raid) from businesses in the city, with an estimated retail value of over £1 million.

As well as being in breach of safety regulations, the council found many products to be counterfeit.

Trading Standards are responsible for enforcing product safety legislation, and officers had been inspecting and providing advice to city producers, importers, distributors, and retail businesses to ensure that business owners comply with their legal obligations.

The work included ensuring that e-cigarettes and e-liquids were correctly notified to and published by the Medicines and Healthcare products Regulatory Agency (MHRA) before being offered for sale. In addition, a public health programme of test purchasing monitors underage sales of tobacco and vape products. In 2023/24 Salford Trading Standards concentrated on the delivery of test purchases in relation to underage sale of vapes, which reflects the intelligence picture. 32 test purchases were undertaken to retailers resulting in 5 sales to under 18-year-old volunteers, equalling a 16% failure rate.

Illicit tobacco test purchases and compliance visits resulted in 9 seizures of illicit tobacco amounting to 1892 packets of cigarettes (37,840 single cigarettes) and 15.65kg of hand rolling tobacco.



## COVID-19 and flu vaccinations

The local vaccination programme requires a team effort. Whilst health care providers deliver vaccinations, other partners have a crucial role in supporting the programme through raising awareness, promoting vaccination, addressing hesitancy, mitigating risks associated with access and inequalities, supporting delivery, etc.

The COVID-19 vaccination boosters were delivered in the spring, April to June and in the autumn along with the flu vaccination as part of the winter programme, delivered September to March. It began with care home residents and people who are housebound. Wider roll out followed in line with national guidance. Those most susceptible to serious illness from COVID-19 are encouraged to take up the offer alongside the offer of the flu vaccination which also started in September 2023.

**Figure 5: Salford Flu vaccination uptake comparison between September 2022 through to January 2023**

Vaccination cohort	1 September 2022 to 31 January 2023		
	Patients registered	Number vaccinated	Percentage vaccine uptake
65 years and over	38,886	29,229	75.2%
6 months to under 65 year at risk	44,226	18,477	41.8%
Pregnant women	3,135	824	26.3%
All 2 year olds (combined)	3,600	890	24.7%
All 3 year olds (combined)	3,683	1,115	30.3%

**Figure 6: Salford Flu vaccination uptake comparison between September 2023 through to January 2024**

Vaccination cohort	1 September 2023 to 31 January 2024		
	Patients registered	Number vaccinated	Percentage vaccine uptake
65 years and over	39,633	28,917	73.0%
6 months to under 65 year at risk	50,441	18,288	36.3%
Pregnant women	4,038	991	24.5%
All 2 year olds (combined)	3,586	1,076	30.0%
All 3 year olds (combined)	3,630	1,140	31.4%

The flu vaccination rates dropped in 23/24 for the over 65 year olds, the at risk group and pregnant women. However, we saw an increase in the uptake in the 2 and 3 year olds. This increase is likely to be due to a funded pilot where the vaccinations were delivered in nurseries as well as being offered by several GPs in Salford.

The COVID-19 spring booster uptake in 2023 was 54%, higher than the previous winter booster by nearly 5%. However, there were a number of data recording issues that we are working to improve. Whilst health care providers deliver vaccinations, the local community partners have a crucial role in supporting the programme by raising awareness, promoting vaccination, addressing hesitancy, and helping to overcome barriers to access and inequalities.

## Childhood immunisations

As children develop, they get exposed to many risks, which include infections. While most illnesses cause mild infections, some can cause severe illness, disability and, at times, death. Before vaccines were available, many children in the UK died from diseases such as diphtheria, whooping cough, measles, and polio. The development of effective vaccines has led to a significant decrease in childhood deaths.

The NHS national immunisation programme successfully reduces the number of severe and infectious diseases such as polio, measles, mumps, and rubella. High vaccine uptake levels in the community can prevent the spread of these unpleasant but preventable infections. Most of the delivery of immunisation programmes is through general practice except for school-aged children, where delivery is via the school nursing team.

When a child or adult is immunised, they receive personal protection and support the safe health of those who can't be vaccinated - referred to as 'herd immunity' or 'population protection.' The childhood immunisation programme forms a vital part of the Healthy Child public health programme providing universal services for children and families. Vaccines offer the best protection when given on time. So, if you or your child miss a vaccine, contact your GP to catch up.

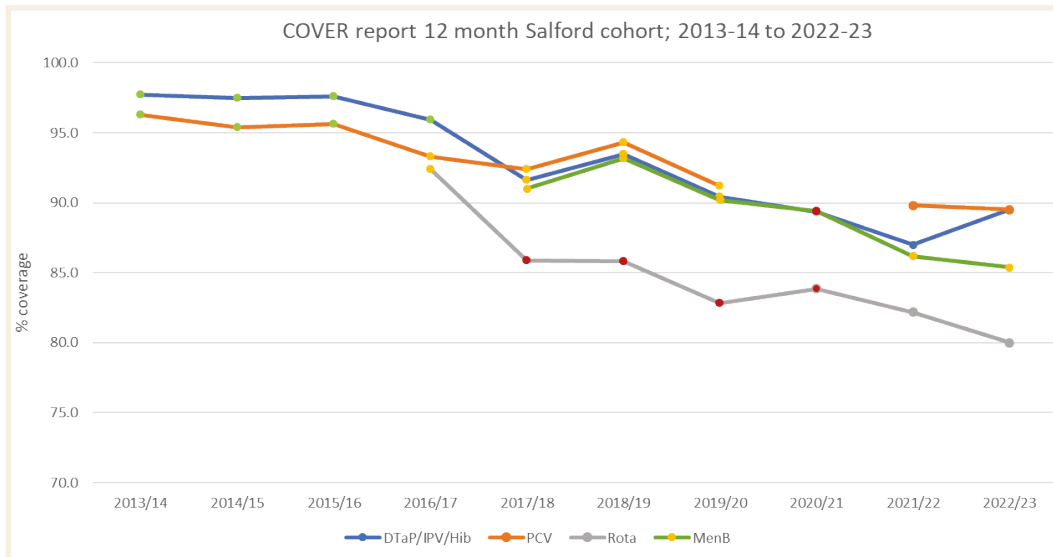
Since 2013, there has been a continuing decline in all childhood immunisations at 12 months in Salford, and the achievable threshold for childhood immunisation, set at 95% uptake, has not been met. This decline has also been seen across the overall uptake in England. The same is true of vaccination coverage by age 5 when parents catch up with their preschool boosters. Unfortunately, due to the decline in uptake we are seeing the re-emergence of some serious childhood diseases, measles, and pertussis (whooping cough). There have been large outbreaks of measles across parts of England especially affecting London and the Midlands with Greater Manchester also seeing an increase in cases.

The Immunisation Operational Group for Salford aims to improve uptake, which consists of critical members from services across the city, providers, commissioners, and experts in scheduled immunisations. The group aims to work collaboratively with primary care networks and community groups to understand barriers, support communities and increase uptake. Due to the consistent decline in uptake year on year, Salford Integrated Care Partnership has chosen children's immunisations as part of the Locality Plan priority for 2024/25.

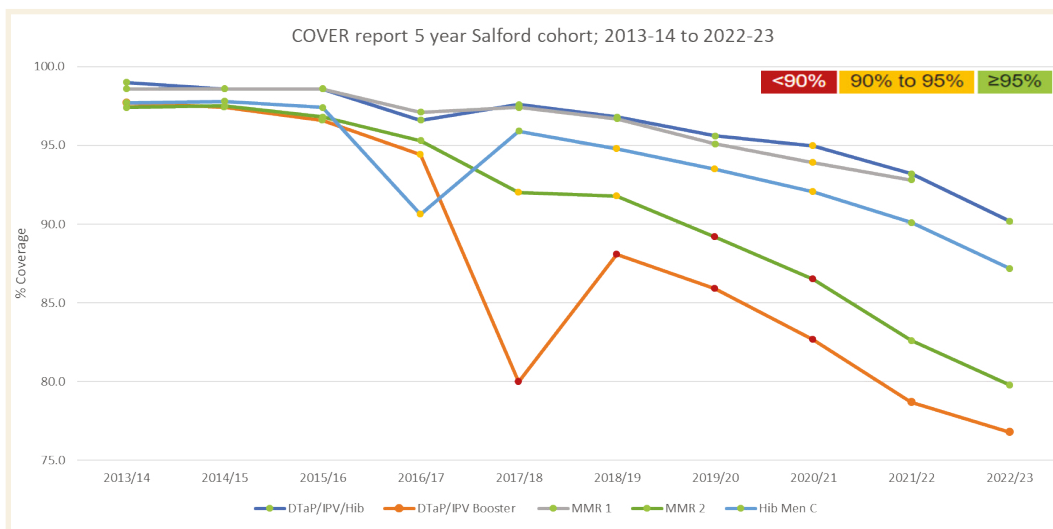
### Pre-school vaccinations. Get your child protected.

Parents and carers of children who are due to start school are strongly urged to ensure children are up to date with their vaccinations. A decrease in vaccine uptake among children has led to a rise in serious childhood diseases such as whooping cough and measles. Children are offered vaccinations starting at eight weeks old. Before starting school, they require two booster vaccines. One vaccine protects them against diphtheria, tetanus, whooping cough, and polio. The other boosts immunity to measles, mumps, and rubella. These vaccines are given when children are about three years and four months old.

**Figure 7: Vaccine coverage of childhood immunisations in Salford at age 12 months**



**Figure 8: Vaccine coverage of childhood immunisations in Salford at age 5 years**



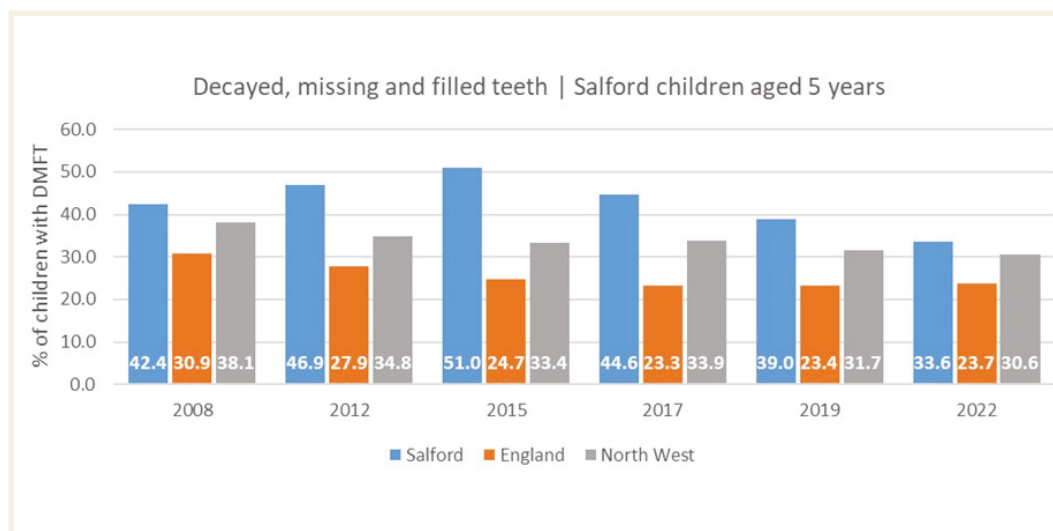
## Children’s oral health

Dental decay is highly prevalent in GM, particularly in Salford, and the impact on both society and the individual are significant, causing pain, discomfort, sleeplessness, and limitation in eating leading to poor nutrition and time off school or work because of dental problems. A healthy mouth enables children and adults to communicate, eat and enjoy a variety of foods, socialise, and attend school as well as contributing to their self-esteem, confidence, and readiness to learn. Adults who are free from dental pain and infection can fulfil their roles as parents, partners, workers, and carers.

The latest 2022 survey of oral health amongst five-year-olds found that 33.6% of those surveyed in Salford had some evidence of tooth decay, with children having an average of 2 teeth with decay. The previous survey in 2019 saw a rate of decay in Salford of 39%, with children having an average of 1 to 2 teeth with decay. Figure 9 shows the decay rates in 5-year-olds over the last six surveys. Decay rates in Salford seem to be improving over the last 7 years (4 surveys). We are the 5th highest area in Greater Manchester for children aged five experiencing decay, with Bolton, Oldham, Rochdale, and Bury slightly higher. This is a significant reduction for Salford as we had the 3rd highest decay rate in the 2019 5-year-old study and is likely due to the Early Years settings participating in the daily toothbrushing programme in early years over the last three years.

The average decay rate for Northwest England in 2022 was 30.6%; Salford rate of tooth decay among children is just above the average rate.

**Figure 9: Rates of Decayed, Missing and Filled Teeth (DMFT) in 5-year-olds in Salford 2008 - 2022**



The oral health team provides once a month face-to-face advice and signposting at family hubs across the city. Engagement with families at these hubs will have a positive impact on the prevalence of dental disease in our children across the city. The team will be delivering the toothbrushing programme in 2024, using a fluoride

toothpaste for all early years and reception classes. Children who opt to take part in the programme will brush once a day, supervised in school.

Evidence shows the best way to tackle poor oral care is the frequent use of fluoride toothpaste, at least twice daily. Fluoride protects teeth by disrupting the process of tooth decay by changing the structure of developing enamel, making it more resistant to acid attack – these structural changes occur if a child uses a fluoride toothpaste during the period when enamel develops (mainly up to seven years of age). Applied topically it can reverse the process of dental decay in enamel and make it more resistant to future acid attacks.

### **Mouth care matters**

The Mouth Care Matters programme aims to improve oral health care within the community setting and provide a more personalised care delivery to dependent care home residents.

The programme increases awareness of good oral care and how it affects general health and well-being.

Good oral health enhances people's quality of life and ensures they can eat, drink, take medication and stay healthy. Preventative approaches mean that care home staff can make fewer reactive interventions, relieving pressure on primary and secondary healthcare.

Evidence from the CQC Smiling Matters reports (2019 and 2023) highlights that the oral health of residents living in the care setting is often neglected. A lack of training predominantly causes this; staff often do not feel confident enough to provide oral care, especially for residents who may display challenging behaviour.

All care homes were offered the following as part of the programme.

- Audit of both daily oral care logs and oral care plans for every resident
- Feedback on audit findings to improve service
- Face-to-face training for all care staff
- Direct care training as needed
- Denture marking
- Resources and products

Initially all the care homes were visited at the start of the programme. All oral health care plans and daily oral care logs for every resident were assessed. This was important as we wanted to support the home to put detailed plans in place for every resident and it enabled us to identify clear training needs for staff so that they feel confident on how to assess the oral care needs of individuals residing in the home.



On initial visits, many residents did not have adequate oral care documentation in place and others lacked information. Some plans were not in line with NICE guidelines because they did not have separate well-documented oral care plans and daily care, identifying a further need for training within these care homes. After the initial visit, along with tailored feedback, oral care templates were designed and provided to each home to ensure that all necessary information was included.

The mouth care matters programme will be a long-standing programme, as to date, significant improvements have been made to the oral care of residents in our care homes. Public Health Salford want to ensure our residents get the best oral care to support better health outcomes.

Recent media and Healthwatch reports have highlighted how access to NHS dental care is getting harder as more practices are going private, making dental care less affordable for many. Salford Healthwatch report that the number of complaints has increased steadily since around 2016. People did not know how to find dental practices taking on NHS patients. Over two-thirds of those who didn't have access to an NHS dentist felt that they needed to be seen for dental treatment immediately.

### **Urgent Dental Care provision in Greater Manchester**

Urgent Dental Care for patients in Greater Manchester is accessed via our Urgent Dental Care Service on **0333 332 3800** from 8am to 10pm every day, including weekends and bank holidays.

### **Ageing well in Salford**

In the 2021 Census 57% of Salford residents aged 55 or over reported being in good or very good health compared to 89% for residents aged under 55-year-old,

Nationally 64% of over 55s self-reported being in good or very good health.

There is considerable variation across the city, with only 44 to 45% of over-55s in good or very good health in some of the most deprived wards (Little Hulton, Pendleton, Broughton and Ordsall), compared to 71% in the Boothstown and Ellenbrook and Quays wards

Age Friendly Salford, a public health commissioned service, is a collaboration of voluntary sector partners who recognise the challenges of an ageing population. It looks at various ways to tackle those challenges, to foster healthy and active ageing, making it possible for people to continue to stay in their homes participating in the activities they value and contribute to their communities for as long as possible. In the past 12 months they have received 1315 referrals into the service between 2023/24, with people accessing a number of services including Tech and Tea, Walk and Talk and Brew and Chat.

The programme is supported by volunteers, who in the past 12 months have contributed a total of 885 hours.

The offer also consists of a selection of community learning sessions that include Wellbeing Conversations, Falls Prevention, Malnutrition and Hydration and more recently Breathe Better. During this year, a total of 299 people have attended the sessions.

### **Feedback from the sessions**

“It has enabled me to focus on my goals, the good things in my life and realise that I have a lot of options - It is a good focus. Sometimes you get lost in the negative things. The colour coding of the cards has helped for me as I have autism & ADHD. It has been helpful for me to utilise this structured way to have a conversation. With the cards I also feel I have a boundary. I feel I can now say I am not ready to talk, can we have the conversation later” (Wellbeing conversations)

The Age Friendly Standards are a crucial element of the AFS (Age Friendly Salford) programme, ensuring that organisations, community venues, outdoor environments and transport providers offer accessible, welcoming, and safe spaces for everyone. To date there are 65 local organisations who have received the Age Friendly Standards award.

The Older People’s Network consists of a number older adults involved in the voice of Influence workstream which aims to ensure their voices are heard in the service planning of older adult services and implementation across the city.

The Older People’s Network has hosted a number of meetings that cover particular themes in the last 12 Months. They include:

- Age Friendly Housing: Focus on maintaining independence, housing options, neighbourhood safety, and inclusion.
- Age Friendly Places and Spaces: Focus on accessibility and barriers faced by older adults.
- Staying Healthy and Active: Support for accessing health and wellbeing information.

Many Exhibitions and Workshops have been hosted. They include:

- Artwork Exhibition: Partnered with Salford University to research and engage the community on post-pandemic connections promoting artwork by the Photo Voice group, depicting the pandemic’s impact on older people.
- Workshop: Gathered older people’s views to support the Centre for Ageing Better’s work on challenging age-bias in recruitment and the workplace.

Externally Funded Projects:

- Ageing in Place: Collaboration with Greater Manchester Age Hub and local authorities to explore social connections in neighbourhoods (Charlestown and Pendleton), resulting in a neighbourhood action plan.
- National Institute of Health and Care Research: Trained older adults as community health champions to gather community views on health research and local health information sources, complementing the Ageing in Place work. Findings were shared in November at Greater Manchester’s first Research Ready Communities project event.

# Celebrating 20 years of Health Improvement

Health Improvement activities aim to promote independence and maximise life chances: 'To improve the life chances of Salford citizens and to promote the independence of individuals and communities in Salford through choice and control.'

## Our community offer

The Health Improvement Service provide person-centred support to people based around behavioural change methodology. Support is provided on a one-to-one basis and in groups in a range of community settings. There are eight neighbourhood teams, covering the whole of the city, the size of teams is weighted according to level of need. The service supported almost 7,000 people in behaviour change interventions in 2023/2024. Programmes are based around the following topics:

- Healthy Eating and Weight Support, including Family Weight Management
- Stop Smoking
- NHS Health Checks
- Emotional Health and Wellbeing
- Being More Physically Active
- Workplace Health & Training
- Community Outreach & Engagement (responding to city-wide priorities or targeting at risk groups)

The service also works with communities, using Community Development methodology, to inspire and empower communities to make changes to things that matter to them and to set up and run their own community initiatives. This includes supporting over 300 volunteers per year and establishing up to 30 new, independent community initiatives each year. This included groups like the Busy Bees Sewing group in Eccles, the Salford Indoor Kurling League in Eccles, Beesley Green and Langworthy, and most recently, the Swinton Hong Kong Culture group. These social and activity groups help to provide people with a sense of belonging within the community, provide peer support, emotional and physical wellbeing, and resilience.

In addition to working directly with people in their communities, the service works closely with the Northern Care Alliance (NCA), Adult Social Care and Homefirst Discharge Hub and our Primary Care Networks to provide one to one strengths-based support to vulnerable residents as an alternative to formal social care in order to reduce pressures on health and social care.

In 2023/2024 the Stop Smoking Service, which forms part of the HIS, supported 1478 people to stop smoking, achieving 641 quits. The service's quit rate has increased from 40% to 43% since 2021/22, utilising the new Swap to Stop schemes vaping incentive as a further NRT offer for the public.

Salford has received £1.314 million to provide holiday activities and food for children eligible for free school meals under the Holiday Food and Activity Programme (HAF) grant. The Health Improvement Service co-ordinated the Salford HAF programme to provide over 3000 children with supported face-to-face holiday club activities and food during the Easter, Summer, and Christmas holiday periods. Over 40 organisations in Salford were involved in delivering the scheme. The service also provided nutritional education and cookery for the children attending the HAF programme.

### Achieving better outcomes

The Health Improvement Service have a unique way of measuring outcomes based on a progress model from engagement and encouragement to equip people with the skills they need to make the change they committed to. In this way, more people are enabled to make their own changes in other areas of their life, to embed themselves with the local community and help others.



<b>An outcomes framework for health improvement based on the 5 Es – Engage, encourage, equip, enable, embed</b>		
<b>Engage</b>	1	Contact is made with people from a defined priority group, for a specific reason and the reason is achieved
	2	People from defined priority groups make contact themselves with the HIS service
	3	User expresses trust/satisfaction with the service engagement
	4	People from a defined priority group attend community event
<b>Encourage</b>	5	People from defined priority groups are signposted / accept a referral to a service / organization, for a specific purpose, following engagement activity
	6	People from a defined priority group are hand held into a service/ organisation, following a HIS engagement
<b>Equip</b>	7	People from a defined priority group have improved knowledge of a specific health and wellbeing area
	8	People from defined priority group complete training in a specific wellbeing area
	9	People from defined priority group have the skills (equipped) to make a change, for a specific wellbeing outcome
	10	People from defined priority groups make a behaviour related “pledge”, for a specific wellbeing outcome
	11	People from defined priority groups have improved self-confidence/ motivation/ ability to make change, for a specific wellbeing outcome
<b>Enable</b>	12	People from defined priority groups take action to implement a wellbeing pledge and achieve it
	13	People from defined priority groups take action to implement a wellbeing pledge, achieve and sustain it
	14	People from defined priority groups feel they are self-reliant (equipped and enabled) to solve their own problems, in relation to a specific wellbeing need
<b>Embed</b>	15	People from defined priority group are involved in supporting public health programmes in communities (as volunteers, champions)
	16	People from defined priority group are influencing local decisions, on a wellbeing issue that is a priority
	17	People from defined priority group have made contact with others in a similar situation and passed on skills
	18	People have improved their personal / family wellbeing and are sustaining this

## Health Improvement case studies

### **Community Development, Blackleach Community Allotments**

The group Blackleach Allotments, was set up after COVID-19, taking over the management of the allotments from Salford City Council. They are going from strength to strength. Initial meetings with the group identified that even though they were constituted and had the management committee in place, the group had no idea how to apply for funding and take the next steps towards establishing a community garden/allotment. Working with the group as well as linking in with other organisations who had further knowledge around allotments/gardening, enabled an action plan to be produced to include timescales and funding required for the end goal.

Within a 12 month period, the group has secured over £70k. They are well underway with their plans and have made significant steps. The group held an open day and invited the local community as well as partners and funders to look at the progress that has been made. The group have grown in confidence and have submitted their own funding applications with the support from community development.

### **Stop Smoking Service User, Elaine**

Thank you, without you we could not have stopped smoking, then you came along. Thank God, you deserve a medal, and [we] have stopped smoking because of you. Thank you so much. I'm 60 with a lot of illness including emphysema. It's never too late to quit smoking, I am the proof. I can breathe a lot better than before I stopped, so thank you for a second chance at life.

### **Volunteering with the Health Improvement Service**

James is a member of our community in Salford. He has become very involved with all our activities in Eccles and loves sharing his stories with us. He first found out about the Health Improvement Service by attending our NHS Health Checks at Eccles Gateway. Whilst having the health check we informed him about all the activities the service has to offer. Since then, he has joined many of our activities such as the Tennis Group, Bowling group, Arts & Crafts and Kurling. He recently bought some tennis rackets at a local charity shop to kindly donate to the tennis group, that runs every week in Winton and has overall been very helpful and tried to contribute in any way he can with the service.

### **Community Led Support, referral from Adult Social Care**

[Staff members] both made me feel very reassured and comfortable. They were both very easy to talk to and approachable which made things easier to speak to somebody who has experience in what I am going through. They are both lovely people and have helped me so much in regard to getting help with my alcohol use, help for my wounds and also pushing me in the right direction to get a gym membership. That morning I was feeling extremely down and anxious, after they had visited they made me feel at ease and definitely lightened my mood.

When I first got into contact with [them] I was at a dead end in my life and didn't know where to go or what to do and was just about ready to give up on everything but with their help on the very same day I met them, they listened to me, understood me and went above and beyond to get me the help I needed right there and then. That day I was taken to the Salford Housing office and finally got my details into the Home Search system and have been bidding on properties ever since which I'm not sure I ever would have been able to do without help.

Also when things started to get even worse for me and I was experiencing some abuse in my life that I had no idea how to get out of and probably would have ended up just staying on the streets, [staff] immediately met up with me to get me the proper support and got me into an interim accommodation that day which I'm incredibly grateful for and would never have done without her. I'm not very good at asking for help or communicating in general but it's been so much easier and better with the help of [staff] and I've got more accomplished with them than I ever could have on my own. I'm always going to be incredibly grateful because again if I hadn't have gotten in contact with them I'm not sure I'd even be here right now.

### **Service User, Cooking on a Budget, Boothstown**

I was very isolated, depressed, anxious, and lonely before I joined this course. The tutor, has helped me so much. Before the course, I did not go out of the house for 3-4 months. I did not cook, clean, or look after myself. I was extremely anxious. I lived on a basic cold food diet for over two years which consisted of no vegetables, little vitamins, or iron. I felt exhausted, lethargic, and tired all the time.

This course has helped me so much. I now cook healthy meals, clean my house, walk my dog daily (which I wasn't able to do before due to anxiety), joined groups such as yoga, sewing group, Zumba and Tea and Tech. I am more outgoing, meeting and connecting with people more easily. [Staff member] has given me the help, support, education, and advice all throughout the course. I am SO thankful for her. This course has helped me so much to change my life.

# Public Health Inequalities Improvement

The Public Health Inequalities Improvement Team (also known as the PHIIT) are a relatively new team established November 2020 within the Public Health Service. The team's role is to support health services to provide better equitable access, experience and outcomes for communities disproportionately impacted by health inequalities.

## How we work

The team uses Quality Improvement (QI) methods to enable system change through the active use of community insights, data, and evidence to better understand and take action on health inequalities.

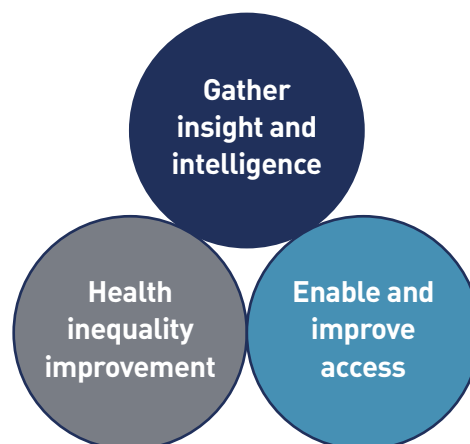
The team members act as agents of change, by seeking and leading opportunities to influence services to further reach, understand and empower Salford's diverse population. Recognising the power within our communities and the importance of co-designing and co-delivering initiatives to improve population health.

The team actively reaches into Salford's diverse communities to better understand the needs, barriers, and concerns around the health of the population. They advocate for and enable change through their active disruption role. Challenging the way services and organisations think about their current reach into Salford's population, whilst offering innovative ideas to tackle live challenges. Often acting as a conduit between Communities and Services.

The team takes Proportionate Universalism and Strength Asset Based Community Development approaches to improve health and wellbeing, working with community champions or leaders from communities who often suffer more from inequalities in health. These communities often are referred to as underserved and health inclusion groups.

The teams three main functions are:

- **Gather insight and intelligence –**  
Deep dive into the systems unknowns and gather insights from targeted communities to better inform services.
- **Health inequality improvement –**  
Using Quality Improvement (QI) techniques working in partnership to reduce health inequalities and co-producing solutions.
- **Enable and improve access –**  
Developing & sustaining relationships and build trusted partnerships.





## Gathering Insights and Intelligence

Bridging the gap between healthcare services and underserved communities is essential to reduce health inequalities. Therefore, the Public Health Inequalities Team continuously undertakes proactive engagement with community leaders to build trust, understand and address the health needs and barriers that disproportionately affect marginalised communities such as, limited access to health care facilities and a lack of awareness around nuances of culture and language barriers. For example encouraging health care providers to embed cultural competences throughout their pathways to address the needs of wider populations ensuring health equity is a core component of healthcare delivery.

The Team is using an insights log that focuses on Salford's underserved community organisations to capture essential insights to enable health services to reach targeted populations. The insight log aims to be a key instrument for decision making, reasoning and cognitive processes as well as for documentation, enhancing service understanding of communities' needs and challenges as well as promoting the sharing of knowledge amongst other wider Public Health Teams.

During the COVID-19 pandemic, it became clear that underserved communities' leaders relied heavily on WhatsApp messages to communicate important information with their community's members. Based on this, the Public Health Inequalities Improvement Team established a WhatsApp group for these leaders to disseminate Public Health Messages (initially COVID-19 related). This network has since been proven valuable for spreading awareness about broader range of health, wellbeing, and other relevant information. Currently 30 Community leaders participate in the group are receiving and distributing information to their respective communities.

### Case Study: Eritrean/Ethiopian Community

The Eritrean/ Ethiopian Community is a developing community in Salford specifically in and around the Broughton area. During the last year, the Public Health Inequalities Improvement Team began to engage with this community to build relationships, develop knowledge of their health needs and provide residents with relevant health information. Initial efforts faced challenges such as; understanding of cultural norms, language barriers (Amharic and Tigrinya) and lack of trust in government organisations. Learnings about this community are being captured to assist with addressing health concerns, understanding cultural differences, improving communications, and supporting the targeting of health interventions to improve access, outcomes, and experiences of health care for the community.

The relationship has developed positively over the past year, the community has become more trusting and responsive to engagement. This has enabled health initiatives to reach into the community with cultural understandings such as the Cancer Awareness campaign and Vaccination inequalities. Public Health is determined to reduce health disparities for this and many other communities across Salford.

## Tackling health inequalities in neighbourhoods

The Public Health Service has been working collaboratively between teams, alongside Primary Care and wider stakeholders to tackle health Inequalities. Strengthening relationships through co-design, co-delivery, and collaboration on projects, taking a localised and targeted approach to tackle health inequalities.

Salford Public Health are using new and existing relationships and the lessons learnt during COVID-19 to further reduce health inequalities. Working closely with Salford's Five Primary Care Networks (PCN's) and Community Leaders to identify health inequality topics focussed on a targeted community, demographic or geographic population and implement a test of change to strive for better outcomes. The projects are using Quality Improvement methodology to systematically influence change in a way that is replicable and scalable. The projects use a 'making every contact count' approach to tackle health inequalities so that community facing partners are equally informed of the local priorities.

### Case Study: Eccles and Irlam PCN (Primary Care Networks)

In Eccles and Irlam, one of PCN priorities was to increase the uptake of childhood immunisations, particularly among the Eastern European communities. Public Health data showed that childhood immunisation uptake was below the national target in some GP Practices in Eccles and Irlam. In April 2023, Public Health Teams alongside the Health Improvement Service collaborated with NHS partners to develop and implement an outreach and engagement initiative with the Polish Community at the Wilno Centre in Eccles.

The community engagement was carried out mainly by the Community organisations using accessible and appropriate communications and shared via social media including WhatsApp and Facebook.

The event and communications successfully raised awareness the importance of childhood immunisations, achieving high turnout and engagement with over 107 adults and 170 children attending.

## Detecting cancer earlier

Salford Public Health, together with Greater Manchester Cancer Alliance, health partners and community groups delivered a series of events and activities to raise awareness of Upper Gastrointestinal cancer (Upper GI cancer) detection and other cancers. The project sought to create a behaviour change in prevention, reduce barriers, and increase the amount of people who are detected in the early stages of cancer.

The Stop, Look and Listen to Your Body campaign raised awareness of the top five signs and symptoms of upper GI cancer with a focus on educating Salford men about the importance of being persistent if they notice ongoing signs and symptoms. Encouraging them to get checked out by their GP, we hope it will help detect cancers at an early stage and support treatment.

Aims of the project were to:

- Increase and educate awareness of cancer signs and symptoms in white British men and all residents (Black and ethnic minorities, different faith communities including ESOL classes).
- Reduce emotional and psychological barriers to presentation and address local health inequalities through engagement events and resource-see slide.
- Expanded engagement to include the three national screening campaigns, promoting every contact counts.

The campaign achieved its goals by using existing community networks and healthcare infrastructures, the campaign ensured that information and resources were widely distributed. Community involvement programmes were crucial in raising awareness and supporting early screening. Continuous monitoring and assessment allowed the campaign to adapt and develop, ensuring a lasting effect.

The campaign delivered:

- 5,000 Drink mats to Salford (working men's clubs)
- 20,000 Pharmacy bags delivered to Salford Pharmacies
- Printed posters to GP, CLS, workplaces and community centres
- Digital campaign across the city
- BSL accessible video
- Salford City radio messages
- Local newspapers to reach various target demographic (e.g. those digitally excluded).

The campaign reached over 2000 residents across 16 events across Salford. Many participants mentioned they would like to see similar events organised more frequently and felt happy that the campaign included men from different age groups. Many people were made aware of signs and symptoms of upper GI Cancer and said that the information was valuable and easy to understand.

During a targeted event at The Environmental Depot at Turnpike House over 100 people were engaged with open conversations about Upper GI Cancer awareness and their existing health conditions. Conversations led to advice around positive steps/behaviour changes people could make to improve the management of those conditions and overall health and wellbeing. The campaign used engagement tools such as sports bottles, pens, notepads, fruits/cereal bars to help initiate conversations.



### Testimonials and case studies

- **Yemeni Community Association Event:** “It’s good to see the Cancer Awareness Team coming to the community group.”
- **Asylum Seeker and Refugee Forum Event:** “Information delivered on Saturday was incredible and impactful in raising awareness about cancer with the community leaders and members. The testimonies and the discussions highlighted the issues they face to access early diagnosis opportunities and participants felt that they can confront it with knowledge, information, and support. Thank you for providing information in different languages.
- **Emerson Event:** “I have a lot of heartburn, you’ve prompted me to check it out”
- **Salford Shopping Centre Event:** At Salford Shopping Centre, a number of male residents shared their own experience of being diagnosed with bowel cancer and the importance of seeing your GP early. This event had seven health stalls and provided a range of health interventions, information, and advice.

## Developing Community leaders

During the pandemic, community group leaders expressed a need for two-way communication between community leaders and services to enable joint learning and action. To meet this need, the Public Health Inequalities Improvement Team joined up with Wasafiri, AQUA and Salford CVS to deliver a programme designed to help leaders better understand services and to influence system change.

The aim of Community Leader Development Programme (CLDP) was to:

- Support Community Leaders to lead their communities to better access public health services.
- Increased awareness of population health services and how to navigate them.
- Better connections between community and service leaders to enable sharing of challenges, learning and resources.
- Bringing services and communities together to co-produce solutions and ensure they are equipped to influence change.
- Improve the experience of population health services, further reaching into underserved communities.

The Public Health Inequalities Improvement team designed a framework for the project, prioritising four stages: (Orientation Day, Discovery Visits, Storytelling Day, Community Experiments). 34 Community leaders across 20 community organisations attended the four day events.

**Orientation Day:** Launch the CLDP with an opportunity for community representatives to learn more about Systemcraft framework, the programme and influence the area of focus.

**Discovery Visits:** Based on the three areas chosen, Primary Care, Mental Health and Early Help the discovery visits provided an opportunity for community and service leaders to build relationships in a power neutral way and jointly explore the barriers, challenges, and opportunities each other face.

**Storytelling Day:** Provided a space to share and build on experiences and insights of the Discovery visits to identify opportunities for collective action. Main challenges and themes identified were: Communication on all levels; Working collaboratively together; Funding and Upskilling the Community.

**Community Experiment Day:** Allowed an opportunity to revisit challenges, themes and barriers identified from previous days and to develop realistic actions to tackle some of the identified challenges. During the day there were presentations of the Locality Priorities from NHS Greater Manchester – Salford Locality and by the Director of Public Health giving an overview of the Salford Plan. The session also included a workshop on being funding-ready by Salford CVS.

The Programme will continue to support action groups:

- Collaboration - Establishing the community leaders directory & Network
- Setting up a local translation and interpretation social enterprise
- Co-producing an accessible information standard for Salford.

### Tackling vaccine inequalities

The COVID-19 Autumn/Winter Vaccination Inequalities Programme sought to use previous years learning to further reach into Salford's underserved communities to increase COVID-19 vaccination uptake. Using the 5 PCN model to reach targeted communities across all of Salford, to ensure reducing inequalities is a core part of the vaccination programme.

The project aimed to shift the power to communities to inform and influence the delivery of the vaccination programme for their communities. Community leaders inform the vaccination teams of the barriers faced and work in partnership to create tailored interventions. Clinics were often inaccessible, local venues enabled by community leaders and promoted in accessible communications.

#### Case Study: City of Praise

Salford North Primary Care Alliance explored their vaccination data and identified the Black African/Black British community locally as having below average uptake of COVID-19 vaccinations.

Taking a strength-based asset approach the Public Health team reached out to the City of Praise Church to help reach this community in a targeted and sustainable way. The project ensured the Community Leaders had an equal voice when choosing priorities for the health event, the event was co-designed and co-delivered with the community and partner organisations. The Community Leaders raised issues with access to GP Registrations and to Health Checks, so the events ensured that these issues were addressed and promoted in the right way.

Partners involved included; Salford North Primary Care Alliance, Salford City Council Public Health Service (Health Improvement Service, Inequalities Improvement Team, and Health Protection), City of Praise Church, Advancing Quality Alliance (AQUA) and Answer Cancer.

Outcomes included:

- 100+ residents engaged on the importance of preventative health care.
- In addition to delivery of 12 vaccinations and 19 health screenings/checks the event enabled 15 new patients to register with a local GP, whom prior to this had no access to GP Services.
- Two members of the community signed up as receptionists for the PCN.

## City of Praise testimonial

“The relationship between the City of Praise Church and the Public Health Service has produced tremendous benefits to the community of the past couple of years and we look forward to recording greater impacts in the future”



## National recognition

In November 2023 Salford was recognised nationally after being shortlisted as a finalist at the Health Service Journal Awards for its work to reduce health inequalities for the Vaccination Inequalities Programme. Out of 148 finalists, we made it to the final 9 shortlisted for the award for using an asset-based community development approach to increase uptake of COVID-19 vaccine in Salford.

We recognised that deeply held beliefs about COVID-19 and about vaccination can be a significant barrier for residents from different parts of Salford and our diverse religious and cultural communities. By taking a collaborative approach, we built vital bridges with partners and communities where trust is hard-won and can be easily lost.

Working in partnership, Salford City Council Public Health, GM NHS – Salford Locality, Salford’s Five Primary Care Networks, Aqua, and local community organisations, collected and used community insight to rapidly design and deliver drop-in COVID-19 and flu vaccination clinics, targeted to communities with high levels of vaccine hesitancy.



# Staying Well in Salford

## Feeling Well

The Five Ways to Wellbeing are such a beautiful reminder to look after yourself and each other. Trying these five ways will help you feel more positive and able to get the most out of life (NHS, 2019).

- 1. Connect with other people** – Share positive experiences. Put five minutes to one side to find out how someone really is. Talk to someone instead of sending an email or text.
- 2. Be Active** – Regular physical activity is associated with lower rates of depression and anxiety across all age groups. Keeping active doesn't have to exert lots of energy, pottering in your garden or a walk in the park does the trick too. See what's available locally – [Be Active - Salford Community Leisure](#).
- 3. Learn new skills** – Continued learning through life enhances self-esteem and encourages social interaction and a more active life. Try out a new recipe once in a while. Take time out to sit down and read a book; read books to boost your mood - visit [The Reading Agency](#) for more information.
- 4. Give to others** – Give small acts of kindness, volunteer in your community.
- 5. Take notice** – Taking notice of our thoughts, emotions and surroundings is a great way to stay present and pay attention to our needs. Taking notice of things we are grateful for, big or small, is a great way to boost our mood and appreciate our surroundings. Learn how to live with the here and now with more appreciation and less anxiety – [Be Mindful](#) offer a clinical-grade mindfulness course.

Figure 10: The five ways to wellbeing





## Your wellbeing calendar

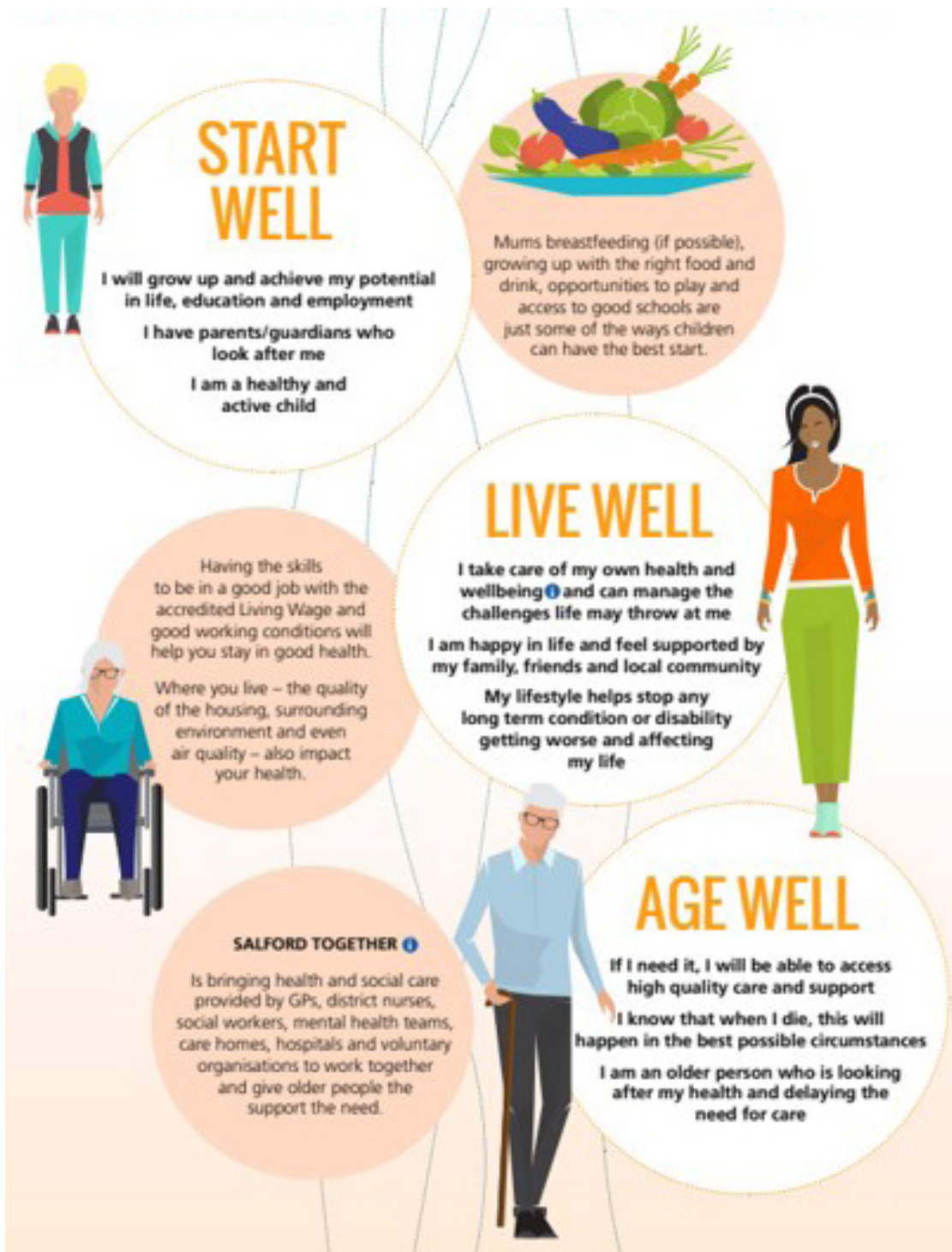
We know there is a positive link between physical activity and mental wellbeing. And making small changes every day can help us form the positive habits we need to better our health.

Inspired by last years Mental Health calendar, this year's calendar shines a spotlight on key health areas related to mental and physical wellbeing. Monthly pledges connected to campaign themes will help you stay focused on better health and find local events to get involved and support you along the way.

The key theme for the Locality Plan refresh for 2025 to 2030 is "Thriving in Salford". You can stay up to date with health and well-being resources on the dedicated webpages for [Thriving in Salford](#).



# What we mean by staying well



## Looking after yourself and each other

### Stay connected and active

You can [join groups and activities from Salford Health Improvement Service](#).

Salford Community Leisure has gyms, swimming pools and exercise classes. You can find [activities in leisure centres, libraries and community centres](#) near you.

### Live Well in Salford

You can find a range of [activities and community support from Salford Council for Voluntary Services](#).

You can get advice and treatment from the [NHS website](#) or call 111. Your local pharmacist can help you with minor illnesses and advice about your medicines.

### Ageing Well in Salford

You can find activities and community support for older people in Salford from partners working together in the [Age Friendly Salford](#).

### The best start for children and families in Salford

[Salford Family hubs](#) offer services and support for families from different agencies including Antenatal, Child Health, Early Help, Play Sessions, and Parenting support.

You can find out more about [Early Help for Families in Salford](#) for the full range of services and information on offer to you.

### Financial resilience

For the range of support on offer, you can use the digital directory from Salford City Council <http://www.salford.gov.uk/costofliving> and this is regularly updated.

[Salford Family Loans](#) are affordable loans from Salford Credit Union and can help you put away a little every month towards becoming financially independent.

You can [join Salford Credit Union](#) if you live or work in Salford or nearby areas of Manchester, or if you are a member of Unison or Unite the Union, North West.

### Mental health

It's normal to feel stressed, anxious, and even depressed in times of change and particularly with the cost-of-living crisis. [Get help when you need it](#).

If you need more help, call Greater Manchester Mental Health on **0800 953 0285** for free at any time or visit the [GMMH support website](#) for details of local support.

[Kooth](#) is an online, free service, offering emotional and mental health support for children and young people aged 11 to 24. It is available up to 10pm every day.

**Think!** Stay safe. 'A mate doesn't let a mate drink drive'. Always wear a seat belt to halve your risk of dying in a car crash.

## Get help when you need it

### Convenient and flexible - help for common illnesses at your pharmacy

People are being advised to dial 111 or to think Pharmacy First for mild illnesses. Many pharmacies are open at the weekend, making it easier to get help with common illnesses such as colds, coughs, colds and other mild infections.

The consultations themselves are free of charge. You will need to pay over the counter for your medicines unless you are exempt from paying NHS prescription charges. Pharmacists can give advice how to use your medicine, worries about side effects or any other questions you have. Other services that may be available at your pharmacy include contraception, blood pressure checks, advice on healthy living and help on how to stop smoking.

To learn more visit: [gmintegratedcare.org.uk/pharmacy-first/](https://gmintegratedcare.org.uk/pharmacy-first/)

### The NHS Minor Ailment Scheme, do I qualify?

The NHS Minor Ailment Scheme is for adults and children who are registered with a GP surgery and are exempt from paying NHS prescription charges. The scheme is a simple way to get advice and treatment for certain common illnesses without the need to see a GP.

The Minor Ailment Scheme in Salford is free of charge if you are on certain benefits, and it is free for children under 16 years, aged 16, 17 or 18 and in full-time education, or aged 60 years of age or over.

To check if you are exempt from prescription charges, visit:

[check-for-help-paying-nhs-costs.nhs.uk/](https://check-for-help-paying-nhs-costs.nhs.uk/)

### Worried about sexual health?

Detecting sexually transmitted infections (STIs) quickly is important to avoid spreading them and to get treated as soon as possible. You can get free and convenient STI home testing kits by visiting [thenorthernsexualhealth.co.uk/home-testing-kits](https://thenorthernsexualhealth.co.uk/home-testing-kits) even if you do not have any symptoms. The kits use discreet packaging and can be sent back in a pre-paid envelope. Results are usually returned in less than two weeks.

For contraception including coils, implants, and the pill, please contact your GP practice in the first instance. Free condoms can be picked up from the Beacon Centre (London Street, Salford M6 6QT). Emergency hormonal contraception, also known as the 'morning after pill', can be accessed for free at participating pharmacies in Salford.

### **Worried about mental health?**

We're 'Here to hear'. Look out for the yellow 'Everyday Mental Health Hero' badge. This initiative is led by the mental health charity 'START Inspiring Minds' to inspire, educate, and empower individuals to connect with one another, raise awareness and create a supportive environment for mental health wellbeing.

"Everyday Mental Health Hero' seeks to demonstrate to those struggling with mental health challenges that they are not alone," said Dennis Baldwin, Project Manager of the initiative. "Through education, commitment, and visible support, we aim to build a community where individuals feel empowered to seek help and support one another." [Reach Out | Start Inspiring Minds](#)

We want everyone who lives, works or visits Salford to have access to the right information for them. You can find sources of help and advice on our Partners in Salford webpages. [Mental health and wellbeing | Partners in Salford](#)

### **Help to quit smoking is available**

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

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

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

Salford City Council's health improvement team will tailor a plan with you to help you succeed. You can get individual support online or by phone as well free Nicotine Replacement Therapy (NRT) patches, gum, mouth spray or nasal spray. Health Improvement are taking part in the national swap to stop scheme helping more adults quit smoking by using a vape as another form of NRT.

Visit [www.salford.gov.uk/stopsmoking](http://www.salford.gov.uk/stopsmoking) to contact them online or email [healthimprovement@salford.gov.uk](mailto:healthimprovement@salford.gov.uk) or Call the Spirit of Salford Helpline on 0800 952 1000.



### **Councillor Mishal Saeed, Executive Support Social Care and Mental Health said:**

"I am proud to be the Chair of the Tobacco Alliance group in Salford, which oversees some of the best health services in the country, with our quit smoking service having the highest rate of quitters who participate in the programme.

Smoking is still the leading cause of premature death and preventable disease in the UK. Through partnership working, and by focusing on the inequalities that surround smoking – our aim is to make Salford Smokefree and for our residents to live healthy lives."

## Acknowledgement:

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