

Item no.	
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## Salford Health and Wellbeing Board

Title of report	<b>Co-production for health and well-being in Salford</b>
Date	13 July, 2021
Contact Officer	Chris Dabbs (Greater Manchester Chamber of Commerce / Unlimited Potential)

### 1. Executive Summary

<p>Why is this report being brought to the Board? - Relevance of this report to the priorities of the Joint Health and Wellbeing Strategy, the Joint Strategic Needs Assessment or integrated working</p>	<p>In the <i>Salford Locality Plan 2020-2025</i>, the partners on the Health and Wellbeing Board state:</p> <ul style="list-style-type: none"> <li>• Co-production with local people is a priority with regard to places, communities and neighbourhoods.</li> <li>• “We will continue to engage with citizens and communities and work towards genuine co-production where possible on our priorities and services. This approach is best used to develop innovative local solutions to complex issues such as child poverty, suicide prevention, loneliness and social isolation, and climate change.”</li> <li>• Co-production is perceived as a form of research and innovation, with a particular focus on innovative local solutions to complex issues.</li> </ul>
<p>Health and Wellbeing Board’s duties or responsibilities in this area</p>	<ul style="list-style-type: none"> <li>• Understand needs, inequalities, risks and assets locally – continuous process of needs and assets assessment.</li> <li>• Determine priorities for local action – focus collective efforts and resources on an agreed set of priorities and outcomes.</li> <li>• Promote integration and partnership – hold organisations accountable for their contribution to outcomes in the Joint Health and Wellbeing Strategy / Locality Plan and encourage integrated commissioning and pooling of resources where applicable</li> </ul>
<p>Key questions for the Health and Wellbeing Board to address - what action is needed from the Board and its members?</p>	<ol style="list-style-type: none"> <li>1. To note the approach to co-production for health and well-being in Salford.</li> <li>2. To confirm that the Board will consider at a subsequent meeting specific proposals from the co-production process. If supported, co-design of the solutions will then be planned with local people. These will then be embedded directly into the Locality Implementation Plan.</li> </ol>

What requirement is there for internal or external communication around this issue?	Engagement with local people and communities for the purpose of co-production.
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## 2. Background

- 2.1. At a development session on 11 December, 2018, the Salford Health and Wellbeing Board identified as an achievement a greater emphasis on listening to the voices of local people.
- 2.2. There was also acknowledgement that the Board should focus on citizens and communities and not on systems and processes. Some members felt that the Greater Manchester public service reform model is too prescriptive and process focused. It also had insufficient emphasis on the voluntary, community and social enterprise (VCSE) sector, community voices and community assets.
- 2.3. It was agreed to 'Salfordise' the Greater Manchester public service reform principles and make it work locally, encompassing the importance of both the integrated place agenda and co-production with communities.
- 2.4. It was recognised that this is an important piece of work that requires input from stakeholders and wider leadership to progress.
- 2.5. Under the auspices of the Salford Health and Wellbeing Board, a learning event was conducted in July 2019 on the theme of co-production: what it means, who is involved and what difference it can make.
- 2.6. On 10 September, 2019, a report and presentation on the development of co-production was received by the Salford Health and Wellbeing Board.
- 2.7. The Board resolved to:
  1. Incorporate co-production within the refreshed Locality Plan for Salford.
  2. Incorporate co-production into each of the Board's priority areas for 2019-2020 and 2020-2021.
  3. Identify a lead at executive level for co-production across the health and well-being system.
  4. Establish a task and finish group to produce specific proposals for co-production in Salford.
  5. Each Board member considers and reports back on coproduction by their organisation.
  6. Request a report to the Board on progress with co-production every six months.
- 2.8. Although practical progress was hampered by the COVID-19 situation, a focus on co-production has been maintained and subsequently incorporated into Salford's new Locality Plan for health and well-being. The Health and Wellbeing Board confirmed the need to grow the culture of co-production in its development session on 28 July, 2020, which has been nurtured in subsequent meetings of the Salford Time to Act sub-group.

2.9. In line with the *Locality Plan for Salford 2020-2025*, the Health and Wellbeing Board agreed on 9 February, 2021, to support the proposed approach to co-production for health and well-being in Salford.

2.10. This report provides an update on the plan to implement this approach.

### 3. Locality Plan 2020-2025<sup>1</sup>

3.1. Co-production with local people is cited as a priority within the Salford Locality Plan 2020-2025 with regard to places, communities and neighbourhoods.

3.2. One key outcome, which relates to strong and resilient communities is:

- I feel safe and connected, and able to influence the decisions that affect me.

3.3. The Locality Plan states that: “The value of co-production is recognised where power and decision-making are shared equally between decision-makers and citizens (including children and young people). We will continue to engage with citizens and communities and work towards genuine co-production where possible on our priorities and services. This approach is best used to develop innovative local solutions to complex issues such as child poverty, suicide prevention, loneliness and social isolation, and climate change.”



3.4. Co-production is perceived as a form of research and innovation, with a particular focus on innovative local solutions to complex issues.

3.5. The specific indicator relating to this work is: co-production of innovative local solutions (case studies).

3.6. The Locality Plan identifies four particular areas for co-production, each of which is a fundamental determinant of health and well-being: child poverty; climate change; loneliness and social isolation; and suicide prevention.

### 4. Approach

The basic approach proposed for each of the four priority areas is:

4.1. Reframe the issue into a positive statement, made more specific if appropriate, and in particular where some or all the four themes can be tackled at the same time (for example, young people are passionate about the impacts of economy and environment, social isolation means people are emotionally less resilient during life events and triggers).

4.2. Recruit and induct local people, with particular regard to diversity and to inclusion of those whose voices are less heard or not heard and/or who have

<sup>1</sup> <https://www.salfordccg.nhs.uk/transformation/locality-plan>

less agency. Convening different groups simultaneously will facilitate sharing of ideas across groups and geographies.

- 4.3. Local people develop initial ideas and concepts to address the priority area.
- 4.4. Local people engage with 'decision makers'/professionals to develop the ideas and concepts. This will enrich decision-making and facilitate early 'win-wins' to be identified, thus growing trust, mutual respect, and recognition of local assets and opportunities.
- 4.5. Specific proposals are presented to the Salford Health and Wellbeing Board and/or other appropriate body. In particular, various funding sources will be explored, such as in partnership with the private sector, researchers and regional, national or international sponsors.
- 4.6. If supported, plans are made for co-design of the solutions. These will be embedded directly into the Locality Implementation Plan.

## 5. Child poverty

- 5.1. Tackling poverty and inequality is one of the 'Great Eight' priorities for Salford. "Significant levels of poverty continue to exist in many parts of Salford. Working with our partners, we will take action to make things better for the many households struggling to make ends meet. We must also look to prevent people from falling into poverty in the first place, building on what we know is already working, as well as developing new ways of doing things."<sup>2</sup>
- 5.2. The Locality Plan states: "We will continue our co-production approach in the Poverty Truth Commission."
- 5.3. The specific indicator relating to this issue is: childhood poverty, food and fuel poverty.
- 5.4. This co-production should relate to the wider development and implementation of Salford's Inclusive Economy Strategy, as well as to the work of the 0-25 Board in Salford, and to the second Salford Poverty Truth Commission if and when established.

### The issue reframed: future prosperity<sup>3 4</sup>

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

The future prosperity of our society depends on our ability to foster the health and well-being of the next generation. When a society invests wisely in children and

<sup>2</sup> <https://www.salford.gov.uk/your-council/council-and-decision-making/how-the-council-is-performing/our-priorities-the-great-eight/>

<sup>3</sup> Frameworks Institute (2009) *Framing Child Poverty by Telling a Development Story* - [https://www.frameworksinstitute.org/wp-content/uploads/2020/03/child\\_poverty\\_message\\_brief.pdf](https://www.frameworksinstitute.org/wp-content/uploads/2020/03/child_poverty_message_brief.pdf)

<sup>4</sup> O'Neil M. et al (2018) *How to Talk About Poverty in the United Kingdom* (Frameworks Institute in partnership with the Joseph Rowntree Foundation) - <https://www.frameworksinstitute.org/wp-content/uploads/2020/03/JRFUKPovertyMessageMemo2018Final.pdf>

families, the next generation will succeed and pay that investment through a lifetime of productivity and responsible citizenship.

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

## 6. Climate change

- 6.1. Climate change is cited as a priority within the Salford Locality Plan 2020-2025 with regard to places, communities and neighbourhoods.
- 6.2. The Locality Plan states: “We will work together across partners to demonstrate progress towards tackling the climate change emergency and improve our environment to reduce carbon, create sustainable energy, reduce waste, recycle and improve air quality. Our refreshed climate change and adaptation action plan will be overseen by the Climate Action Board and will reflect the [Greater Manchester] five-year environmental plan launched in 2019. This is in addition to our work on the Salford Air Quality Action Plan and the emerging [Greater Manchester] Clean Air Plan. A ‘Local Green Deal’ will be part of the Inclusive Economy Strategy. We will work with communities to play their part and devise innovative solutions through co-production.”
- 6.3. The specific indicators relating to this issue are: Clean Air Plan - exceedances in NOx [nitrogen oxides] and particulates; and carbon footprint or reductions.
- 6.4. This co-production should relate to the work of the Climate Action Board in Salford.

### **The issue reframed: everyone deserves a healthy environment**<sup>5 6 7</sup>

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

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

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

<sup>5</sup> Frameworks Institute (2016) *How can your climate communications be clearer and more effective?* - [https://www.frameworksinstitute.org/wp-content/uploads/2020/03/NNOCCL\\_flyer\\_02.pdf](https://www.frameworksinstitute.org/wp-content/uploads/2020/03/NNOCCL_flyer_02.pdf)

<sup>6</sup> Nall Bales S. and Lindland E. (2014) *Talking Environmental Health* [Frameworks Institute] - [https://www.frameworksinstitute.org/wp-content/uploads/2020/03/eh\\_mm.pdf](https://www.frameworksinstitute.org/wp-content/uploads/2020/03/eh_mm.pdf)

<sup>7</sup> Simon A. et al. (2013) *Using Values to Build Public Understanding and Support for Environmental Health Work* [Frameworks Institute] - [https://www.frameworksinstitute.org/wp-content/uploads/2020/03/EnvironmentalHealth\\_values\\_final.pdf](https://www.frameworksinstitute.org/wp-content/uploads/2020/03/EnvironmentalHealth_values_final.pdf)

## 7. Loneliness and social isolation

- 7.1. Active contribution is cited as a priority within the Salford Locality Plan 2020-2025 with regard to ageing well.
- 7.2. The Locality Plan states: “Loneliness is a key risk factor in the mental health of older people. Age UK has mapped the risk of loneliness in the UK and ranked each neighbourhood within England. Applying their data to the 2016 mid-year population estimates that there are 16,000 adults in Salford aged 65+ living in the most deprived national quintiles in respect to the risk of loneliness. This represents 44% of the 65+ Salford population. The [Office for National Statistics] have also predicted loneliness based on the 2011 Census and place Salford as being the 16<sup>th</sup> worst local authority (of 326) in terms of risk of older adults being lonely.”
- 7.3. Framed within ‘active contribution’, the Locality Plan continues: “We will seek to co-produce solutions for loneliness and social isolation building on the huge diversity of backgrounds, experience and ambition of the millions of people who are older.”
- 7.4. The specific indicator relating to this issue is: measures of active contribution. The Age Friendly Assessment for Salford (2018) adopted the following measures as indicators of inclusion and contribution of older people:
- public and private partners signed up to being age-friendly
  - percentage of people who describe their area as being age-friendly
  - employment rate of those aged 50-64 is comparable to national average
  - number of those aged 50-64 who are in training or volunteering
  - the proportion of adult social care users and carers who have as much social contact as they would like
  - rates of Salford residents aged over 50 who are ‘active’ or ‘fairly active’
- 7.5. This co-production should relate to the work on Age-Friendly Salford.

### **The issue reframed: making time for each other**<sup>8 9</sup>

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

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

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

## 8. Suicide prevention

<sup>8</sup> Frameworks Institute (2020) *Talking About the Importance of Prevention* -

<https://www.frameworksinstitute.org/article/topic-7-talking-about-the-importance-of-prevention/>

<sup>9</sup> Camerados principles (accessed 6 June, 2021) - <https://www.camerados.org/camerados-principles/>

- 8.1. Suicide prevention is cited as a priority within the Salford Locality Plan 2020-2025 with regard to living well. Mental wellbeing promotion is cited within the plan for parity with physical health, and particularly during life events and triggers.
- 8.2. The Locality Plan states: “Through the all age Salford Suicide Prevention Strategy (2017-2022), all public sector partners in Salford have pledged our commitment to work together to address the devastating impact that suicide has on families and communities and ensure that suicide should always be considered an avoidable occurrence. This strategy highlights key high-risk groups and contains pledges to support existing and new prevention and intervention initiatives that promote positive mental health and well-being. Salford will achieve the ten pillars of a Suicide Safer Community, with an action plan to raise awareness and work with communities for innovative local initiatives through co-production. We will review policies and training, and we will work with high risk groups and those bereaved by suicide. We will also ensure our VCSE sector are embedded in this work.”
- 8.3. The specific indicator relating to this issue is: mortality rate from suicide and injury undetermined.
- 8.4. This co-production should relate to the work of the Mental Health Partnership in Salford.

**The issue reframed: looking out for each other** <sup>10 11</sup>

When we take action for everyone’s mental health and well-being, we contribute to our collective prosperity – both now and in the future.

We can improve mental health and well-being by trying new ideas and using our ingenuity to solve problems. We can put things in place that will support us all to feel better together, while dropping the language that puts people off.

People and purpose are the most vital things to help us through tough times.

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

**9. Action plan**

9.1. The outline action plan to implement the co-production work is detailed below.

Timescale	Action
Month 0	Project set-up; induction of Project Facilitator

<sup>10</sup> World Health Organization – Suicide (accessed 6 June, 2021) - <https://www.who.int/news-room/fact-sheets/detail/suicide>

<sup>11</sup> L’Hôte E. et al. (2017) *Beyond Awareness of Stigma: Moving Public Understanding to the Next Level* [Frameworks Institute] - [https://www.frameworksinstitute.org/wp-content/uploads/2020/03/TCHD\\_MentalHealth\\_MTG\\_FINAL.pdf](https://www.frameworksinstitute.org/wp-content/uploads/2020/03/TCHD_MentalHealth_MTG_FINAL.pdf)

<b>Timescale</b>	<b>Action</b>
Months 1-2	Recruit and induct local people, with particular regard to diversity and to inclusion of those whose voices are less heard or not heard and/or who have less agency.
Month 3	Convene assembly, enabling people to get to know each other, their strengths and wisdom.
Months 4-8	Create playful environment and explore priority areas, leading to generation of initial ideas and concepts to address them.
Months 9-11	Local people engage with 'decision makers' / professionals to develop the ideas and concepts into testable solutions, recognising local assets and opportunities.
Month 12	Present specific proposals to Salford Health and Wellbeing Board and/or other appropriate body, with various funding sources will be explored, if necessary.
Months 13-14	If supported, make plans for co-design of the solutions. These will be embedded directly into the Locality Implementation Plan.
Months 15-18	Co-design of solutions.
Months 19-20	Presentation of process and solutions; media and marketing of project.

## 10. Recommendations for action

In line with the *Locality Plan for Salford*, the Health and Wellbeing Board agrees:

1. To note the approach to co-production for health and well-being in Salford.
2. To confirm that the Board will consider at a subsequent meeting specific proposals from the co-production process. If supported, co-design of the solutions will then be planned with local people. These will then be embedded directly into the Locality Implementation Plan.

## 11. Contextual information

### BACKGROUND DOCUMENTS:

- Age Friendly Salford (2016) <https://extranet.who.int/agefriendlyworld/network/salford/>
- Centre for Local Economic Strategies (2017) *Working Together to Tackle Disadvantage* [Elephants project, Greater Manchester]
- Living Well Programme (2019) <https://www.livingwellsystems.uk/theprogramme>
- Salford City Council (2016) Our priorities, the Great Eight - <https://www.salford.gov.uk/your-council/council-and-decision-making/how-the-council-is-performing/our-priorities-the-great-eight/>
- Salford Poverty Truth Commission (2018) <https://www.councils.coop/case-studies/salford-poverty-truth-commission/>

### STRATEGIC DRIVERS AND EVIDENCE OF NEED:

- Salford Locality Plan 2020-2025 (2020) <https://www.salfordccg.nhs.uk/transformation/locality-plan>

THIS REPORT CONTENT HAS ALSO BEEN CONSIDERED BY:

- Salford Time to Act sub-group
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EQUALITY IMPACT ASSESSMENT AND IMPLICATIONS:

There has not been a community impact assessment completed locally.

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ASSESSMENT OF RISK: None.

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LEGAL IMPLICATIONS: None.

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FINANCIAL IMPLICATIONS: Non-recurrent allocation of £120,000.

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PROCUREMENT IMPLICATIONS: None.

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HR IMPLICATIONS: None.

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