

Public Health Inequalities Improvement Team Health and Social Care Scrutiny Panel

DATE OF MEETING 01/03/2023

AGENDA ITEM NO & PAPER NAME: Public Health Inequalities Improvement Team

Item for: Information (Please delete as appropriate)

Report of:	Public Health Inequalities Improvement Team	
Date of Paper:	February 2023	
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Strategic Priorities: (Please tick as appropriate)	Quality, Safety, Innovation and Research	✓
	Adult Services	✓
	Children's and Maternity Services	✓
	All Age Mental Health	✓
	Primary Care	✓
	Enabling Transformation	✓
Mayoral Priorities: (Please tick as appropriate)	Tackling poverty and inequality	✓
	Reducing Health Inequalities	✓
	Skills and Education (A Learning City)	
	Affordable Housing	
	Transport and Digital Connectivity	
	Tackling the Climate Change Emergency	
	Vibrant Place and Spaces	
Creating an Economy for All		
Purpose of Paper: This paper provides an update on key areas of delivery from the Public Health Inequalities Improvement team . This includes: <ul style="list-style-type: none"> ➤ Primary Care Networks Health Inequalities Improvement programme ➤ Economies for Healthier Lives: SCC Public Health and Health Foundation ➤ Strength Based Community Asset Map ➤ Public Health Community Champions Programme ➤ Community Leaders Development programme: co-design, co-empowerment 		

Further information

<p>How will this benefit the health and wellbeing of Salford residents, or the GMICB-Salford or City Council?</p>	<p>The paper provides an overview of reducing health inequalities, increasing access to health and wellbeing services and building community resilience in Salford.</p>
<p>How does this paper address health inequalities and promote inclusion?</p>	<p>Provides an overview of the work undertaken by the Public Health Inequalities Improvement Team to better understand the needs of underserved communities and engage with emerging communities.</p> <p>Build, develop and strengthen networks with partner organisations, acting as a conduit between Public Health and community organisations across Salford.</p>
<p>What risks may arise as a result of this paper and how will they be mitigated?</p>	<p><u>Risks</u></p> <ul style="list-style-type: none"> • If Covid-19 cases increase, there is a possibility that the focus of work reverts to Covid-19 as a priority. • Reaching out to new underserved communities takes time and resource to develop relationships with communities • The length of time it takes to build trusted partnerships with services and navigate the current system. <p><u>Mitigations</u></p> <ul style="list-style-type: none"> • Have a flexible working approach to respond to emerging system needs. • The Team is streamlining workstreams and ensuring we have a strategic focus on raising awareness of underserved communities and reducing health inequalities, working with partner organisations. • Utilise the knowledge of other council services to build our awareness of systems and processes.
<p>Does this address any existing high risks facing the organisation and how does it reduce them?</p>	<p>None</p>
<p>Are there any possible conflicts of interest associated with this paper?</p>	<p>None</p>
<p>Will any current services or roles be affected by issues within this paper and what are they?</p>	<p>None</p>

Note: Where appropriate, please ensure detail is provided.

Document Development

<p>Has there been Public Engagement?</p>	<p>The Public Health Inequalities Improvement Team's role is to deep dive into our underserved communities and find our yet unknown communities within Salford, whilst strengthening engagement with known underserved communities.</p> <p>The Public Health Inequalities Improvement Team engages with formal and informal community leaders to identify insights to share with the wider system and open new avenues of communication and engagement with diverse populations.</p>
<p>Has there been Clinical Engagement?</p>	<p>As required</p>
<p>Has the impact on Salford socially, economically and environmentally been considered?</p>	<p>Yes – the team's focus is to increase social engagement with communities. communications with council and other public services.</p>
<p>Has there been an analysis of any impacts on equality?</p>	<p>Yes</p>
<p>Has legal advice been obtained?</p>	<p>None</p>
<p>Has this been to any groups or committees for engagement, comments, or approval?</p>	<p>Public Health Senior Leadership Team Equalities Steering Group</p>

Note: Where relevant, please provide detail and ensure that it is clear how and when particular stakeholders were involved in this work, that there is clarity of what the key message/decision was, and whether amendments were requested about any part of the work.

1. Executive Summary

This paper provides an overview of key workstreams of the Public Health Inequalities Improvement Team.

The current workload includes:

- Primary Care Networks Health Inequalities Improvement programme
- Economies for Healthier Lives: SCC Public Health and Health Foundation
- Strength Based Community Asset Map
- Community Leaders Development programme: co-empowerment
- Public Health Community Champions Programme

2. Background

The Public Health Inequalities Improvement Team are a relatively new team within the Public Health Service. The team was established during the Covid-19 pandemic to help deep dive into our underserved and yet unknown communities through targeted engagement. The members of the team are diverse in ethnicity, country of origin, and primary languages. The cultural insights of the team enable them to engage with diverse populations, gain unique insights and develop innovative pieces of work.

The team seeks to enable system change through insight gathering and empower communities to build networks and resilience. The team strives to underserved communities and wrap services around their needs and bring them closer to mainstream services.

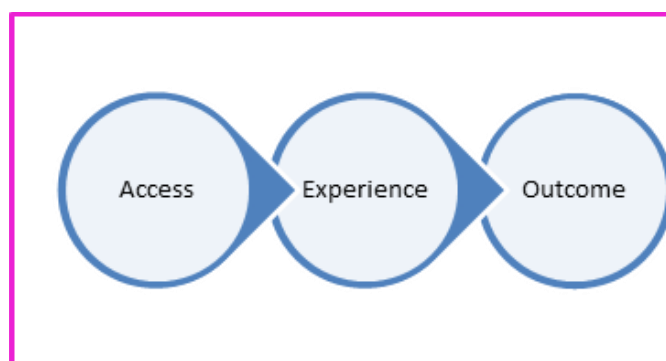
Ultimately, the team supports the locality in improving access and experience of underserved communities to health and wellbeing services, including those associated with the social determinants of health, reducing inequalities.

3. Public Health Primary Care Networks Health Inequalities Improvement Workstream

The Health Inequalities Improvement Workstream with Salford's five PCNs is an initiative from Public Health which commenced in summer 2022. Working with public health colleagues, including the health protection team and the health improvement service, as well as services from across SCC, PCNs are supported to reduce health inequalities along self-directed (based on localized data) healthcare pathways.

Vision: To support PCNs in reducing inequalities in identified health outcomes through improving access to services using culturally appropriate engagement and use of preferred languages.

Figure 1: Illustration to demonstrate that any health outcome cannot be improved without improvements in access and service-experience.



Access – Experience - Outcome

Areas of initial focus by PCN:

PCN	Area of focus	Community
Swinton	Covid-19 vaccines	Hong-Kong Chinese – signposting. Valley housing estate. Going through scoping and GM sign off.
Little Hulton and Walkden	Cancer screening and childhood immunizations	Westwood Park estate – signposting to local pharmacy. From census – north of estate – high density of Eastern European and City of Praise.
Eccles and Irlam	Childhood immunisations Covid-19 vaccinations	Polish and Eastern European and Muslims via Yemini Association. CAHN.
Salford South East	Cancer screening	Pendleton Precinct – January 2023.
Broughton	Covid-19	Asylum seekers. Signposting. Scoping Salford college. Hatzola.

The Public Health Inequalities Improvement Team:

- Work as part of a collaboration between wider Public Health services, council services, community services, voluntary sector and Primary Care Networks
- Enable working groups within the Primary Care Networks to identify improvements, and undertake tests of change using quality improvement methods
- Facilitate the co-design of service improvements with underserved communities
- Support a quality improvement approach to the improvements

4. SCC Public Health and Health Foundation - Economies for Healthier Lives

Economies for Healthier Lives is a programme about using local economic development strategies to improve health and reduce health inequalities. The programme is sponsored by the Health Foundation through a competitive process and co-led by Public Health and Unlimited Potential.

With a fast-growing economy and population, Salford has a dichotomy: 'a tale of two cities' - some doing well and others struggling. In response, Salford is transforming its economic future through The Salford Way.

Vision: a fairer and more inclusive local economy that delivers greater social and environmental justice, where wealth is shared more widely across all communities.

With learning and evaluation partners, we will capture learning and develop a better understanding of how economic development interventions affect health and well-being outcomes. This learning will be available to inform and change practice regionally and nationally.

Salford received partial funding from the Health Foundation to deliver a scoping phase which sought realistic economic opportunities in the public and private sectors in Salford. The project worked with local people to co-produce potential supply responses and mutually / socially owned enterprises to meet future demand in chosen priority areas.

Eight anchor institutions from across all sectors have so far engaged with and committed to the Economies for Healthier Lives project in Salford:

- Private sector: • Media City • Port Salford
- Public sector: • Northern Care Alliance NHS Foundation Trust • Salford City College • Salford City Council • University of Salford
- VCSE sector: • ForHousing • Salix Homes

Oversight of the Economies for Healthier Lives project is with the Salford Health and Wellbeing Board, with the Salford Time to AcT (STAT) sub-group, steering the project.

5. Strength based community asset map

The Public Health Inequalities Improvement team is working alongside the Health Improvement Service Community Development Workers to identify the known and emerging community organisations that are working with Salford residents.

The community asset map is being developed because during the Covid-19 pandemic it became clear that many frontline services had individual connections with organisations, but no systematic way of sharing these networks across services; much collective organisation memory was lost when staff were redeployed to support the pandemic response. This led to duplication and an increase in workers' time.

The aim of this piece of work is to bring together all the community knowledge known through frontline staff and put it in a format that is usable and easy to share and update. This will support easier i) communication with communities, ii) co-design of services and iii) the ability to reach into more communities living in Salford so that they can be empowered to live their best life possible.

The asset map continues to be developed, complementing the CVS 0-19 asset map and the Salford 'My City Directory'. A meeting with Sam Betts and Jonathon Stancombe is planned.

6. Public Health Community Leaders Development programme: Co-empowerment

Through engagement with community leaders during the pandemic, it became apparent that communities wanted to empower themselves from a health and wellbeing perspective but many of them did not know where and how to start. In keeping with the ethos that drives the Spirit of Salford and the aim of enabling communities to be more resilient and know that they are valued assets within Salford, a community leaders development programme is being established. Key development themes include:

- 1) Salford system leadership – understanding how to navigate the complex system around you; and how we can work even better with you
- 2) Myth busting around health issues – including antibiotics, vaccines, information shared with ‘authorities’
- 3) Mental Health MECC training
- 4) WRDAS training
- 5) How to write a business case/meet the criteria for what you are entitled to
- 6) Culture, coaching, leadership

Updates will be provided to this group.

7. Public Health Community Champions Programme and Equity Events

Stage 1

The aim was to provide funding to community organisations that have been worst hit by COVID-19. Fourteen organisations were successful in their bids for funding to support the Community Champions programme. The funding supported projects to identify and address barriers that prevent people accessing health and wellbeing services including Covid 19 vaccinations.

Stage 2

The stage 2 funding was an extension of the initial funding to add value and extend the work that has already been completed. All funding has now been allocated to nine community organisations to support the uptake of covid 19 vaccinations and bring insights back into the system.

The aim of this work is to reduce barriers to Covid 19 vaccinations and to engage with residents with a view to increasing uptake and awareness of the benefits of being vaccinated in underserved communities.

7.2 Working together for Equitable Access Events

The Working Together for Equitable Access Events are a series of events that aim to pull together Community Champions (Community Leaders) to discuss their learning through Covid-19 and seek to address some of the barriers that communities face.

The first event looked at these issues and barriers.

Event two sought to address these issues, barriers and co-designed actions alongside decision-makers and system leaders.

Event three is taking place in March 2023 will seek to bring together task and finish groups along with political leaders to address these issues.

8. Recommendations

The group is asked to note and comment on the report

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