

Cardiff and Vale

local public health plan

2018-21

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Introduction

This plan



This plan describes our approach to public health in Cardiff and the Vale of Glamorgan during the period 2018-21. It includes an overview of population health in our area, the legal and policy context to our work, how we work, action being taken across the life course, and detailed descriptions of key work programmes.

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

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

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

Our aim

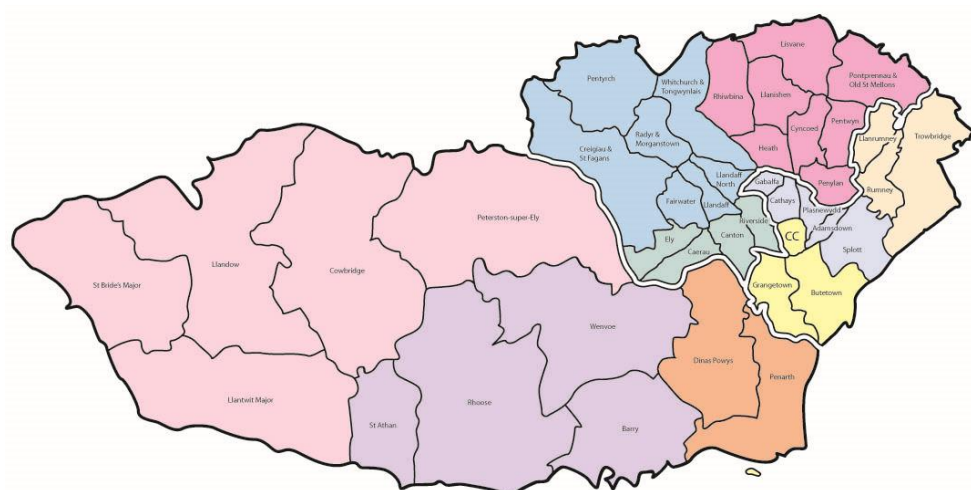


Our joint aim, working with statutory and third sector partners, is to identify and address current and future population health issues, improving health and reducing health inequalities among residents and communities in our area.

Our area



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



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

Population health in our area

The summary below is taken from information in the [Cardiff and Vale Integrated Medium Term Plan \(2018-21\)](#), the [Population assessment for Cardiff and Vale \(2017\)](#) and the Well-being assessments (2017) for [Cardiff](#) and the [Vale of Glamorgan](#).

Population growth and demographics



Population growth

The population of Cardiff is growing rapidly at nearly 1% per year, or around 36,000 people over the next 10 years. While overall numbers in the Vale are relatively static, the total population of Cardiff and Vale is expected to exceed 500,000 for the first time in 2020.



Ageing population

The average age of people in both Cardiff and the Vale is increasing steadily, with a projected increase in people aged 85 and over in the Vale of 15% over the next 5 years and nearly 40% over 10 years.



Ethnic and cultural diversity

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



Changing patterns of disease

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

Staying healthy



Tobacco

One in six adults (15%) in our area smoke. While this number continues to fall, which is encouraging, tobacco use remains a significant risk factor for many diseases, including cardiovascular disease and lung cancer, and early death. A recent behavioural insights report undertaken on behalf of the UHB found that the strongest predictive factor for young people experimenting with smoking is whether the mother smokes, and whether they live in a lower socioeconomic area.



Food

Maintaining a healthy diet is important for good health, with diet influencing the incidence and progression of many serious diseases, including cardiovascular diseases and cancer. Over two thirds of people in our area don't eat sufficient fruit and vegetables, and over half of adults are overweight or obese. In Cardiff & Vale, three quarters of 4 and 5 year olds achieved a healthy weight in 2015-16. In some disadvantaged areas access to healthy, affordable food is more difficult and food insecurity is becoming more prevalent due to increasing living costs and low wages.



Physical activity

Over 40% of adults in our area don't undertake sufficient regular physical activity, including a quarter (27%) who are considered 'inactive', engaged in less than half an hour of physical activity each week. Physical activity promotes cardiovascular health and mental well-being.



Substance misuse

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



Alcohol

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



Building healthy relationships

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



Emotional and mental well-being

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

Inequalities



Health inequalities

There is considerable variation in healthy behaviours and health outcomes in our area – for example smoking rates vary between 12% and 31% in Cardiff, with similar patterns seen in physical activity, diet and rates of overweight and obesity. Uptake of childhood vaccinations is also lower in more disadvantaged areas. Life expectancy is around ten years lower in our most deprived areas compared with our least deprived, and for healthy life expectancy the gap is more than double this. Deprivation is higher in neighbourhoods in South Cardiff, and in Central Vale.

Wider determinants of health



Healthy environment

NO₂ and particulate matter air pollution reduce air quality and are higher in Cardiff than the rest of Wales, exceeding European legal limits. Air pollution is associated with a number of diseases and contributes to widening health inequalities. Environments which provide access to green space, healthy food, encourage active and sustainable travel including walking and cycling, and improve social networks and connectedness, are good for health.



Social isolation and loneliness

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

Community assets



Community assets

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

Legal and policy context

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

Legislation



Well-being of Future Generations (Wales) Act 2015

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

Public Health (Wales) Act 2017

This [Act](#) introduces among other duties a requirement to carry out health impact assessments (HIAs), a national obesity strategy, and a restriction on smoking on hospital sites. We are working with partner organisations and the UHB to introduce and standardise routine combined equality and health impact assessments (EHIA) for key projects; we will contribute to the development and implementation of a national obesity strategy; and we have introduced a No Smoking and Waste Enforcement Officer on the University Hospital of Wales (UHW) site jointly with the local authority, in anticipation of a legal duty to prohibit smoking on NHS grounds.

Other legislation

Other legislation directly relevant to our work includes:

- Social Services and Well-being (Wales) Act 2014. This includes a duty to undertake a population assessment to identify care and support needs; and to work jointly with local authorities to provide or enable services which meet and prevent these needs. The [first population assessment](#) was undertaken in 2016/17 across Cardiff and Vale, led by public health
- Active Travel (Wales) Act 2013. This makes it a legal requirement for local authorities to map and plan suitable routes for active travel, and continually improve the infrastructure for walking and cycling
- The [Equality Act 2010 \(Statutory Duties\) \(Wales\) Regulations 2011](#) requires an equality impact assessment to be made when reviewing any policy or practice. Details of how we have gone about this when updating this plan are given in the Equality and Health Impact Assessment chapter

Policy and strategy



Prosperity for all

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

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

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

NHS Wales planning framework

The [NHS Wales Planning Framework](#) is updated annually, and sets the overall context within which this plan sits. Welsh Health Circular 2017/047 which accompanied the Planning Framework release sets out the key outcome and delivery targets which NHS organisations will be held accountable for. These are included where relevant in the programme descriptions and performance trajectories chapters.

Parliamentary Review of Health and Social Care in Wales

The [Parliamentary Review](#), published in January 2018, highlights the urgent need for change in the way health and social care are provided in Wales, to maintain a sustainable service which meets the needs of the population. It describes a Quadruple Aim of: improving population health and wellbeing through a focus on prevention; improving the experience and quality of care; improving the wellbeing and engagement of the workforce; and increasing the value achieved from funding through innovation, best practice and eliminating waste.



Cardiff and Vale UHB priorities

The public health team was involved with developing the Cardiff and Vale UHB ten year strategy, [Shaping our Future Wellbeing \(SOFW\) 2015-2025](#). Our work contributes to many of the themes and principles in the strategy, including:

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

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

We work closely with the UHB Strategy and Planning department throughout the year, including in developing and contributing to the [UHB Integrated Medium Term Plan \(IMTP\)](#). This local public health plan forms gives more detail to the outline of our work provided in the UHB's IMTP.

Public Health Wales priorities

Our plan is aligned with the priorities in the [PHW three year strategic plan](#) and emerging priorities in the development of its ten year strategy. These shared priorities include:

- Work collaboratively and provide systems leadership
- Work across sectors to improve the future health and well-being of our children
- Develop and support primary and community care services to improve the public's health
- Support the NHS to improve outcomes for people using services

How we work

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

Communications and engagement



Working with communities

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



Press and social media

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

Settings



Schools and pre-schools

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

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

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

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



PRIORITY Primary Care Clusters

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



Place-based approaches

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

Food Cardiff is a multi-award winning cross sector food partnership which aims to make healthy, affordable and sustainable food a defining feature of Cardiff. It is one of a handful of "bronze" Sustainable Food Cities Network members and has been recognised nationally for developing the School Holiday Enrichment Programme. [Food Cardiff](#) is working towards securing "Silver" Sustainable Food City status in 2019.

Food Vale (Bwyd Y Fro) is a partnership in the Vale of Glamorgan which aims to achieve positive change in promoting healthy, local and sustainable food. A multi-agency Steering Group set up by the local public health team is leading the work, and following a successful engagement event the Partnership will be developing a Food Charter for the Vale with the aim of joining the Sustainable Food Cities Network in the UK.



Workplaces

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

We lead the **Cardiff and Vale Employers' Network**, which is a forum for organisations from across Cardiff and Vale of Glamorgan to learn and discuss methods of best practice in promoting and protecting staff health and wellbeing.

Within the UHB, we lead on co-ordinating improvements in the availability of **healthy food** from restaurants and retailers on our sites. The UHB has recently been re-certified with the [Gold and Platinum Corporate Health Standard](#) awards.

Systems leadership and partnership working



PRIORITY Public Services Boards

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

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



NHS partners

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

Collaborative working with the UHB's **Workforce and Organisational Development** has led to the development of a health improvement route map, which uses the employment cycle as a framework for embedding prevention across the UHB over the next three years. Delivery of Making Every Contact Count training (see below) is an integral part of this. An additional example is the **Optimising Outcomes Policy** which identifies elective surgical pathways as a 'teachable moment' where the systematic and routine offer of support to help quit smoking or achieve a healthy weight can reduce the chance of having complications during surgery and improve recovery.

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

We also work with **Help Me Quit**, which was launched in April 2017 by Public Health Wales and aims to make it easier for smokers to access help to quit smoking.



Wider partnership working

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

We are working with C3SC and Glamorgan Voluntary Services to develop a **wellbeing network**, which aims to help people to take a lead in supporting their own health and well-being and that of their community.

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

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



Commissioning

Commissioning is an approach to prioritising and securing services internally or externally based on health needs, and monitoring and evaluating the effectiveness of those services.

As an integrated organisation, Cardiff and Vale UHB delivers the majority of provision itself. Formal commissioning roles and responsibilities with other providers include:

- Specialised commissioning as a member of Welsh Health Specialist Services Committee (WHSSC)
- Specialist Child and Adolescent Mental Health Services (CAMHS) from Cwm Taf, until 2019
- Adult learning disabilities from Abertawe Bro Morgannwg UHB
- Long Term Agreements (LTAs): Provision of care for Cardiff and Vale patients in neighbouring health boards (Abertawe Bro Morgannwg, Cwm Taf, Aneurin Bevan) and specialist cancer services from Velindre
- Reciprocal arrangements for service provision with Cwm Taf and other neighbouring health boards.
- Collaborative commissioning of Welsh Ambulance Services NHS Trust
- Collaborative commissioning of low and medium secure and residential placements for adults with mental health and learning disabilities needs
- Third and independent sector contracts to support prevention and service delivery
- Integrated commissioning with the local authorities under pooled budgeting arrangements

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

The commissioning team in Cardiff and Vale is hosted within the public health team and enables an organisational approach in the UHB to commissioning which focuses on outcomes. All commissioning decisions (whether they relate to services provided by the Health Board, or provided by other organisations on our behalf) should take into account

quality and safety, dignity and respect, best practice and clinical guidance, efficiency and making the best use of our resource.

Working with health and social care staff



Making Every Contact Count

Making Every Contact Count (MECC) is an approach that supports staff to more routinely and effectively incorporate health behaviour change into their contacts with the people they meet. Such individual action, if undertaken by large numbers of people, can have an important influence on population health. The main focus for the programme in Cardiff and the Vale is on NHS staff, although it is also available to partner organisations. A range of resources is available to help staff develop the skills and confidence to appropriately raise issues such as smoking and physical activity, to offer support and to signpost as appropriate.

Working across the life-course

PRIORITY Early years including first 1000 days

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



Working with maternity services

Over 1 in 10 (13%) of pregnant women in Cardiff and Vale smoke on booking, and increasing the number of referrals of pregnant women who smoke to cessation services is a key priority. Working with the Midwifery team, the local public health team have established an e-referral process for **pregnant women wishing to stop smoking**, and are monitoring adherence to NICE guidance by carbon monoxide (CO) testing at all antenatal appointments.

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

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



Adverse Childhood Experiences

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

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

The need to develop ACE-informed services is increasingly being recognised by service providers, including health, police and local authorities. Actions to address ACEs are included in the Well-being plans for Cardiff and the Vale of Glamorgan. During 2018-19 work will be undertaken to scope further opportunities, working with partners, to prevent and mitigate the impact of ACEs.



PRIORITY Newborn and pre-school immunisations

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



Pre-school children

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

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

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

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

Children and young people



PRIORITY Healthy behaviours

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

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

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

The **Switched On** team work with children and young people throughout Cardiff and the Vale in order to improve education and awareness on substance misuse, along with reducing risk and preventing harm. The team deliver educational sessions and offer free basic substance awareness information to the public and training to those working with children and young people, including parents and carers of this cohort. Switched On have developed **Substance Misuse Toolkits** for both Primary and Secondary settings. Implementation is supported by a member of the team who works alongside relevant staff members to embed Substance Education into the curriculum for all pupils, as well undertaking direct delivery of education in schools.

Whilst there have been legislative changes to reduce the number of young people exposed to tobacco, programmes initiated locally include the evidence based **JUSTB (Bwy Bywyd) programme**, which is a peer-influence programme supporting Year 8 pupils to talk to their peers about the benefits of remaining smoke-free and is implemented in secondary

schools in more disadvantaged areas of Cardiff and Vale of Glamorgan. All enclosed, local authority children's playgrounds are now 'smoke-free' and during 2017 Cardiff and Vale UHB launched the 'Smoke Free School Gates' programme in primary schools.

The **School Holiday Enrichment Programme (SHEP)**, developed by Food Cardiff, was piloted in Cardiff in 2015 and continues to grow. Branded as 'Food and Fun', the model is an innovative partnership approach involving schools, health professionals, local authorities, and community sports staff. The aim is to prevent children going hungry in the summer holidays, prevent social isolation, and to improve children's health and promote learning through a programme of enrichment activities. SHEP is delivered in schools in areas of need based on the number of children eligible for Free School Meals. Welsh Government is funding a 3 year programme throughout Wales with £1.5m matched by local authority funding. The Welsh Local Government Association oversees the delivery of the programme across Wales with support of the SHEP Advisory Board, which includes members of Food Cardiff and Cardiff and Vale UHB.

In 2017, SHEP was delivered in 13 settings across Cardiff to children from 21 schools, and 2 settings in the Vale. The number of settings is set to increase in 2018.



PRIORITY Immunisations

Immunisations protecting against seasonal flu will be offered to all primary school aged children from 2018-19. Immunisation against cervical cancer (HPV), and the teenage booster vaccine, are offered to secondary school children. We co-ordinate the immunisation programme strategically across Cardiff and Vale, working with colleagues in primary care, school nursing and the PHW Vaccine Preventable Disease Programme, to improve uptake and reduce inequalities, and introduce changes to the immunisation schedule.



Working with partners

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

Working age adults



PRIORITY Healthy behaviours

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

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

Nutrition Skills for Life™ aims to support a wide range of community workers to promote healthy eating and incorporate food and nutrition skills into their work. **Foodwise for Life**

is an 8-week weight management course delivered in the community to encourage and support healthy eating and weight loss.

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

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



Long term conditions

We contribute to the prevention element of the **health delivery plans** in Cardiff and Vale, including those for cancer, diabetes, respiratory disease, liver disease, and stroke.

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

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

Older people



PRIORITY Healthy behaviours

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



Dementia

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



Falls prevention

The falls prevention pathway in Cardiff and Vale is aligned with the PHW 1000 Lives Improvement Service approach at a national level. This includes raising awareness of how to reduce falls risks through the promotion of the Steady On Stay Safe campaign, which focuses on 3 key elements: strength and balance exercise, home safety and trip hazards, and letting someone know if you have had a fall. Local strength and balance classes have been established by independent instructors, and these are referred to by health professionals including physiotherapists and GPs. We are working with third sector partners to deliver training on falls prevention to a wide range of professionals who support older people. Cardiff and Vale UHB has a Falls Delivery Group taking a strategic approach to reducing falls, both within the community and for in-patients.



PRIORITY Immunisations

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

Work programmes

This section describes the following major work programmes in more detail.

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Why this is important



The issue

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



How many people does this affect in our area?

- Over 60,000 people smoke in Cardiff and Vale. 1.3% of these accessed specialist smoking cessation support during 2016-2017



What we want to achieve

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



How we will do this

- Increase the provision of specialist smoking cessation services in community settings - specifically targeting areas of high deprivation
- Increase the number of smokers setting a firm quit date (attending more than one appointment) and quitting smoking at 4 weeks CO verified
- Increasing the number of patients who are routinely asked if they smoke and offered smoking cessation support
- Implementing programmes and policies aimed at reducing uptake of smoking – especially amongst young people in areas of high deprivation
- Implement and enforce smoke free environment policies which aim to de-normalise smoking and help prevent uptake and promote quitting smoking
- Introduce changes to the UHB's No Smoking and Smoke Free Environment Policy to ensure equity of compliance across all staff, patient and visitor groups
- Increase the number of public places where smoking is prohibited – targeting settings where children and young people are present

Key actions being taken in Cardiff and Vale

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



Action

2018/19

2019/20

2020/21

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

•

•

•

2. Increase the number of community pharmacies offering a Level 3 Enhanced Scheme for Smoking Cessation and to support all participating pharmacies to increase the numbers of smokers accessing the service	•	•	•
3. Reduce smoking incidence across UHB hospital sites by actively challenging smokers	•	•	•

Impact on inequalities

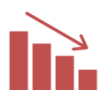


We plan to reduce inequalities in uptake of smoking cessation support by increasing the number of community based programmes – especially in areas of high deprivation. This includes promotion of the single brand ‘Help Me Quit’, and by increasing community pharmacy participation

How will we measure success?



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



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

Applying the sustainable development principle



Major partners



Find out more



Trina Nealon
Principal Public Health Specialist



Cardiff and Vale UHB website
www.cardiffandvaleuhb.wales.nhs.uk/quit-smoking

Why this is important



The issue

- Immunisations are a quick, easy way to protect people against a large number of different diseases, including serious infectious diseases as well as some cancers
- The routine immunisation schedule regularly expands with the addition of new vaccines, most recently nasal flu spray for children aged 2-11, meningitis B vaccine, and opportunistic HPV vaccine for men who have sex with men
- Cardiff and Vale has historically had relatively low uptake of vaccinations compared with other parts of Wales, although uptake is above most benchmarked averages in England. Uptake is significantly lower in our area in more deprived communities, and among people in some ethnic minority groups. Uptake of flu vaccine among staff and pregnant women is above the Wales average
- Data cleanliness, by keeping records up to date, is important in ensuring uptake rates are accurate and efforts to improve uptake are targeted appropriately
- Vaccination uptake rates for pre-school children and flu vaccination are key WG targets



How many people does this affect in our area?

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



What we want to achieve

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



How we will do this

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

Key actions being taken in Cardiff and Vale

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



Action	2018/19	2019/20	2020/21
1. Regularly identify through the escalation process GP practices with outlying uptake of vaccinations, and work systematically with them to identify issues and improve recorded uptake	•	•	•
2. Develop and introduce a pan-UHB immunisation cold chain policy	•		

3. Develop and agree a co-ordinated approach to increasing immunisation uptake between generic and Flying Start health visiting services, and other key partners, including use of consistent data and intelligence, including profiles and escalation process	•		
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Impact on inequalities



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

How will we measure success?



KPI 1. Uptake of pre-school immunisations

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



KPI 2. Uptake of flu vaccination

Including uptake among over 65s; uptake among under 65s at higher risk; uptake among pregnant women; uptake among staff with patient contact

Applying the sustainable development principle



Major partners



Find out more



Lorna Bennett

Consultant in Public Health Medicine

Nuala Mahon

Immunisation Co-ordinator



Cardiff and Vale UHB website

www.cardiffandvaleuhb.wales.nhs.uk/immunisation

Why this is important



The issue

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



How many people does this affect in our area?

- 54% of adults across Cardiff and the Vale are overweight and/or obese, and 17% are obese
- 31% of adults reported eating 5 portions of fruit and vegetables per day
- 76% of 4 and 5 year olds in Cardiff and the Vale achieved a healthy weight in 2015-16



What we want to achieve

- Support people to make healthy choices around food



How we will do this

- Develop and expand Sustainable Food partnerships across Cardiff and the Vale by the end of March 2019.
- Develop and launch a Breastfeeding Strategy by March 2019
- Ensure that a minimum 75% of food and drink sold in UHB outlets is healthier, in compliance with the UHB Restaurant and Retail Standards by end of March 2019

Key actions being taken in Cardiff and Vale

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



Action	2018/19	2019/20	2020/21
1. Develop and expand Sustainable Food partnerships across Cardiff and the Vale of Glamorgan by the end of March 2019	•	•	•
2. Develop and launch a Breastfeeding Strategy by March 2019	•	•	•
3. Ensure that a minimum 75% of food and drink sold in UHB outlets is healthier, in compliance with the UHB Restaurant and Retail Standards by end of March 2019	•		

Impact on inequalities



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

How will we measure success?



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

Taken from National Survey for Wales



KPI 2. Compliance with restaurant and retail food standards

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

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

Applying the sustainable development principle



Major partners



Find out more



Rhianon Urquhart

Principal Health Promotion Specialist



Nutrition Skills For Life www.cardiffandvaleuhb.wales.nhs.uk/nutrition-skills-for-life

Food Cardiff foodcardiff.com

Food Vale foodvale.org.uk

Why this is important



The issue

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



How many people does this affect in our area?

- Approximately 66% of men and 54% of women in Cardiff and the Vale are physically active; around 27% do very little regular physical activity (source: National Survey for Wales)



What we want to achieve

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



How we will do this

By 31 March 2019:

- Develop and deliver 2 multi-component public health programmes that support children aged 0-16 years to be more active
- Develop and deliver multi-component public health programmes within the NHS setting that supports adults be more active
- Develop and embed mechanisms to ensure that environment and transport focused plans and policies of the UHB impact positively on physical activity rates

Key actions being taken in Cardiff and Vale

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



Action	2018/19	2019/20	2020/21
1. Develop and deliver 2 multi-component public health programmes that support children aged 0-16 years to be more active	•	•	•
2. Develop and deliver multi-component public health programmes within the NHS setting that supports adults be more active	•	•	•

3. Develop and embed mechanisms to ensure that environment and transport focused plans and policies of the UHB impact positively on physical activity rates	•	•	•
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Impact on inequalities



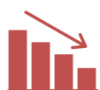
We will ensure we focus on our most disadvantaged communities by working with key partners and settings

How will we measure success?



KPI 1. Adult participation in physical activity

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



KPI 2. Adults who are inactive

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

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

Applying the sustainable development principle



Major partners



Find out more



Susan Toner

Principal Health Promotion Specialist



Cardiff and Vale UHB website

www.cardiffandvaleuhb.wales.nhs.uk/physical-activity

UK Government infographics

www.gov.uk/government/publications/start-active-stay-active-infographics-on-physical-activity

Why this is important



The issue

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



How many people does this affect in our area?

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



What we want to achieve

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



How we will do this

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

Key actions being taken in Cardiff and Vale

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



Action	2018/19	2019/20	2020/21
1. Increase the number of children (Key Stage 2) accessing the school holiday enrichment programme in Cardiff and Vale from 629 in summer 2017 to 750 in summer 2018 including a pilot to deliver to a minimum of one cohort of Foundation Phase children.	•	•	•

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

Impact on inequalities

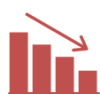


By embedding action on inequalities throughout our work plan we will see a reduction in key measures of inequality, including uptake of interventions by deprivation quintile and ultimately life expectancy and healthy life expectancy gaps

How will we measure success?



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



KPI 2. Variation in pre-school immunisation uptake

Difference in uptake of MMR2 by age 4 between highest and lowest primary care clusters in Cardiff and Vale

Applying the sustainable development principle



Major partners



Find out more



Anne Hinchliffe

Consultant in Public Health



Cardiff and Vale UHB website

www.cardiffandvaleuhb.wales.nhs.uk/Promoting-Health

Healthy environment

Why this is important



The issue

- The built and natural environment around us has a significant impact on our health. This is mediated by a number of mechanisms including: influencing our conscious and sub-conscious health behaviours, such as choice of food, and choice of travel mode; availability and accessibility of services; access to green and open space; ability to form and sustain social relationships and thriving communities; and air quality
- Many of the factors above are worse in more deprived areas, with the population in these areas additionally more susceptible to their effects, for example because they are more likely to have a pre-existing long-term condition
- Air pollution is a significant issue in Cardiff in particular, with NO₂ levels above EU limits
- One in five people in vulnerable groups in our area say they are lonely some or all of the time
- These factors can have a profound impact on health outcomes, including impacts on rates of cardiovascular disease and cancer, mental well-being, and rates of low birth weight babies



How many people does this affect in our area?

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



What we want to achieve

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



How we will do this

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

Key actions being taken in Cardiff and Vale



Action	2018/19	2019/20	2020/21
1. Implement partnership recommendations on healthy travel from DPH Annual Report 2017 , 'Moving Forwards' through task and finish groups reporting to Cardiff and Vale PSBs	•		
2. Increase opportunities for schools to work with a range of partners to increase and support active travel initiatives in the school and surrounding environments	•	•	•

3. Influence local and national land use planning policies to impact positively on health and well-being	•	•	•
4. Map the location and density of hot food takeaways by deprivation and by childhood and adult obesity rates	•		

Impact on inequalities



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

How will we measure success?



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

Applying the sustainable development principle



Major partners



Find out more



Dr Tom Porter

Consultant in Public Health
Medicine

Susan Toner

Principal Health Promotion
Specialist

Anne Phillips

Senior Health Promotion
Specialist



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

Alcohol

Why this is important



The issue

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



How many people does this affect in our area?

- In 2016/17, 23% of the adult population drank above weekly guidelines in Cardiff and Vale UHB area, higher than the Wales average of 20%. Guidelines state that it is safest to drink no more than 14 units of alcohol in one week



What we want to achieve

- Reduce the harm from alcohol consumption



How we will do this

- Improve the knowledge and awareness of the general population about the risks of harmful levels of alcohol consumption
- Educate children and young people about reducing risks from alcohol
- Contribute to the reduction in alcohol-related violence, accidents and injuries within the night time economy by working with licence holders and licensing teams in the local authority and police to influence changes in the operation of licensed premises

Key actions being taken in Cardiff and Vale



Action	2018/19	2019/20	2020/21
1. Provide Alcohol Brief Intervention training to professionals across Cardiff and Vale, increasing skills to undertake screening and advice.	•	•	•
2. Provide substance misuse education sessions which include alcohol to children and young people across Cardiff and Vale in a variety of settings	•	•	•

3. Act as a Responsible Authority under the Licensing Act 2003, making representations on applications where necessary, and working in partnership with licensing teams and local license holders	•	•	•
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Impact on inequalities



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

How will we measure success?



KPI 1. Percentage of adults drinking above weekly guidelines

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



KPI 2. Number of people attending Alcohol Brief Intervention training

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

Applying the sustainable development principle



Major partners



Find out more



Cheryl Williams

Principal Health Promotion Specialist



Cardiff and Vale UHB website

www.cardiffandvaleuhb.wales.nhs.uk/alcohol-awareness

Sexual health

Why this is important



The issue

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



How many people does this affect in our area?

- In 2015 conception rates among under 16s in Cardiff were 3.9 per 1,000 and 2.8 per 1,000 in the Vale of Glamorgan. Conception rates among under 18's were 27.5 per 1000 for Cardiff and 19 per 1000 for Vale of Glamorgan. (Stats Wales 2015)



What we want to achieve

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



How we will do this

- Support the delivery of the C-Card scheme by working in partnership with Cardiff YMCA and Vale of Glamorgan Council to increase C Card outlets and increase the number of young people accessing free condoms and sexual health information.
- Work in partnership with Cardiff and Vale University Health Board to identify Community Pharmacies who prescribe high levels of Emergency Hormonal Contraception. Work with these pharmacies to encourage pharmacists to provide timely sexual health information and resources..
- Promote sexual health services in the community through targeted communication with primary care clusters.

Key actions being taken in Cardiff and Vale



Action	2018/19	2019/20	2020/21
1. Increase the number of C Card scheme outlets in Cardiff and Vale by working in partnership with Cardiff YMCA and Vale of Glamorgan Council to map current provision and increase access points.	•	•	•
2. Identify Community Pharmacies submitting the highest claims to Cardiff and Vale University Health Board for Emergency Hormonal Contraception and provide resources and training to enable pharmacists to promote sexual health and signpost to appropriate services.	•	•	•

3. Provide Primary Care Clusters with accurate information on sexual health services on a quarterly basis to inform their practice and signposting.	•		
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Impact on inequalities



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

How will we measure success?



KPI 1. Teenage pregnancies

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



KPI2. Rates of sexually transmitted infections (STIs)

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

Applying the sustainable development principle



Major partners



YMCA



Find out more



Laura Wilson

Senior Health Promotion Specialist



Cardiff and Vale UHB website

www.cardiffandvaleuhb.wales.nhs.uk/Promoting-Health

Falls prevention

Why this is important



The issue

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



How many people does this affect in our area?

- Approximately a third of people aged 65 and over, and 45% of people aged 80 and over fall every year. However, the actual number of falls amongst older people in Cardiff and Vale is not known as many people don't report having fallen. On average 5,000 people aged 65+ attend the Emergency Unit in Cardiff every year due to a fall. In 2015/16, 453 people aged 65+ were admitted to hospital in Cardiff and Vale for a hip fracture.



What we want to achieve

- Reduce the number of falls among older people



How we will do this

- Establish clear pathways for people at risk of falls in the community to enable them to receive support and advice to reduce their risk
- Promote falls prevention messages to older people and their families
- Raise awareness amongst professionals working with older people on falls prevention

Key actions being taken in Cardiff and Vale



Action	2018/19	2019/20	2020/21
1. Work with the UHB to improve falls pathways, enhance community level falls prevention intervention and improve screening of older people at risk of falling, including establishing a first point of contact and community falls clinics	•	•	•
2. Promote the Steady on Stay Safe falls prevention campaign amongst the population of Cardiff & Vale through working with local partners, utilising social media and incorporating into MECC where appropriate.	•	•	•

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



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

How will we measure success?



KPI 1. Hip fractures amongst people aged 65 and over

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



KPI2. Number of people attending Falls Brief Intervention Training

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

Applying the sustainable development principle



Major partners



Find out more



Cheryl Williams

Principal Health Promotion Specialist



Cardiff and Vale UHB website

www.cardiffandvaleuhb.wales.nhs.uk/falls-prevention

Dementia

Why this is important



The issue

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



How many people does this affect in our area?

- According to Daffodil, there are around 5,700 people with a dementia in Cardiff and Vale (2017 figures); this will increase to 6,100 by 2020



What we want to achieve

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



How we will do this

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

Key actions being taken in Cardiff and Vale

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



Action	2018/19	2019/20	2020/21
1. Produce a dementia risk reduction communications plan and disseminate findings.	•	•	•
2. Increase the number of people becoming dementia friends	•	•	•
3. Train more NHS frontline staff in dementia awareness	•	•	•

Impact on inequalities



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

How will we measure success?



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

Applying the sustainable development principle



Major partners



Find out more



Dr Suzanne Wood

Consultant in Public Health Medicine



Cardiff and Vale UHB website

www.cardiffandvaleuhb.wales.nhs.uk/what-is-dementia

Workplace health

Why this is important



The issue

- The issues that affect the health of the wider population in Cardiff and Vale are likely to be reflected in the working age adult population living and working in the area
- Lifestyle choices including stopping smoking, healthy eating, increased levels of physical activity and reducing alcohol consumption are all pertinent to the working age population. Additionally, work-related illness such as stress and musculoskeletal disorders are major contributors to illness and consequently sickness absence
- Cardiff, in particular, is a hub of employment activity, attracting people from across south Wales and further afield to the city for work purposes everyday
- Many people spend a large proportion of their time in a workplace setting and employers play a key role in contributing to the health of their employees and in turn the health of their organisation
- Workplaces are therefore ideal settings to promote and protect the health and wellbeing of an established population of people



How many people does this affect in our area?

- There were 150,600 adult employees in Cardiff and 49,300 in the Vale of Glamorgan in 2017 (Source: Nomis)



What we want to achieve

- Support employees of organisations in Cardiff and Vale to live healthy lifestyles



How we will do this

- Work with organisations from all sectors across Cardiff and the Vale of Glamorgan (utilising the model of the Cardiff and Vale Employers Network) to support employees within their organisations to live healthy lifestyles

Key actions being taken in Cardiff and Vale

Specific actions targeted at UHB employees are listed in the Cardiff and Vale UHB Employee Health and Wellbeing Action Plan, which is updated monthly and renewed annually by the Health and Wellbeing Advisory Group. The model of the Employers Network is currently under review to align with national plans on workplace health.



Action	2018/19	2019/20	2020/21
1. Work with the Health and Wellbeing Advisory group to implement the identified health and wellbeing actions targeted at UHB employees within the UHB Health and Wellbeing action plan	•	•	•
2. To evaluate the impact of actions on UHB employees and ensure evidence is gathered for the renewal of the Platinum and Gold Corporate Health Standard Awards in 2020	•	•	•

3. Following a review of the Employers Network and its alignment to national plans, ensure that organisations from a variety of sectors across Cardiff and Vale are supported to promote and protect the health and wellbeing of their employees	•		
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Impact on inequalities



The UHB Health and Wellbeing Advisory Group will ensure that actions are targeted at employees on lower pay bands. Any changes in the approach of the Cardiff and Vale Employers network will ensure inequalities are addressed

How will we measure success?



KPI 1. Number of employers participating in the Corporate Health Standard and Small Workplace Health Awards

Applying the sustainable development principle



Major partners



Find out more



Josef Prygodzicz

Senior Health Promotion Specialist



Cardiff and Vale UHB website

www.cardiffandvaleuhb.wales.nhs.uk/Promoting-Health

Measuring outcomes


Performance trajectories



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

		Baseline			Trajectory		
Key performance indicator (KPI)	Data source	Period*	Baseline	WG Target	2018/19	2019/20	2020/21
Tobacco							
<div>WG</div> KPI 1. Number of smokers making a quit attempt via smoking cessation services							
(a) The percentage of adult smokers who make a quit attempt via smoking cessation services	SSW / C&V UHB / NWIS	2016/17	1.3%	5.0%	1.6%	2.2%	2.7%
(b) The percentage of those smokers who are CO-validated as quit at 4 weeks	SSW / C&V UHB / NWIS	2016/17	56%	40%	65%	68%	68%
KPI 2. Percentage of adults who report being a current smoker	NSW	2016/17	15.0%	-	14.5%	14.0%	13.5%
Immunisations							
<div>WG</div> KPI 1. Uptake of pre-school immunisations							
(a) Uptake of 6 in 1 (previously 5 in 1) by age 1	COVER	2017/18 Jul-Sep	94.7%	95.0%	95.0%	95.0%	95.0%
(b) Uptake of MMR2 by age 5	COVER	2017/18 Jul-Sep	87.5%	95.0%	90.0%	92.5%	95.0%
<div>WG</div> KPI 2. Uptake of flu vaccination							
(a) Uptake among at-risk under 65s	Audit+	2016/17	48.4%	55.0%	50.0%	52.0%	55.0%
(b) Uptake among over 65s	Audit+	2016/17	68.9%	75.0%	70.0%	72.0%	75.0%
(c) Uptake among pregnant women	VPDP survey	2016/17	87.2%	75.0%	80.0%	80.0%	80.0%

Key performance indicator (KPI)	Data source	Baseline		WG Target	Trajectory		
		Period*	Baseline		2018/19	2019/20	2020/21
(d) Uptake among staff with patient contact	UHB data	2017/18	64.0% (est)	60.0%	66.0%	70.0%	72.0%
Healthy weight							
KPI 1. Percentage of adults who are overweight or obese	NSW	2016/17	54%	-	54%	54%	54%
KPI 2. Percentage of children aged 4 to 5 who are a healthy weight	CMP	2015/16	76.1%	-	77%	77%	77%
Healthy eating							
KPI 1. Percentage of adults eating five or more portions of fruit and vegetables the previous day	NSW	2016/17	31%	-	31%	31%	31%
KPI 2. Compliance with restaurant and retail food standards Percentage of food served by UHB hospital outlets which is defined as 'healthy' under the Healthy Restaurant and Retail food standards policy	C&V UHB / LPHT audit data	2017/18	75%	-	>75%	>75%	>75%
Physical activity							
KPI 1. Adult participation in physical activity Percentage of adults who reported being active for at least 150 mins in the previous week	NSW	2016/17	59%	-	59%	60%	61%
KPI 2. Adults who are inactive Percentage of adults who reported being active for less than 30 mins in the previous week	NSW	2016/17	27%	-	27%	26%	25%
Health inequalities							
KPI 1. Number of children accessing the School Holiday Enrichment Programme per year in schools across Cardiff and Vale	WLGA	2017/18	629	-	750	900	1000
KPI 2. Variation in pre-school immunisation uptake Difference in uptake of MMR2 by age 4 between highest and lowest primary care clusters in Cardiff and Vale	COVER	2017/18 Jul-Sep	18.0%	-	15.0%	12.5%	10.0%

		Baseline			Trajectory		
Key performance indicator (KPI)	Data source	Period*	Baseline	WG Target	2018/19	2019/20	2020/21
Alcohol							
KPI 1. Percentage of adults drinking above weekly guidelines Percentage of people who report drinking over 14 units in the previous week	NSW	2016/17	23%	-	23%	22%	22%
KPI 2. Number of people attending Alcohol Brief Intervention training Number of people who have received the 2 hours ABI training course in Cardiff and Vale	LPHT data	2016/17	203	-	120	120	100
Falls prevention							
KPI 1. Hip fractures amongst people aged 65 and over Per 100,000. Produced by the PHW Observatory, using PEDW (NWIS) and MYE (ONS) data. Available to observe as trends at MSOA level	PHWO from PEDW and ONS data	2015/16	578.3	-	550	550	500
Dementia							
 KPI 1. Percentage of NHS employed staff who come into contact with the public who are trained in an appropriate level of dementia care	C&V UHB data	Nov 2017	61.6%	75.0%	70.0%	75.0%	75.0%

Additional information



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

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

Our resources

This section describes our current workforce and how we plan to develop our workforce in the future, following a workforce planning review undertaken in November 2017.

Our current workforce



Our team

- Of the local public health team, 26 people (WTE 23.9) are employed by Public Health Wales. In terms of age profile, the highest headcounts are in the 46-50, 41-45 and 56-60 age bands. Some of the funding for these roles is through partnership arrangements with statutory and third sector partners
- There are an additional 8 people (7.3 WTE) in the local public health team who are employed through Cardiff and Vale UHB



Training our workforce

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

Workforce development



Challenges

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



Workforce vision

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



Actions

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

Finance



Staff (pay) budget

- Cardiff and Vale public health team includes staff who are funded by Public Health Wales, by the University Health Board, and through a variety of joint funding arrangements with other partner organisations. The annual staff (pay) budget for 2017/18 was as follows:

Source of funding	Pay (£ per annum)
Public Health Wales	1132,885
Cardiff and Vale UHB	595,817
Other	189,901

- These figures exclude the UHB-funded Public Health Commissioning team, and substance misuse commissioning (which is funded and carried out through the Area Planning Board). Switched on funding is included in 'Other'
- The 18/19 pay budget will increase due to pressures from increased pension contributions, incremental drift and nationally agreed pay increases for some staff.

Non-pay budget

- The non-pay budgets are as follows:

Source of funding	Non-pay (£ per annum)
Public Health Wales	22,000
Cardiff and Vale UHB	25,820

About this plan

How the plan was developed



This plan was drafted during the period November 2017 to January 2018, following a team planning workshop in October 2017, with additional changes made to the draft in February 2018. The draft plan was shared with statutory partners (including Cardiff and Vale UHB and Public Health Wales) and third sector partners in February and March 2018, with feedback on the drafts contributing to the final plan.

The plan will be updated again starting in autumn 2018, for the period April 2019 onwards.

If you have any comments, feedback or suggestions on the plan please email tom.porter@wales.nhs.uk.

Acknowledgements



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Version control



Date: 20 June 2018-2

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

Status: final draft, with revised objectives and actions

Available online

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