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WALES

Ymddiriedolaeth GIG  
Gwasanaethau Ambiwllans Cymru

Welsh Ambulance Services  
NHS Trust

THE WELSH AMBULANCE SERVICES  
NHS TRUST

# Public Health Plan

## 2019—2022



# Introduction

Achieving sustainable health and well-being for our population in Wales is everybody's business. This Public Health Plan (Plan) will explain the Welsh Ambulance Services NHS Trust's (the Trust) contribution to making this happen. It is really important to recognise that the Trust is already making a significant and positive contribution to improving public health and this plan builds on what is already being delivered.

## The Association of Ambulance Chief Executives (AACE)

AACE recognises that Ambulance Trusts across all 4 UK countries have a pivotal role to play and is fully committed to supporting UK ambulance services with the delivery of the public health agenda. Supporting our staff and volunteers with key skills to provide health promotion messages is a key part of the AACE's vision for '2020 and Beyond', which was published in 2015.

Working Together with Ambulance Services to Improve Public Health and Wellbeing (2017) recognised the contribution and responsibility that Ambulance Trusts have in respect of population health and the opportunities to promote good health and prevent ill health. This includes resilience and disaster preparedness, health informatics and health promotion.

## Supporting national policy and legislation relevant to Wales.

This plan has been developed and is fully aligned to the Public Health Wales Long Term Strategy 2018-30 (Working to achieve a Healthier Future for Wales). In addition, this plan has also considered other key legislation and policy documents, some of which includes;

- *Well-being of Future Generations (Wales) Act 2015* – legislation that aims to improve the social, economic, environmental and cultural well-being of the people in Wales, now and in the future.
- *Prosperity for All* – a national strategy which has four key themes: prosperous and secure, healthy and active, ambitious and learning and united and connected.
- *The Parliamentary Review of Health and Social Care in Wales* – this identifies important challenges facing our health and care services including funding, workforce and recruitment, as well as rising demand and public expectations.
- *A Healthier Wales: Our Plan for Health and Social Care* – a whole system approach which focuses on health and well-being and on preventing illness in Wales.
- *The Social Services and Well-being (Wales) Act* – was introduced to transform the way that care and support is delivered. It focuses on promoting a person's well-being as an individual, as part of a family and as part of a community.

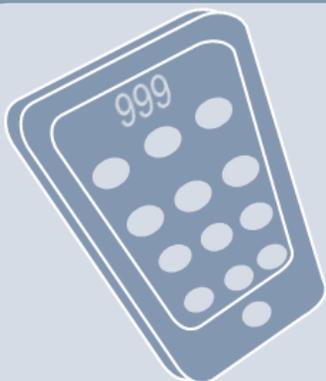


## Organisational Context

**Our purpose** - To be a caring and responsive ambulance service for the people in Wales

### What is our offer?

The Trust is well positioned and, as an all-Wales service, has a great deal to offer to make a significant contribution to improving the health of the population of Wales.



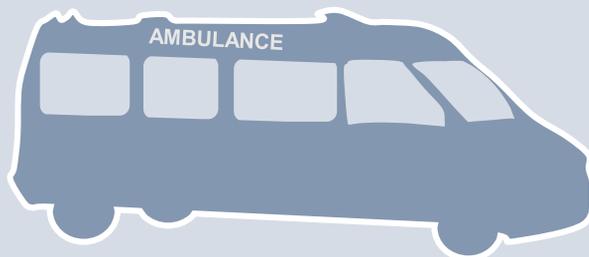
Total number of 999 calls received **=534,970**



Number of immediately life threatening incidents **=24,438**



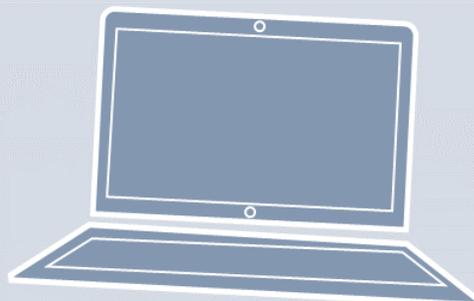
Number of non immediately life-threatening emergency calls **=438,810**



Number of non-emergency patients transported to hospital appointments **=787,931**



Total number of calls received by NHS Direct Wales **=243,840**



Number of visits to the NHS Direct Wales/111 website **= 4,011,909**

# Examples of what we are already doing and good practice to improve population health.

- **Defibruary** – promoting location and importance of defibrillator access across Wales;
- **Choking first aid training**
- **Restart a Heart** – targeting secondary school children with key skills training;
- **Shoctober** – targeting primary school children with key skills training;
- **Mental health video** - good to talk promoted across the Trust and with partners;
- **Safeguarding awareness week** – promoting the wider safeguarding agenda;
- **Falls Framework** implementation to build community resilience and focus on prevention of falls in the community;
- **Sensory loss** – building the skills and confidence of our staff to enhance the care of and communication with patients who have sensory loss;
- **Learning disability** – working with people with Learning Disabilities to promote confidence with skills to access emergency services.
- **Dementia** – leading education and training across Blue Light Partner agencies, providing awareness training particularly in Call Centre environments.



**Yodaeth Amdanaf**  
Ymddiriedolaeth GIG Gwasanaethau  
Abiwylans Cymru yn helpu pobl ag  
nablaeddau Dysgu



## Information about Me

The Welsh Ambulance Services NHS  
Trust is helping people with Learning  
Disabilities



# Our Public Health Ambitions and Contributions to the people of Wales

What is this plan striving to achieve?

## Ambition 1

We will be recognised as a leading UK Ambulance Trust, which has a focus on prevention, health promotion and public protection.

How will we achieve this:

- Increasing the knowledge and skills of our staff and volunteers;
- Promoting healthy behaviours;
- Preventing illness;
- Improving Infection Prevention and Control;
- Public protection;
- Robust resilience and disaster preparedness.

## Ambition 2

The Trust will be responsive to the changing needs of our patients and support building community resilience.

How will we achieve this:

- Continue to engage with our communities;
- Building community resilience;
- Accessing health information.
- Digital Technology

## Ambition 3

There will be a reduction in variation, inequality and harm in vulnerable groups.

How will we achieve this:

- Delivering on the priorities of the Falls Framework;
- Working with children and young people;
- Focus on improving mental health and building mental resilience;
- Implementing our dementia plan;
- Embracing equality and diversity by improving how we communicate;
- Older People's Framework .

## Increasing the knowledge and skills of our staff and volunteers

What is our public health contribution?

**Making Every Contact Count (MECC)**  
(NICE Guidance 2007 – Behaviour Change)

Why is it important ?

MECC is an approach to behaviour change that utilises the millions of day to day interactions that organisations and people have with other people to support them in making positive changes in their physical and mental wellbeing. MECC enables the opportunistic delivery of consistent and concise healthy lifestyle information and enables individuals to engage in conversations about their health at scale across organisations and populations.

It is a very brief intervention that takes between 30 – 90 seconds and is often something that is already part and parcel of everyday life.

**Ask** – raise the issue with a single question during day to day contact with someone

**Advise** – Give messages about healthy lifestyles and tips to achieve them

**Assist** – Share information or encourage people to contact relevant organisation

What are the expected outcomes?

The introduction of MECC will have the following benefits;

### ▪ For Organisations

MECC means providing staff with leadership, environments, training and information that they need to deliver a MECC approach.

### ▪ For our Workforce

- MECC means having the competencies and confidence to deliver healthy lifestyles messages to help encourage people to change their behaviour and to direct staff and the public to local services that can support them.
- AACE recognised the importance of MECC and commissioned a bespoke Ambulance MECC video which has been shared with every National Ambulance Training College. This video is now being rolled out across the organisation and has been built into CPD for paramedics/emergency medical technicians/nurses & the Non Emergency Patient Transport Service.
- This is now part of the CPD being rolled out across WAST to all staff groups.

### ▪ For Individuals

MECC means individuals seeking support and taking action to improve their own lifestyle by eating well, maintaining a healthy weight, drinking alcohol sensibly, exercising regularly, not smoking and looking after their own wellbeing and mental health.



# 1 Promoting healthy behaviours

## What is our public health contribution?

**Supporting and implementing proactive measures to improve the health and wellbeing of our workforce.**

### Why is it important ?

The Trust recognises that the health and wellbeing of our staff and volunteers can, and must be, improved if services and delivery are to be significantly modernised and future transformation achieved. To this end, it has set out long term strategic ambitions to develop and embed a healthy people culture across the Trust, which is seen to be key to support our people to be our best.

We know that there is a direct correlation between workforce wellbeing and patient care. In the current economic climate, getting the best from our workforce through good engagement, maintaining and enhancing their personal sense of positive 'being' is more important than ever.

Taking a proactive approach is key to minimising the health concerns of our people while remembering that we are also part of a community. To meet the proactive approach, it is essential that we have a robust way of gauging the level of our workforce health and wellbeing, to ensure that we are identifying the primary areas for intervention and support. It is also imperative that the organisation remains aware of practice developments to support our staff's health and wellbeing with greater collaborative working.

## What are we going to do?

- The introduction of MECC
- A Trust Health and Wellbeing Strategy will be developed that has strong connections with the wider public services, providing greater opportunities for our workforce;
- We will be working towards creating safe environments, both physically and mentally, for all colleagues to have access to, so that they are able to decompress after a traumatic incident – enabling ongoing resilience;
- Increase our offer around flexible working arrangements;
- Increase opportunities of volunteering within local communities;
- Enhance the role that champions play to incorporate all 4 elements (Financial, Physical, Mental and Environmental/cultural);
- We are going to provide education and training for our workforce so they are mindful of the life choices they make and the impact these choices have on the wider community;
- We will improve the way in which we evaluate and implement initiatives.

## What are the expected outcomes?

- Sustaining the health and wellbeing of our staff and volunteers;
- Supporting attendance at work.



## Preventing Illness

### What is our public health contribution?

Healthcare worker immunisations delivered through the Vaccine Preventable Disease Programme (VDPD), in line with recommendations from Public Health Wales for healthcare worker specific immunisations, with a particular focus on influenza (flu) vaccination.

### Why is it important ?

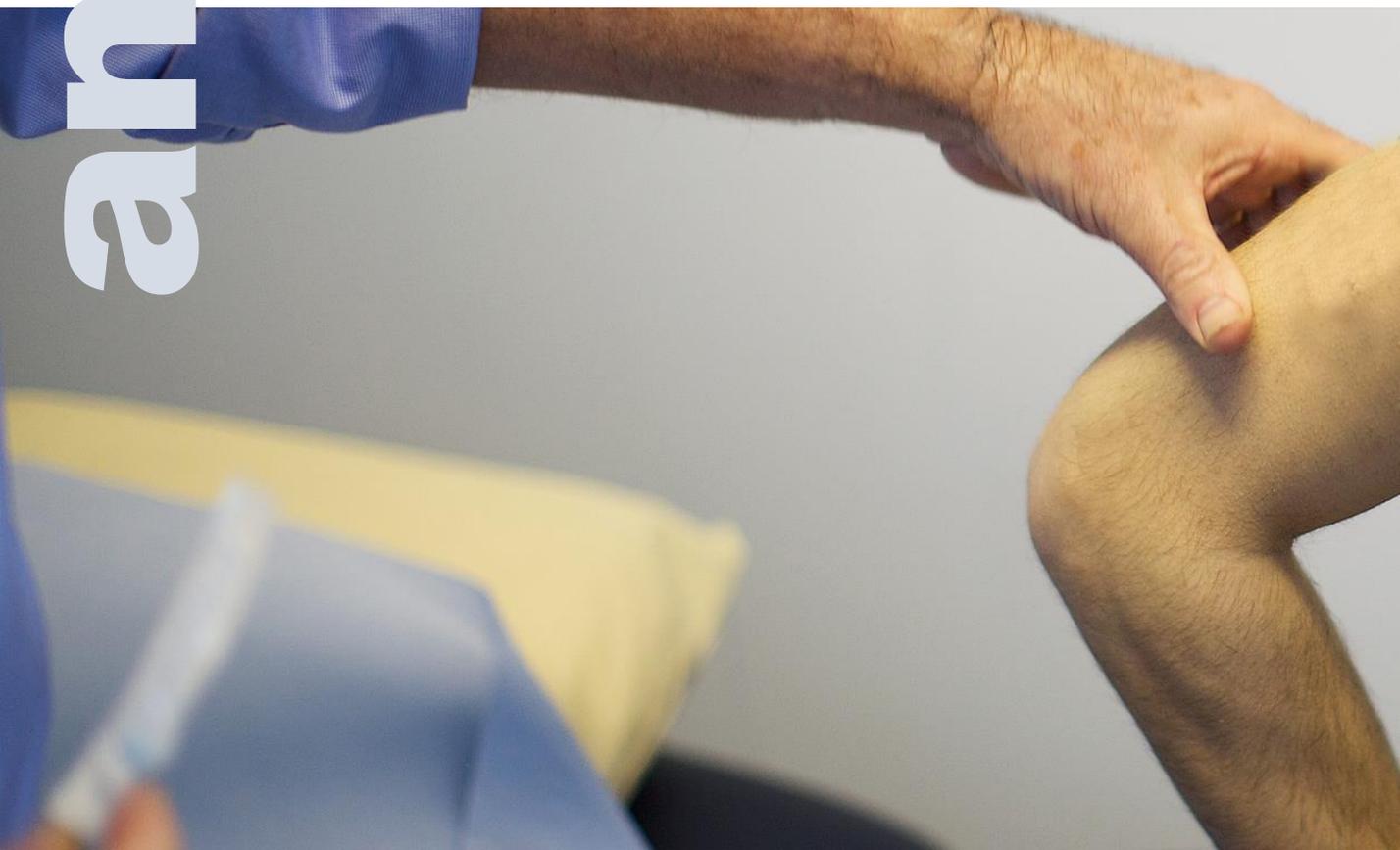
Protecting individuals and populations through immunisation programmes is a highly successful public health intervention that saves lives across the world. For most people, having influenza is unpleasant. However, there are many people for whom influenza can be serious and life-threatening. By protecting ourselves against having influenza, we are also reducing the risk of spreading the virus to our families and to vulnerable patients.

### What are the expected outcomes?

- Immunisations against vaccine preventable diseases, coupled with good IPC measures, will protect both our staff and patients;
- Herd immunisations against seasonal circulating diseases such as influenza hopefully decreases the prevalence of such diseases amongst the wider population;
- Over the duration of this public health plan, we would like to see the uptake of our staff having the influenza vaccine to be in line with Welsh Government recommendations.

### What are we going to do for our workforce and the public?

- Healthcare workers within the Welsh Ambulance Services NHS Trust are offered immunisations in line with Public Health Wales recommendations;
- Continue with our communication plan and positive messaging to promote vaccination uptake;
- Increase our flu champions to support local vaccination initiatives;
- Promote public health messages, encouraging the public to be vaccinated in line with public health advice through the use of MECC.



# ambition

## Improving Infection Prevention and Control (IPC)

### What is our public health contribution?

#### Effective, evidence based Infection Prevention and Control arrangements.

#### Why is it important ?

Protecting individuals and populations through immunisation programmes is a highly successful public health intervention that saves lives across the world. For most people having influenza is unpleasant however, there are many people for whom influenza can be serious and life-threatening. By protecting ourselves against having influenza, we are also reducing the risk of spreading the virus to our families and to vulnerable patients.

#### What are we going to do?

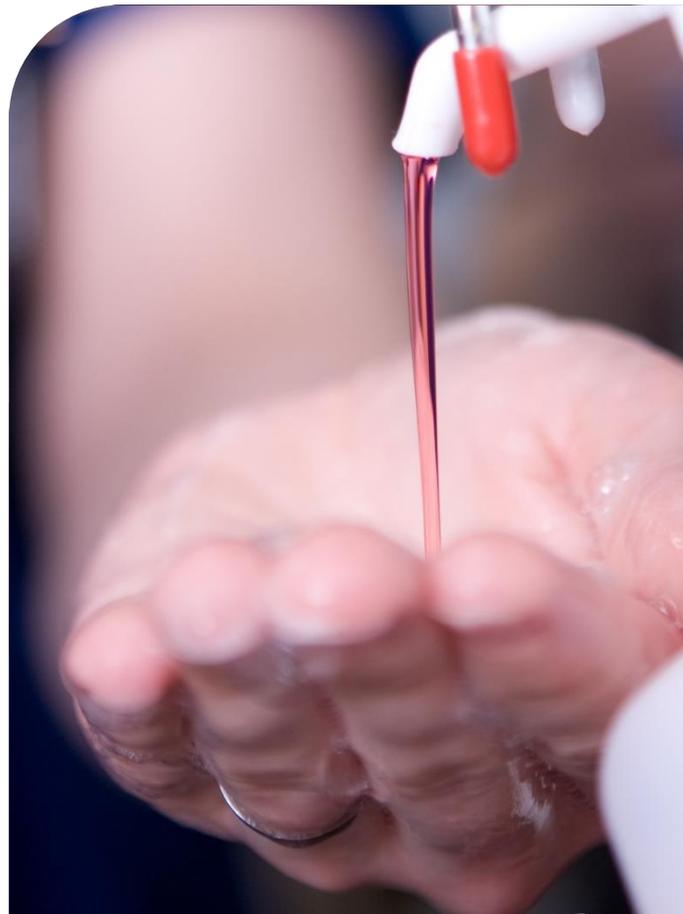
Implement our Safe, Clean Care Campaign (SCC), this will include:

- Have recognisable SCC branding throughout the Trust;
- Seek commitment from our staff and volunteers to the prevention of HCAs in the out of hospital environment;
- Continue to develop specific and relevant education reflective of the working environment;
- Ensure our policies, processes and operating procedures are evidenced based and up to date;
- Continue to promote Hand Hygiene and the 5 moments for Hand Hygiene;
- Commit to the principles of Bare Below the Elbow (BBE), recognising the out of hospital environment;
- Continue to provide Aseptic Non Touch Technique (ANTT) training and measure compliance;

- Improve our vehicle, equipment and devices cleaning and ensure our clinical areas will be clutter free;
- Improve the provision of accessible, up to date information for workforce and the public using both internet and intranet pages;
- We will be more prudent in the amount of antibiotics we prescribe;
- We will ensure our frontline workforce is appropriately tested for protective respiratory masks (fit testing) and has adequate Protective Personal Equipment (PPE);
- We will continue to work in partnership with both our internal and external stakeholders.

#### What are the expected outcomes?

- Our Safe Clean Care Campaign will be effective in reducing the risk of HCAs in Emergency services in Wales and the out of hospital environment
- Improved governance;
- Appropriate key measurements of performance will be reported and there will be a process of continuous improvements in line with any learning.



## Safeguarding and Public Protection

### What is our public health contribution?

- **Becoming an Adverse Childhood Experience (ACE) aware organisation (World Health Organisation 2014);**
- **Early recognition and referral of children, young people and adults who may have suffered or be suffering abuse, harm and/or neglect;**
- **Recognition of public protection concerns that may pose a threat to our communities.**

### Why is it important ?

Safeguarding and protection of individuals and the public are large scale problems which cause unnecessary and potentially preventable suffering, harm and sometimes tragedy to the lives of many people across Wales.

The Trust is committed to fulfilling the statutory duties under the Children Act 2004, the Social Services and Well-being (Wales) Act 2014, the Violence against Women Domestic Abuse and Sexual Violence (Wales) Act 2015, The Security Act 2015 and the Welsh Government Adult and Child Protection guidance.

### What are we going to do?

- Ensure all our staff are appropriately trained to a level in line with their role and responsibility;
- Implement a safeguarding app for use to ensure information and processes are readily available to our workforce;
- We are implementing a more robust digital safeguarding referral pathway;
- The Trust will contribute to the National and Regional Safeguarding Plans
- The Trust will effectively work together with a wide range of services, partner agencies and professionals to ensure the best outcomes for people affected by these issues who have contact with our service;
- New and existing initiatives will be shared for learning and celebrating good practice.

### What are the expected outcomes?

- All staff will have the required knowledge and skills to identify and take appropriate action to support the victims who have experienced or at risk of abuse, neglect or harm;
- Promoting the specific remit of our service, organisational data, service user experience and also influencing change to improve services available;
- To continue working collaboratively with all other partner agencies across Wales to promote the safeguarding agenda.



## Resilience and disaster preparedness

### What is our public health contribution?

**The Trust will be an organisation that is prepared and able to respond to the Civil Contingencies Act (2004).**

### Why is it important ?

The Civil Contingencies Act (2004) places an obligation on the Trust as a category one responder to prepare for incidents and emergencies and to plan for any disruption that could affect our services.

The Act ensures that partner agencies plan, exercise and work together to deal with civil emergencies and disasters identified on national and community risk registers so that, if and when they do happen, we have up to date plans in place which are well rehearsed and our response to the incident is managed effectively and professionally by trained Commanders.

- The Trust will effectively work together with a wide range of services, partner agencies and professionals to ensure the best outcomes for people affected by these issues who have contact with our service;
- New and existing initiatives will be shared for learning and celebrating good practice.

### What are we going to do?

- Through our Resilience Team we routinely work with Local Resilience Fora to assess risk, plan, exercise and review our arrangements.
- Part of this is business continuity and warning and informing the public; therefore we exercise plans such as Pandemic Flu, fuel disruption, cyber-attacks etc. as part of our business continuity processes.
- Our major incident exercising is done with partner agencies, either using a live exercise or a table top exercise process, where we test and evaluate our response. We ensure that any lessons learnt and identified through debriefing are shared with others, are used to enhance existing plans and we change our processes as needed.
- We ensure that we have the necessary additional equipment to manage a major incident with large numbers of casualties, without impacting on our day to day business.
- We will ensure that our Commanders are appropriately trained and exercised to fulfil the command role

### What are the expected outcomes?

- We will be prepared, and understand what is likely to happen. If it can't be managed or mitigated, then we will plan and exercise to ensure we are in the best position to deal with its effects.
- There will be a minimum impact on the Trust, through effective business continuity arrangements and having plans in place to deal with any disruption.



## The Trust will be responsive to the changing needs of our patients and support building community resilience

### What is our public health contribution?

- Working in partnership with our service users, public, charitable and voluntary organisations to build and improve community resilience;
- Through continuous engagement with the public we will be responsive to their changing health needs.

### Why is it important ?

The Framework for Assuring Service User Experience has been adopted across the NHS in Wales. The Framework describes the evidence based key determinants of a good service user experience and identified the key attributes and uses of a range of methods. The framework has been updated to include the need to gain information from concerns, complaints, compliments and clinical incidents; it also links to the Health and Care Standards which include a standard to promote listening and learning from feedback.

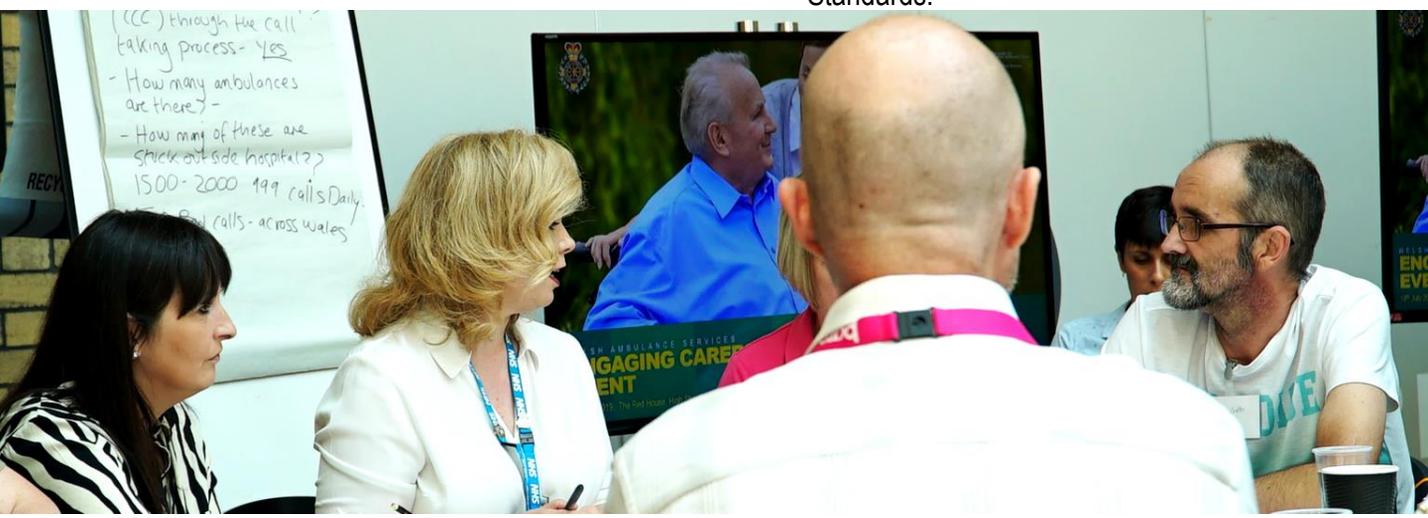
We will develop a volunteering strategy that will ensure we understand, value and maximise the important contribution that volunteers can and will make to our services in the future.

### What are we going to do?

- Actively promote social prescribing
- Continuous engagement model to engage and involve patients and communities across Wales;
- Develop a programme of engagement that captures people's views, expectations and needs;
- Develop and implement a volunteer strategy which will increase roles and engagement across local communities;
- Continue to engage with schools across Wales to provide children and young people with the opportunity to learn first aid skills and build their confidence to be able to help themselves and those around them;
- Continue and build on the success of Shoctober and Restart-A-Heart campaigns;
- Annual promotion of health and wellbeing campaigns.
- Sign post our service users whenever appropriate to local third sector services

### What are the expected outcomes?

- A service that is responsive to the communities of Wales;
- An engaged service based on co-production and inclusion;
- Increase our volunteer numbers that are representative of the communities we serve (BME, LGBT, Youth and Disability);
- Improved volunteer experience and outcomes for patients;
- Achievement of the Investors in Volunteers Quality Standards.



## Accessing Health Information

### What is our public health contribution?

- Promotion of safe self-care through use of symptom checkers
- A-Z Encyclopaedia
- Live well guides
- Use of social media

### Why is it important ?

The NHS Direct Wales website has continued to be a popular resource for people accessing information on illnesses and local NHS services. One of our biggest success stories is the continued development of online self-assessment symptom checkers. These have proven to be very popular, with stomach pain being the most commonly accessed. There is usually an increase in symptom checkers as a direct result of seasonal illness like the winter vomiting bug (norovirus) and flu.

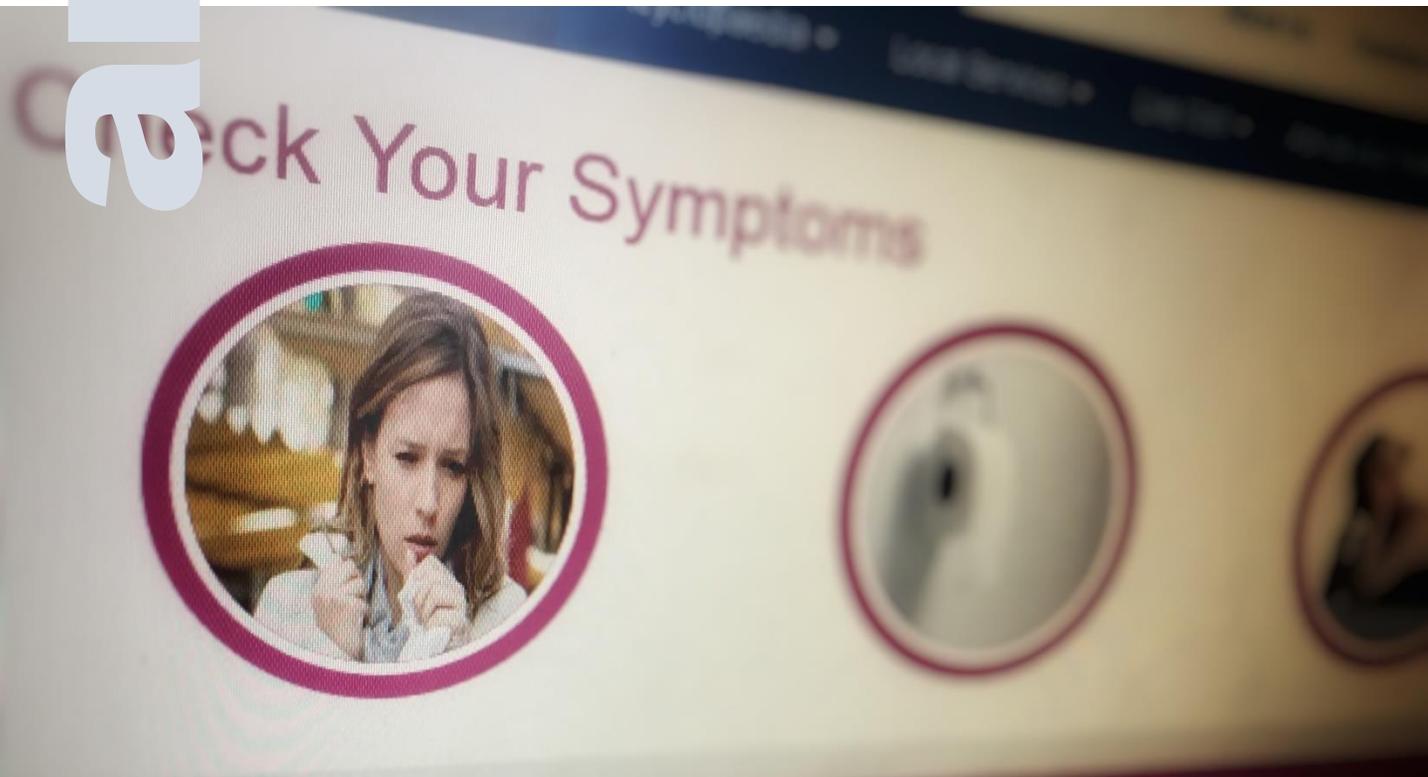
On average, we have nearly 4 million visits to the website a year. There are currently 28 self-assessment symptom checkers. The top five most commonly used are;

- Stomach pain
- Cold and flu
- Generally unwell
- Rash

### What are the expected outcomes?

Enabling people to choose well and self-care through:

- Development of further online self-assessment symptom checkers based on the needs and behaviours of online users.
- Ensuring that all health information and support tools on the NHSDW website are aligned to the ongoing Choose Well and Public Health plans.
- Development of new online tools to support people to manage their health and healthcare needs
- Identifying new and emerging technologies, which can contribute to supporting people to choose well and manage their health and wellbeing.



## Digital Technology

### Social Media

**The advancement of personal digital technology (e.g. mobile phones, wearable devices), the internet and mobile applications (apps) has revolutionised the way many people live their lives, address their personal health needs and connect socially. Harnessing the potential of this digital age to support population health is of importance across global health systems.**

#### Why is it important?

The use of social media is one of the most powerful tools we have at our disposal to be able to engage with the population of Wales on both a national and regional basis. Campaigns like 'Defibrillary' and 'Restart a Heart' have been driven through social media. Communicating to people in real time, to convey public health messages is an excellent way to enable the people of Wales to choose well.

#### What are we going to do?

Use all of our social media platforms (Twitter, Facebook, YouTube, Instagram) to actively promote 'choose well' messages to the public. This includes directing the public to use the NHS Symptom Checker, to find the most appropriate NHS service for their needs.

Having recently developed a 'choose wisely' campaign called 'Woody Wise', we will use these videos as an aid, to educate the public about appropriate choices of treatment for certain conditions. Videos have become an increasingly popular way to convey important messages; we would therefore look to use this method frequently, in order to convey our messages to the public.

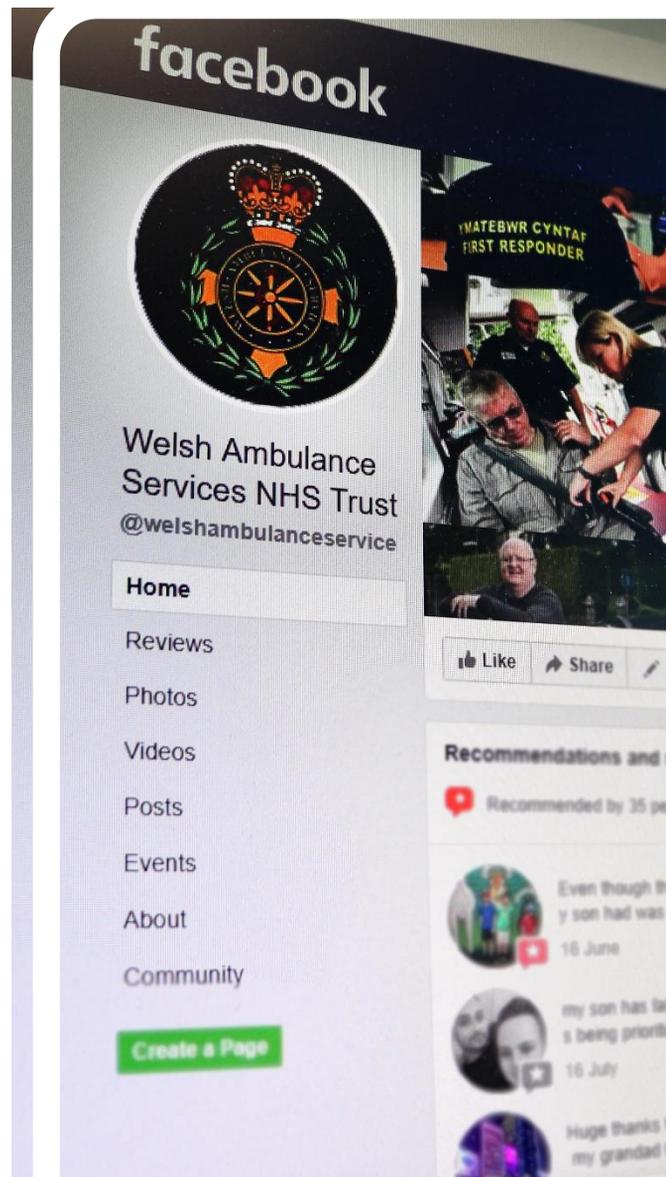
We would also look to work closely with our Health Board colleagues to share their health messages along with our blue light partners.

#### What are the expected outcomes?

We would expect to see an increase in engagement and we will populate our social media communication plan to monitor follower numbers, likes and post reach.

We would especially expect to see an increase in our reach on social media, which can be measured by each post we create.

By increasing our reach on social media, we would hope that many more members of the public would view and understand our "Choose Wisely" messaging.



## Delivering on the priorities of the Falls Framework

### What is our public health contribution?

Prevention of and or early identification of people at risk of falling

### Why is it important?

In 2017/18, the Welsh Ambulance Services NHS Trust received 62,488 calls relating to falls. Of these, 31,042 resulted in attendance at a hospital. Falls account for a high demand on the service, second only to breathing problems.

The issue of falls is complex as people who require our help are often elderly and frail. The fall may be a consequence of multiple clinical and/or social factors or, in some cases, the fall is the start of a catalogue of events leading to increased frailty.

The Welsh Ambulance Services NHS Trust has developed a Framework for Falls and a Falls Response Model to enable the organisation to provide a holistic approach to falls, from prevention to avoiding further harm. The Framework and Model are intended not only to provide clarity within the organisation but to inform our partners when developing local services.

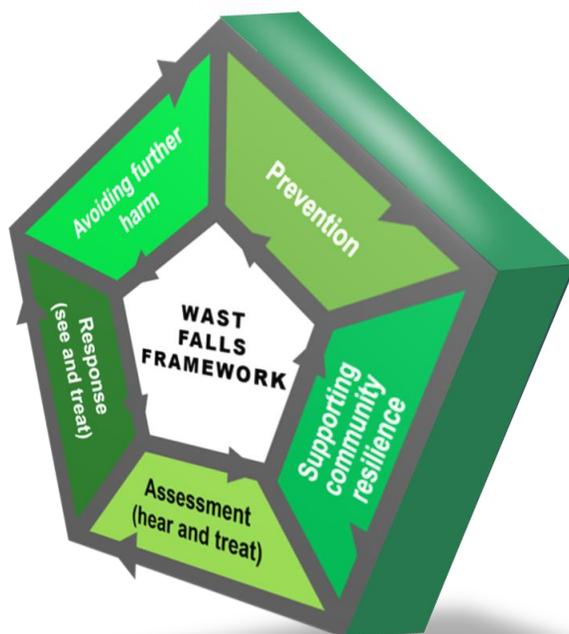
### What are we going to do?

- **Prevention** – our contact with the public, often in their own homes provides an opportunity to assess both the patient and the environment. Through the MECC approach, any risks of falls will be minimised and patients will be referred to the appropriate agencies if necessary.

- **Supporting community resilience** – developing and enhancing the skills of our Community First Responders (CFRs), will support non-injured fallers and support an assessment to prevent future falls.
- **Falls assessment tool** – the clinical desk clinicians will ensure that all non-injured fallers are referred on to an appropriate primary care provider.
- **Falls response**
- **Avoiding further harm** – a fast response to patients who have fallen will also minimise the risk of pressure damage.

### What are the expected outcomes?

If we take action against each of the 5 domains within the falls framework we should see a reduction of people needing to use our service, a decrease in concerns and an improved patient experience.



# Ambition 3

## Focus on improving Mental Health and building Mental Resilience

**What is our public health contribution?**  
Mental health.

**Why is it important ?**

Mental health conditions represent one of the largest sources of disease burden in the UK, higher than cancer or heart disease. Nearly 6% of adults in the UK have made an attempt at suicide at some point in their lives, and suicide continues to be one of the biggest killers of middle aged men in Wales.

Wales has a higher number of mental health inpatient admissions than England (280 per 100,000 population in Wales, 221 in England) and a lower proportion of admissions under the Mental Health Act.

All of this suggests that there are significant levels of unmet need in Wales and that there are missed opportunities for diversion from inpatient admission and for earlier/alternative intervention in crisis.

**What are we going to do?**

**Improve the mental wellbeing of our workforce by:**

- Supporting early intervention and prevention through evidenced based initiatives and programmes.
- Continuing with our #WASTkeptalking project to improve help seeking and reduce stigma

**Improve our patient experience by:**

- Integrating mental health training for the workforce to be skilled and confident to provide care and treatment for patients in mental distress or crisis.
- Increasing access to suicide intervention and drugs/alcohol brief intervention training.
- Developing and rolling out bespoke mental health e-learning for all front line staff.
- Improving pathways for the public by:
- Working with partners to review the crisis care system for the people of Wales
- Improving our mental health 'hear and treat' offer through NHS 111
- Improving how we convey people with mental health conditions

**What are the expected outcomes?**

- Improved services and better mental wellbeing in our workforce.
- A more confident workforce who can hear and treat & see and treat more people.



## Dementia

### What is our public health contribution?

- Improving the experience of people with dementia and their carers
- Education and training of our workforce

### Why is it important ?

Dementia is set to be the 21st century's biggest healthcare challenge. We are working towards improving the experience for people living with dementia who use our services, as well as considering the impact it will have on our workforce.

The Dementia Action Plan for Wales (2018-2022), identified the need for increased support for patients with dementia and that pathways are needed to be put in place, to ensure we are responding well to their needs. There is also a requirement for our workforce, who come into contact with the public, to receive an appropriate level of dementia care training.

### What are we going to do?

- All of our frontline workforce will be trained and informed about dementia, so they have a good understanding of how best to support patients, families and carers.

- We will signpost and refer into different local health and wellbeing services e.g. Alzheimer's Society and befriending services
- Promote early diagnosis by signposting to health and social care services
- Promote a wide range of communication aids, including 'This is Me' from the Alzheimer's Society, Communication App, Message in a Bottle
- As part of our Dementia Plan, we will establish wellbeing and support services for, a workforce, carers or for others who may be affected by the condition.
- As part of our Emergency Services Commitment on Dementia, through our partnerships with Police and Fire and Rescue services, we will share our information and processes with others who will benefit from better signposting and using MECC.

### What are the expected outcomes?

- Our workforce will be trained and competent to provide care to patients with dementia and their carers.
- The Trust will have robust signposting pathways in place.



## Older Peoples's Framework

### What is our public health contribution?

Improve the health and well-being of the older population with a focus on health promotion and prevention.

### Why is it important ?

Wales is an aging society, with 877,000 people over the age of 60, or just under 30% of the population and it is this age group that require our services the most. In addition and importantly, many carers within our communities are also in the older age group.

Therefore, WAST has committed through our Public Health Plan to ensure that it is fully aligned with the key priorities identified by the Older People's Commissioner for Wales, who wants Wales to be the best place to grow older. These priorities include;

- End ageism and age discrimination
- Stop abuse of older people
- Enable everyone to age well
- Get help and support

### What are we going to do?

- Maximise the opportunities for our NEPTS and emergency service to have a MECC conversation.

- Identify through our safeguarding referrals opportunities for a range of public health interventions.
- Focus on social prescribing to support a reduction in loneliness and isolation of older people in the community.
- Develop the NHSDW/111 website with key messages for Older People to promote well-being, safety and community/personal resilience.
- Signpost to the Welsh Government NEST Scheme to maximise the benefit for older people to keep warm through winter.
- Development and implementation of a Frailty Assessment Tool
- We will continue to work in collaboration with community and primary care to ensure that best outcome for patients who are end of life have a dignified death.

### What are the expected outcomes?

- Older people will be able to access our services for health and well-being advice supporting their personal resilience
- Older people will be signposted to local services to support their health and well-being
- Older people will have access to third sector support at times of crisis
- Older people will only be transferred to hospital when medically indicated



## Children and young people

**What is our public health contribution?**  
**Improving the health and well-being of children and young people through active listening and engaging.**

### Why is it important ?

Every child and young person has the right to be happy, healthy and safe. In Wales, one in five of those children aged 0-19 years live in poverty. Many older children remain susceptible to vaccine preventable diseases such as measles. There is a requirement on organisations to improve the health and wellbeing of children and young people, to work with them and families to address their needs.

The Trust has signed up to the UN Convention on the Rights of the Child and liaises closely with the Children's Commissioner for Wales.

Engagement is carried out within the scope of the National Participation Standards for Children & Young People. (November 2016).

### What are we going to do?

- Continuously engage with children and young people
- Deliver targeted activities
- Provide channels for children and young people to provide feedback and participate
- Provide relevant information, education and tailored resources

### What are the expected outcomes?

- The voices of children and young people will be heard
- Children and young people will be at the heart of our services
- Children will feel more informed, empowered and be engaged participants in decisions about their care and treatment
- We will be investing in developing stronger/resilient adults



## Embracing equality and diversity by improving how we communicate

**What is our public health contribution?**  
**Improving how we communicate with our service users**

### Why is it important ?

The Equality Act 2010 brought together and replaced the previous anti-discrimination laws with a single Act. The Act included a public sector equality duty which came into force on 5 April 2011. The aim of the general duty has been to ensure that public authorities consider how they can positively contribute to a fairer society through advancing equality and good relations in their day-to-day activities. The duty is ensuring that equality considerations are built into designs of policies and the delivery of services and that they are kept under review, achieving better outcomes for all.

There are 9 recognised protected characteristics as defined within the Equality Act (2010). Age; Belief and Non-Belief; Disability; Gender Reassignment; Marriage and Civil Partnership; Pregnancy and Maternity; Race; Sex (Gender); Sexual Orientation

Wales is the only country to have specific standards relating to sensory loss - "All Wales Standards for Accessible Communication and Information for People with Sensory Loss".

### What are we going to do?

- Continue to develop the Communication App by including additional languages. The App will be configured for 'desk top' use with additional languages. We will include basic phrases and finger spelling within the App.
- Offer additional licences to the workforce to learn BSL to level 1 standard and encourage them to sit their level 1 exams.
- Develop accessible information and make them available (BSL/audio format) for those with sensory loss
- Develop a suite of easy read/pictorial resources for people with learning disabilities and children
- Deliver Gender Awareness sessions for the workforce in collaboration with the LGBT WAST Network & utilise resources developed by National Ambulance LGBT Network to raise workforce awareness.

### What are the expected outcomes?

- Improve communication between service users and workforce
- Reduce the risk associated with recording; understanding an individual's needs and care.
- Increased public knowledge/awareness of services, influence behaviour and better experience and feedback reported.



## **Accountability**

The Chief Executive has overall accountability for the management and development of the Trust's public health agenda. However, delegated responsibility has been given to the Executive Director of Quality and Nursing to lead on the implementation and monitoring of this plan.

Imperative to the success of this plan is that all of the people in the Trust recognise their unique contribution to improving the public health and wellbeing of the population of Wales. In addition, and of equal importance, is to look after our own health and wellbeing and ensure that we build our own personal resilience.

## **Monitoring and Reporting**

The Quality Steering Group will monitor the progress of this plan on a quarterly basis, with an annual report to the Quality, Experience and Safety Committee. However, it is important to note that there are many existing groups that will monitor and implement the recommendations of this Public Health Plan. This will include for example;

- Health and Well –Being Group
- Mental Health and Dementia Steering group
- Safeguarding Steering Group
- Health and Safety Steering Group
- Falls Steering Group
- Infection Prevention and Control Steering

## **Internal/External Stakeholder Engagement**

This plan has been developed in partnership with key stakeholders including Public Health Wales, Trade Union Partners and invited members from across the Trust.