Welcome to the third issue of the Starting Point. This newsletter aims to summarise or highlight information and intelligence projects and reports recently completed by Salford City Council.

In this issue we look at a range of projects which demonstrate different types of data, focus and use. We start with a survey project giving direct feedback on council carers’ experiences. Then we move to deprivation indices which are provided nationally and tell us about city deprivation movement over time. The sexual health needs assessment shows how data can influence decision making and a key intelligence resource that is provided by the National Institute for Health and Care Excellence (NICE) is described. So this issue is a real “mixed bag” showing the diversity of Council intelligence and its potential impact in different areas.

If you would like to share an information or intelligence report or project in the next edition of this newsletter please contact sarah.cannon@salford.gov.uk

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Salford Carers Survey

In autumn 2014, all English Local Authorities were required to undertake a survey of (unpaid) carers who had been assessed in the previous twelve months. The results of this survey were published by the Health and Social Care Information Centre, in September 2015. In Salford, 45% (705) carers responded to the survey, which is an good response rate and gives us confidence that the survey is reliable.

The survey included questions on quality of life, satisfaction with service provision, access to information and details of care provided, such as length of time spent caring and support provided to the cared for person.

The main findings were largely positive for Salford, with carers reporting higher satisfaction levels, having better access to information and feeling they were more likely to be consulted, compared to the national average:

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<th>Salford</th>
<th>England</th>
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<td>71%</td>
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- 71.5% of Salford carers were ‘very satisfied’ or ‘extremely satisfied’ with the support or services they, or the person they cared for, had received from social services in the previous twelve months, compared to 41% in England.
- 78% of Salford carers felt they had ‘always’, or ‘usually’, been included or consulted in discussions about the person they cared for, compared to 72% in England.
- 71% of Salford carers found it ‘very’ or ‘fairly easy’ to find information and advice about support, services or benefits, compared to 66% in England.
- Salford’s overall score for quality of life mirrored the England average. The quality of life questions highlighted the impact caring can have on daily life. For example:
  - Over four fifths of carers did not do all the things they would like to.

The survey also found that 20% of carers were not in employment because of their caring role and almost half of carers were looking after someone for more than 50 hours each week.

The survey findings are being used to develop the council’s Carers’ Strategy and we have also gained over 400 volunteers who would like to participate in further research!

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NICE and up-to-date

The National Institute for Health and Care Excellence (or NICE) provides national guidance and advice to improve health and social care and includes public health topics. This should inform the commissioning for services to support the care, wellbeing and health of people in Salford.

There are a number of different types of documents available. NICE guidelines are sets of recommendations that should be embedded in service specifications and incorporated in the work of provider services. NICE quality standards are designed to drive quality improvements within a particular area of health or care. They are derived from the best available evidence such as NICE guidance and other evidence sources accredited by NICE and consist of statements in particular areas. They could be discussed with providers and relevant statements adopted as part of service improvement.

NICE pathways map all the NICE documents / guidance / quality standards in a topic area and are a good way to help make sure that you have considered all the relevant guidance when conducting a review or writing a service specification.

Visit www.nice.org.uk to access news items and full documents.

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The Indices of Multiple Deprivation (IMD) 2015 ranks local authorities and small areas on relative levels of deprivation and can provide a picture of change over time.

The overall deprivation measure is based on individual domains of income, employment, health, education, housing services, crime, and living environment.

In 2015, Salford is twenty-second most deprived of the 326 local authority districts in England. This is an improvement of four places since 2010 when Salford was ranked eighteenth most deprived district.

Within Greater Manchester, Salford currently ranks third most deprived district (behind Manchester and Rochdale) and this is a relative improvement on second in 2010, 2007 and 2004.

Within Salford in 2015 the most deprived wards are Langworthy, Broughton, and Little Hulton, while the least deprived wards are Worsley, Boothstown and Ellenbrook, and Claremont. When compared with 2004 it is evident that, within Salford, Kersal has experienced the biggest reduction in ward ranking, down five places. In contrast, Ordsall has experienced the biggest improvement in ranking, moving up six places.

The following map shows the pattern of overall deprivation within Salford in 2015.

Over half of Salford small areas saw a relative improvement in deprivation between 2010 and 2015. A further tenth remained the same and a quarter became relatively more deprived.

In terms of individual domains Salford is most deprived with regard to health, employment, and income. In contrast, Salford is relatively less deprived with regard to housing, environment, and crime, while education and skills has moderate levels of deprivation.

The Indices of Multiple Deprivation ranking is one source of evidence available to us, and used to support decision making, priority setting, and targeted interventions.

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Public health lead on the commissioning of sexual health services for the Salford population. In order to determine how these services should be designed and provided into the future, an analysis of sexual health needs has been completed. The main findings are:

- Sexually Transmitted Infection (STI) rate is higher in Salford than England but it is decreasing.
- Salford is ranked 39 out of 326 local authorities for STI rates (one being highest). Just over half of cases are in those aged under 25.
- Chlamydia diagnostic targets have been achieved for past three years. Salford is in the top 10% for England. This is a good sign as it shows we are finding and treating the infection.
- Under 18 conceptions have halved since 1998 and the gap between Salford and England is narrowing. Salford is still in the top 20% of local authorities for teenage conception rates.
- The HIV rate in Salford’s 15–59 year olds is more than double the England rate. It is particularly high in men who have sex with men and people from Black African communities.

The analysis has been used to review and redesign adult and young people sexual health services which will go live in July 2016. Salford City Council and Bolton Council will be combining their sexual health services so that they will be delivered by the same organisation, NHS Bolton Foundation Trust. This new provider already has experience of delivering this service in both Bolton and Wigan and will be utilising the same staff from Salford’s existing adults and young people’s services. The provision for sexual health services will remain in the same geographical areas of Salford. We believe this combined sexual health service will deliver efficiencies and closer integration of services across the two areas as we recognise that patients already choose services from each other’s areas. We also believe it will harmonise the quality of service across Salford and Bolton as it will provide services that have a shared standard and quality for testing, treatment and care.

It has also supported the review and redesign of the Greater Manchester Chlamydia screening service which will be tendered in 2016.

The needs assessment has also been used to support exploring alternative targeted HIV testing programmes and provision of emergency hormonal contraception (morning after pill). The needs assessment has indicated work with partners to review and standardise provision of sexual and relationships education in schools.

In 2015, Salford Health and Wellbeing Board signed up to a national ‘Halve it’ campaign and committed to take action to halve the proportion of people diagnosed late with HIV and also the proportion of people living with undiagnosed HIV by 2020.

An all-age sexually transmitted infection prevention strategy will be developed and further research, with residents conducted to understand attitudes to sexual health and approaches to contraception.

The report can be located at: www.salford.gov.uk/d/Salford_Rapid_Sexual_Health_Needs_Assessment_2015.pdf

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This newsletter presents a picture of the range of data and intelligence work within the council. If you are interested in finding out more there is a Salford Research and Intelligence Group which was established in 2015. The group are currently reviewing their terms of reference.

If you would like to publish your intelligence work in this newsletter or join the Research and Intelligence Group please contact sarah.cannon@salford.gov.uk