



Annual Equality Report

2018 - 2019



GIG
CYMRU
NHS
WALES

Iechyd Cyhoeddus
Cymru
Public Health
Wales



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Executive Summary

Welcome to our Annual Equality Report, which covers the reporting period 1 April 2018 to 31 March 2019. This report focuses on the work that the organisation has done during this period to further advance equality, and work with diverse communities. We have made progress over the last year, and are now investing more time and resources in looking at how we can further improve our work on equality.

This report highlights some of the work we were involved in during 2018-19 that promotes equality and human rights more widely. It shows how our teams and services have worked with people from protected characteristics groups (those characteristics protected by law) to better understand their needs and improve the services we provide for them.



1. Introduction

This Equality Report covers the period 1 April 2018 to 31 March 2019. During this period, we spent a lot of time and effort considering how we can strengthen our commitment to equality. Developing a clear way forward is essential for success and we need to include our staff and the public we serve in this.

We are fully committed to achieving what is in our Strategic Equality Plan and are looking forward to continuing to work with people from across Wales as we fulfil the commitments and objectives set out in the plan.



2. Our Legal Duties

Under the public sector equality general duty, public authorities must:

- eliminate unlawful discrimination, harassment and victimisation and other behaviour prohibited by the Equality Act 2010;
- treat people who share a protected characteristic and those who do not equally; and
- encourage good relations between people who share a protected characteristic and those who do not.

The act provides protection for people with protected characteristics. These are:

Disability
Race
Pregnancy and maternity
Sexuality
Gender reassignment
Age
Sex
Religion and belief
Marriage and civil partnership

As well as the general duty, we must meet the specific duties, which are set out in the Equality Act 2010 (Statutory Duties), and the (Wales) Regulations 2011.

These duties came into force in Wales on 6 April 2011 and include:

- developing Strategic Equality Plans which include our equality objectives;
- involving the public and our partners from protected groups when developing plans and policies and shaping services;
- completing appropriate equality impact assessments;
- collecting and publishing information about equality, employment and differences in pay;
- promoting equality-based staff training;
- considering equality when buying services and agreeing contracts;
- publishing our Annual Equality Report;
- reviewing our equality plans and objectives to make sure they are current;
- making sure people can access the information we provide.



Fully committed to
promoting equality

3. Our Commitment

To encourage good practice relating to equality and human rights, we need to:

- make sure our leadership is effective and that people at all levels of the organisation take responsibility for equality;
- involve and listen to people with protected characteristics to better understand and meet their needs when providing our services;
- work together as equal partners with people who have protected characteristics to improve the services we provide;
- build on existing good practice and share learning across our organisation;
- invest in resources to promote equality effectively; and
- go above and beyond our legal duties by taking positive action on equality issues.

We are fully committed to promoting equality and have been making progress against the actions and objectives in our revised Strategic Equality Plan 2016–2020, which was approved by our Board in March 2016. It sets out a clear plan for the future with clearly defined objectives, as follows.

Equality objectives 2016 - 2020

Objective 1

Involve and work with communities and people of all ages, including those who represent groups with protected characteristics, and use their insights to support and direct our work.

Objective 2

Communicate our messages in ways that everyone can access, including people with protected characteristics.

Objective 3

Make sure all our policies and decisions treat all groups of people fairly and include everyone.

Objective 4

Build a closer working relationship with other public-sector partners to improve how we gather and analyse information.

Objective 5

Be recognised as a fair, inclusive and innovative employer.

We are fully committed to delivering against the actions in the plan.

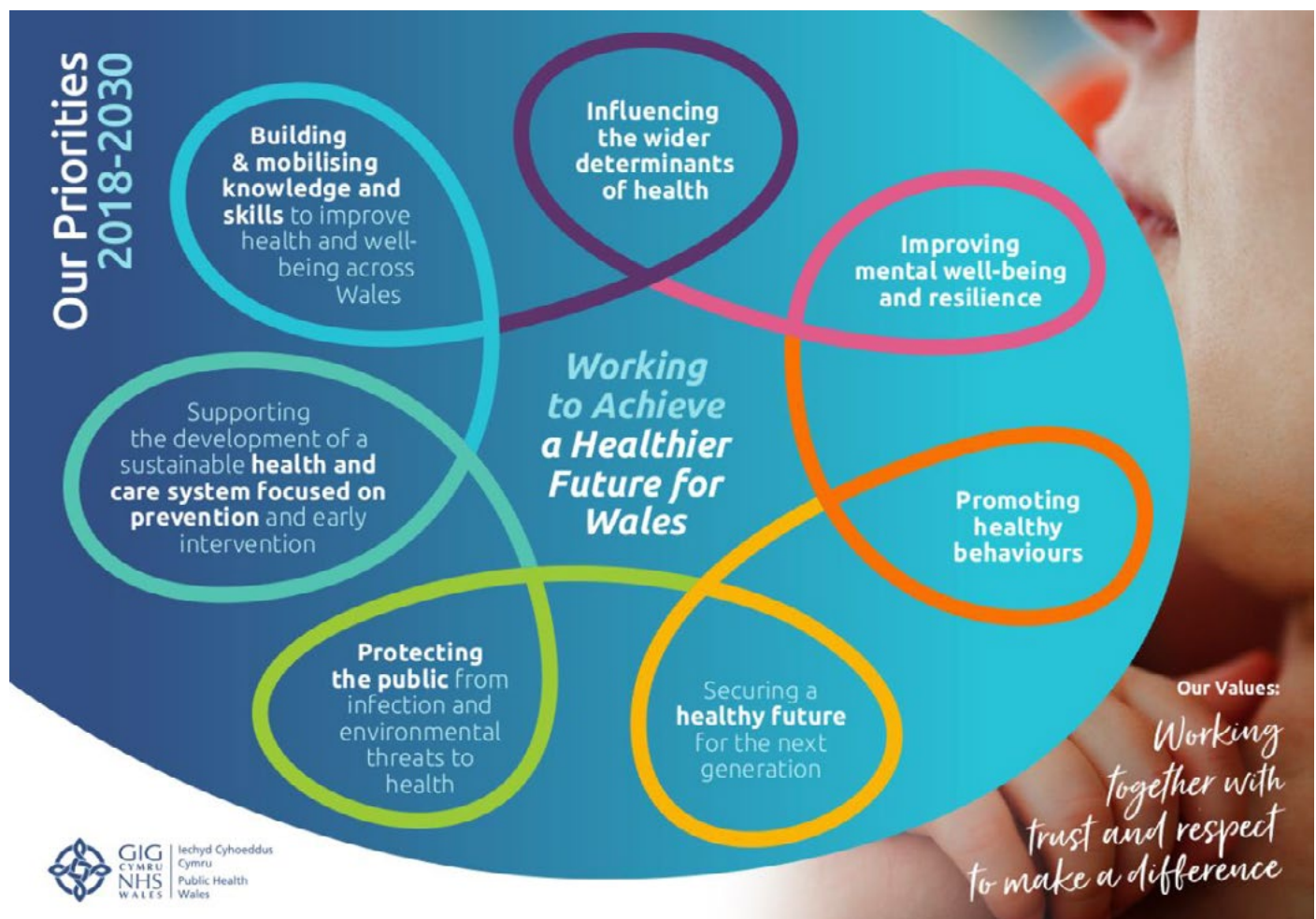
More information about our Strategic Equality Plan can be found [here](#).

4. Our Organisation

We are an all-Wales NHS trust. During the period covered by this report (April 2018 to March 2019), we employed just over 1800 people. Our staff work internationally, nationally and locally to provide a full range of public-health services.

Our vision is working to achieve a healthier future for Wales. We are committed to improving people's health and wellbeing and to reducing inequalities in health. We will continue to listen and learn from the people we serve, including people who have protected characteristics.

We have been working to fulfil the commitments of our Strategic Plan, which sets out how we will work for the people of Wales over the next three years. The plan focuses on continuing to improve our services so that they are high quality, safe, efficient and effective. We are committed to delivering the seven priorities shown below.



Our Strategic Plan

<https://bit.ly/2TBtaZT>

Annual Report

<https://bit.ly/3693Lt1>

Annual Quality Statement

<https://bit.ly/2tAQbBl>



5. Monitoring Our Progress

The Chief Executive Officer, together with our board, is responsible for making sure we meet our legal duties.

Our network of Equality Champions, which was set up during 2017, continues to help embed equality and report on progress within the departments. Individuals who have taken on this role on behalf of their department have a keen interest in taking equality forward; they provide and disseminate information and promote equality on a local basis.

In addition, Equality, Diversity and Inclusion is a standard item on the agenda for our People and Organisational Development Committee. This Board Committee is chaired by one of our Non-Executive Directors who is also appointed as the Board Equality Champion, ensuring that there is focus and support at a senior level.

5.1 Workforce Report

Public bodies must keep to their legal duties under section 149 of the Equality Act 2010. There are specific duties that they must meet, including reporting information about employment, training and pay.

This can include information about protected characteristics of our staff and the people who use our services, or evidence used to develop policies and guide our decision-making.

Collecting, using and publishing this information helps us to:

- understand the effect our policies, practices and decisions have on the public and staff with different protected characteristics;
- make sure we are not discriminating against people with protected characteristics;
- take steps to promote equality and encourage good relations within our organisation and more widely;
- identify our main equality issues;
- check that our workforce reflects the diversity of the Welsh population;
- make sure our staff understand the communities they serve;
- create a more open organisation to help to explain how and why we make our decisions; and
- share with the public our successes in supporting equality.

A full workforce report for the annual reporting period has been published alongside this report, as a stand-alone document.

6. Working Together

During 2018 - 2019 we worked with different communities across Wales to improve their experiences of the services we provide. The following sections highlight some of the work we have been involved with. The work undertaken has been reported by protected characteristic to show what has been done for each group.

6.1 Working with different abilities

6.1.1 Sensory Loss

To highlight Sensory Loss Awareness month in November, the Quality Nursing and Allied Health Professionals (QNAHP) Directorate arranged a film screening of Oscar award winning film *The Silent Child* followed by a question and answer session with two members of the deaf community on their experiences of health and wellbeing.

QNAHP Directorate organised three successful British Sign Language (BSL) taster sessions in Port Talbot, Mold and Cardiff, the result of which was the launch of a pilot BSL course to give 20 staff the opportunity to learn BSL to use inside and outside of work. People with sensory loss were highlighted as a group who experience acute health inequalities in the Equality and Human Rights Commission's ['Is Wales Fairer? 2018'](#) report.

All community and hospital based Help Me Quit staff were given the opportunity to attend a BSL taster session. This has led to two members of the community-based service signing up to BSL Level 1 online training.

Research into the links between deafness and wellbeing was commissioned by QNAHP to academics in Bangor University. Focus groups began in March 2019 with a publication date expected in autumn 2019.

6.1.2 Social Model of Disability

A 'Dygsu@Lunch' session on the social model of disability with guest speakers from Disability Wales, UCan Productions (theatrical company) and Learning Disability Wales, discussing how changes in health practitioners' attitudes can make a difference for disabled people, was held in January 2019.

In addition to the informal learning opportunity for staff, content for an NHS e-learning module on the social model of disability began development in collaboration with Disability Wales.

We worked with different communities across Wales to improve their experiences of the services we provide

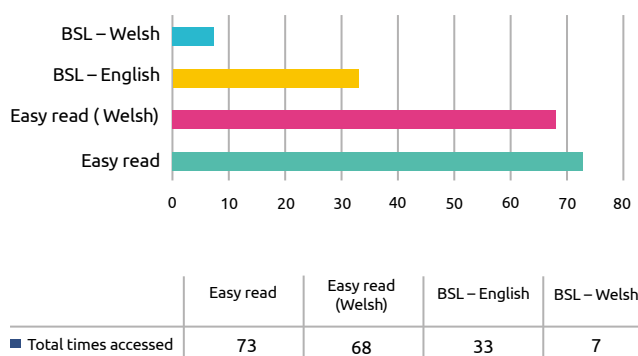


6.1.3 Influenza Campaign

As part of the 2018-2019 influenza campaign, the Vaccine Preventable Disease Programme (VPDP) created a flyer outlining eligibility for flu vaccination in a range of formats and languages. This was in an effort to make information accessible for all regardless of reading ability, or physical or sensory impairment.

The flyer was available in Welsh, English, large print (Welsh and English), easy read (Welsh and English), BSL (captioned in Welsh and English), braille and audio. The Public Health Wales (PHW) communications team was able to produce statistics on how many times these resources were accessed through the Curwch Flliw/Beat Flu website between October 2018 and March 2019. Unfortunately, data was not available for the English/Welsh standard flyer, the English/Welsh large print flyer, or the audio file. There were no requests for braille.

Use of accessible influenza vaccine eligibility information Oct 18 – Mar 19



VPDP also made equality and accessibility a focal point in one of the sessions at the Annual Influenza Programme Meeting 2019, which took place on 19 March. Jane Dyson (Specialist Nurse, Immunisations) gave a presentation on the importance of protecting people with a learning disability. Evaluation of the meeting showed that this presentation was positively received, and was praised for raising awareness of an under-discussed group. Sarah Morgan (Diversity and Inclusion Manager for PHW) also presented at the meeting on the importance of integrating the equality and diversity agenda into public health campaigns. Attendees welcomed the topic, and indicated they would have liked a longer session.

6.1.4 Accessible Information

In June 2018, VPDP took over leading on development of immunisation resources (such as posters and leaflets) as a responsibility from Welsh Government. One of the priorities identified within this work stream is to ensure that all new resources produced are accessible for all. As a result, the team is ensuring to take into account issues such as use of colour, contrast, font size and so on, and all resources are now reviewed against Plain English standards, to help achieve inclusivity. One new resource – an MMR poster – was printed on matt paper, as evidence shows this is better for individuals with a visual impairment.

During this reporting period, the Screening Division Core Public Information Group has undertaken a review of its public information strategy to ensure it reflects best practice guidance in relation to producing information, including accessible information. The revised strategy is expected to be approved during May 2019. A supporting toolkit for staff will also be developed to complement the new strategy. This is likely to be available shortly after.

Screening Division commissioned Learning Disability Wales and Sight Loss Cymru to undertake a review of screening invitation letters. Screening programmes have been reviewing their invitation letters to make them more accessible to service users. This work is ongoing, as programmes are at different stages of development, but all programmes are working to the recommendations of the report to inform the revised letters.

6.1.5 New Resources

A range of accessible information has been developed by Screening Division. Accessible information includes:

- HPV Easy Read – Having a smear test and testing for a virus called HPV
- CSW About your cervical screening (smear test) leaflet <http://www.cervicalscreeningwales.wales.nhs.uk/sitesplus/documents/1032/cervical%20screening%20booklet%20low.pdf>
Accessible versions <http://www.cervicalscreeningwales.wales.nhs.uk/accessible-information>
- BSW invitation leaflet and accessible versions
- Accessible GP monitor slides (for use in GP practices)

6.1.6 Learning Disability Project

The PHW Screening Engagement Team has undertaken a piece of work to obtain insights from:

- people with a learning disability;
- health professionals who support people with a learning disability; and
- Screening Division staff.

The purpose of this work was to identify any barriers to screening throughout the participant pathway. Final reports with recommendations are being considered by Screening Division. This work will be ongoing.

6.1.7 Annual Health Checks for People with a Learning Disability

To support the uptake and quality of annual health checks (AHCs) for people with learning disabilities, the learning disability improvement team commissioned Learning Disability Wales to develop easy read AHC invitation letters and an easy read information resource pack for use by primary health care colleagues to support the delivery of AHCs.

In partnership with health boards a training pack has been developed to improve the knowledge and understanding of primary care colleagues about the health inequalities and health issues affecting people with learning disabilities. The training modules include:

- Addressing health inequalities
- The legal and ethical framework
- Communication
- Understanding the unique needs of people with a learning disability

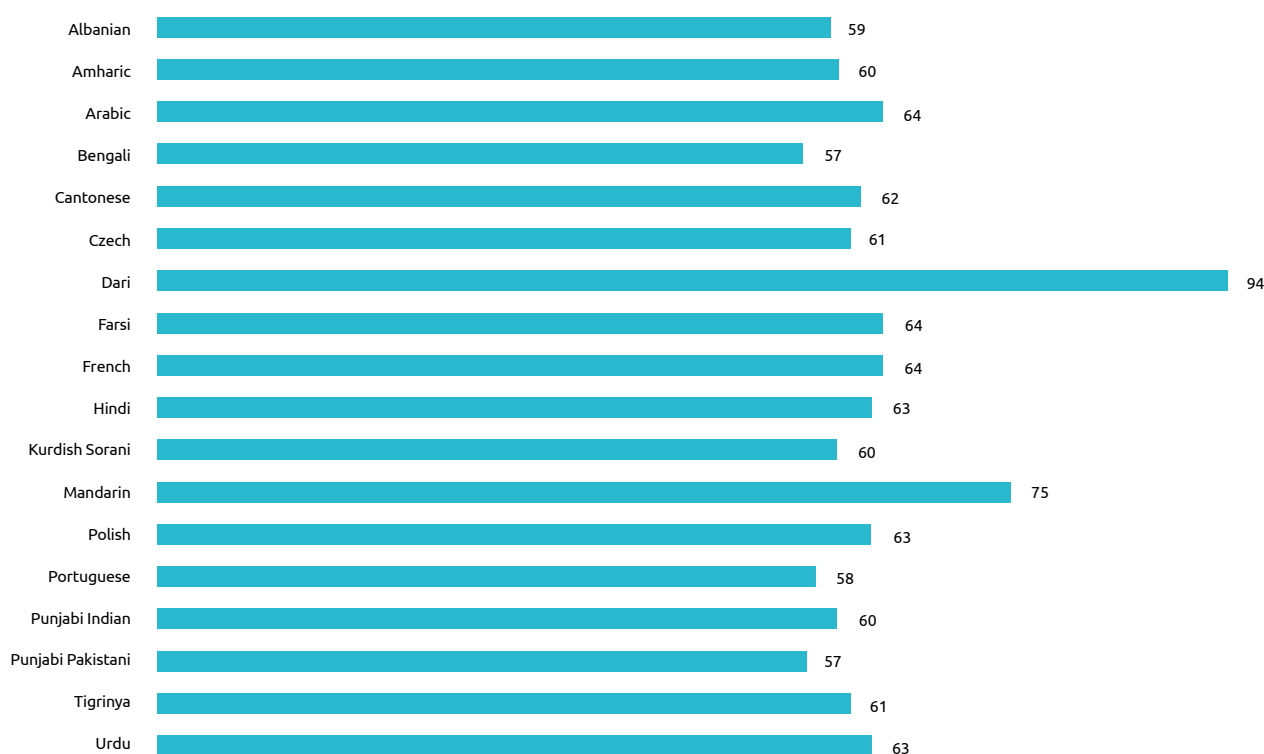
6.1.8 Breast Test Wales Leaflet for Carers and Family Members

Breast Test Wales has developed a leaflet for family members and carers of people who do not have the capacity to consent. The leaflet provides practical information on how to establish consent in these cases. It also provides information on what is required in order to undertake an examination.

6.2 Connecting with Minority Ethnic Communities

As part of the 2018-2019 influenza campaign, the VPDP created a flyer outlining eligibility for flu vaccination in a range of formats and languages. As well as in English and Welsh, the flyers were available on www.curwchffliw.org and www.beatflu.org in the following languages: Albanian, Amharic, Arabic, Bengali, Cantonese, Czech, Dari, Farsi, French, Hindi, Kurdish Sorani, Mandarin, Polish, Portuguese, Punjabi Indian, Punjabi Pakistani, Tigrinya and Urdu. The PHW communications team was able to produce statistics on how many times these resources were accessed through the website between October 2018 and March 2019, shown in the graph below:

Total downloads of influenza vaccine eligibility information in a range of minority languages Oct 18 – Mar 19



**Suggested initiatives to
create opportunities for
BAME women to gain
experience in the workplace.**



6.2.1 Barriers to Employment

A member of staff from Women Connect First was seconded to the QNAHP Directorate to develop webpages for the PHW website. This included work on the specific barriers to employment Black, Asian and Minority Ethnic (BAME) women in Wales face and suggested initiatives to create opportunities for BAME women to gain experience in the workplace.

6.2.2 Women Connect First: Community Education

The PHW Screening Engagement Team continues to work with Women Connect First in south-east Wales to increase knowledge and education of screening within its BAME community. A number of community education sessions have been run with women from the local community, with further work planned.

6.2.3 ESOL: E-Learning Package

In September 2018, Cardiff and Vale College, working in partnership with Velindre Cancer Centre and the PHW Screening Engagement Team, launched the UK's first Health and Cancer Awareness Resource for BAME communities. The launch was positively endorsed by the Minister for Health and Social Services, Vaughan Gething. The ESOL+ Health and Cancer Awareness Resource is a series of educational tools for BAME communities, which are incorporated into ESOL classes.

The resource aims to address health inequalities among BAME communities in Wales by raising awareness of health matters including healthy eating, cancer prevention and the range of health services available.

6.2.4 Cancer Prevention Research Study: Roma, Gypsy, Traveller Community

The Public Health Wales Screening Engagement Team is working in collaboration with Swansea University to undertake a research project which focuses on cancer prevention within the Roma, Gypsy and Traveller community. This qualitative research study is under way and is expected to be completed during 2019. It is anticipated that the findings of this work can be used within the division to establish better engagement with the Roma, Gypsy and Traveller community and to look at evidence-based interventions which could be adopted to improve uptake of screening.

6.2.5 Transcultural Medical Students Project

Following on from the success of a 2018 project, where transcultural medical students produced a video aimed at raising awareness of screening within BAME communities, the PHW Screening Engagement Team has once again been working with the students in south-east Wales. This year the students have undertaken an evidence-based initiative to improve uptake in non-attenders for screening. The students have been working with GP practices within local BAME communities.

6.2.6 Peer Education Programme

As part of the peer education programme, Screening Champion Training has been held with the Chinese community in south-west Wales. The purpose of this training is to increase knowledge among prospective service users, and to educate and inform them about available screening.

6.2.7 Barriers to Screening in the Polish Community

Insights work is also currently being planned with the Polish community in north Wales. Project plans have been developed with focus groups expected to be delivered in May 2019 with members of the Polish community. It is anticipated that insights from this work will help in shaping a suitable communication and engagement plan to support screening within this community.

6.2.8 MegaFOCUS (Minority Ethnic Groups Association for Ophthalmic Care Uptake and Service Improvement)

Diabetic Eye Screening Wales (DESW) continues to participate in the MegaFOCUS Advisory Group, which aims to improve access to eye health services by **members** of Wales' minority ethnic communities. DESW will be supporting the Ethnic Minority Health Fair in 2019, engaging with attendees to discuss the screening process and support increased uptake.

6.3 Improving Health during Pregnancy and Maternity

During 2018–2019, working in partnership, Betsi Cadwaladr University Health Board (BCUHB) and the Local Public Health Team developed a North Wales Infant Feeding Strategic Plan. This is a high-level strategic plan designed to set out the vision to create a supportive culture in north Wales that enables all parents to make the choice about infant feeding in an informed way that optimises nutrition and helps develop close, loving relationships with their baby.

Giving every child the best start in life is crucial to reducing health inequalities across the life course. The foundations for virtually every aspect of human development – physical, intellectual and emotional – are laid down in early childhood. There is substantial and robust evidence demonstrating short- and long-term health benefits of breastfeeding to mothers and infants and of the benefits of complementary feeding from 6 months old.

The United Kingdom has the lowest breastfeeding rate at 12 months in the world, and only 1% of babies are breastfed exclusively at 6 months. Wales has the lowest initiation and continuation rates in the United Kingdom, and this is reflected within BCUHB.

The Infant Feeding Strategic Plan is intended as a driver for action for all staff groups within the Health Board whose work impacts on the first year of a child's life. The strategic plan has been developed in accordance with various key policy drivers, evidence base and best practice at world, national and local level, in particular for preconception, antenatal care, at birth and postnatal. The plan also embraces the Welsh Government's recommendation for future service provision whilst taking on a prudent approach to support the increase in breastfeeding rates in Wales, thus promoting initiation and continuation of breastfeeding, and removing barriers to breastfeeding.

The benefits of breastfeeding for the short- and longer-term health and wellbeing of babies and mothers are well known and linked to prevention of major inequalities. In order for the group to assess the impact of the strategic plan on service users, carers, staff and the local communities and to assess how things will get better for all mothers and babies in north Wales – considering access to information and services, and how the information and support is received – the strategy was informed by an Equality Impact Assessment (EqIA) and a separate Health Impact Assessment. As part of the strategy's development, the group also considered the views of mothers from the Infant Feeding Survey 2010 and the North Wales Maternity Services consultation.

In March 2019, over 120 people attended the launch of the Health Board's Infant Feeding Strategic Plan, the first of its kind in Wales. A wide variety of public sector and third sector staff as well as parents attended the event. It was a great opportunity to share learning to ensure families in north Wales are given the best advice and support on nurturing and feeding their babies.

Feedback about the event has been very positive from both the delegates and those who presented on the day. Resources can be found here:

<http://www.wales.nhs.uk/sitesplus/861/page/85325>
(English)

<http://www.wales.nhs.uk/sitesplus/861/tudalen/85740>
(Cymraeg)

6.3.1 Maternity Services and the Influenza Campaign

The VPDP developed flyers and stickers that the maternity services use at antenatal booking clinics and antenatal clinics to promote awareness of the benefits to pregnant women of flu and pertussis vaccines. These flyers were available bilingually in Welsh and English. The VPDP also ran a point of delivery survey over a five-day period in January 2019, in order to monitor how many pregnant women recalled being offered influenza and pertussis vaccinations during pregnancy, and also how many pregnant women took up that offer.

6.3.2 Down's Syndrome, Edwards' Syndrome and Patau's Syndrome Public Information Review

Plans are under way with Antenatal Screening Wales, who are planning to undertake a review of their public information on Down's syndrome, Edwards' syndrome and Patau's syndrome. This information is available to pregnant women in Wales and aims to assist them in making decisions about which antenatal screening tests to have. Participants are being recruited to attend focus groups and be interviewed as part of the review. Once this work is complete feedback and any recommendations will be considered by Antenatal Screening Wales.

6.4 Removing Barriers for LGBT+ People

The VPDP provides guidance on the human papillomavirus (HPV) vaccination programme for men who have sex with men (MSM). MSM are a group at high risk of HPV infection and associated disease, who receive very little indirect health benefit from the current HPV vaccination programme for adolescent girls. From 1 April 2017, a targeted HPV immunisation programme was offered in sexual health clinics to MSM up to and including 45 years of age, and also to those at similar risk of HPV infection based on clinical judgement.

6.4.1 Stonewall

PHW once again participated in the Stonewall Workplace Equality Index. We were placed 173rd out of 445 organisations taking part nationally, a jump of 165 places, which clearly indicates the progress that has been made.

Taking part in this benchmarking exercise has helped to identify where we can improve, and we continue to work through the action plan that has been developed to enable this. We look forward to seeing improvements in the following years.

The organisation also attended Pride events in Swansea and Cardiff, giving out information on Screening Services, Help Me Quit and vaccination programmes. This provided an important opportunity to engage with the LGBT+ Community.

6.4.2 LGBT+ Youth Homelessness

During 2018–2019 PHW was represented by a member of the policy team on End Youth Homelessness Cymru's LGBTQ+ Youth Homelessness Task Group, which oversaw and steered research into LGBTQ+ Youth Homelessness. The draft report has just been finalised with publication due in the coming months.

6.5 Making sure vital information reaches Transgender people

The Screening Engagement Team is continuing to distribute transgender information resources. These resources are available from the Screening for Life website or on request from the Screening Engagement Team.

Transgender Resources

<http://www.screeningforlife.wales.nhs.uk/sitesplus/documents/1129/Trans%20screening%20v2%20English%20250516.pdf>

6.5.1 Transgender Public Information Review

Plans are currently under way to review the transgender information resources. It is expected that this work will be completed during 2019.

The QNAHP Directorate continued to develop an NHS Wales e-learning module on trans health, in collaboration with several advocacy groups.





6.6 Supporting health in all age groups of our populace

As part of the 2018–2019 Influenza campaign, the VPDP focused for 2 weeks on communications with those aged 65 and over. In a different fortnight, the Influenza campaign focused on communicating with the parents of children aged 2–10 years. Utilising different language, terminology and messaging aimed at different groups helps to increase messaging resonance with target groups. These communication methods included social media, traditional advertising and engagement with third sector organisations. Surveillance team epidemiologists and information analysts monitored influenza vaccination uptake for these different age groups and reported the figures on a weekly basis. In addition to monitoring influenza vaccine in specific age groups, the surveillance team also monitored vaccine uptake for the shingles vaccine in eligible patients over age 70, and eligible pneumococcal (PPV) patients over age 65. The team also monitored childhood immunisation throughout the year, and published the uptake data in quarterly and annual COVER reports.

In 2018–2019, the VPDP targeted a hard to reach age group to encourage uptake of MenACWY vaccine in 16–24-year-olds. A dedicated webpage is in place for this age group at <https://www.menacwy.co.uk/>, and the team produced two new posters specifically aimed at this group. They also developed a physical 'frame' that mimics an Instagram post, to promote engagement amongst 16–24-year-olds. The surveillance team monitored uptake of the vaccine.

6.6.1 Working with Schools

The Gwynedd Healthy Schools Scheme commissioned Welsh Language Children's Laureates Anni Llŷn and Casia Wiliam to write about sensitive health and wellbeing issues that matter to young people.

The resulting volume of poetry, *Dim Ffaltar* (No Filter), is a compilation of Welsh language poems dealing with a range of topics including female genital mutilation (FGM), pornography, islamophobia and sexual exploitation. Diversity is a key topic in this progressive work; the *Dim Ffaltar* resource is accompanied by lesson activity suggestions for Key Stage 3 pupils and was launched in Gwynedd in September 2018 to support schools to facilitate learning on various sensitive issues.

6.6.2 Over 70s: Breast Screening

Routine breast screening is offered to women between the ages of 50 and 70 every 3 years. Women beyond the age of 70 may continue to attend breast screening in Wales by requesting their own appointment(s). At the request of Welsh Government, Breast Test Wales has undertaken a piece of work to evaluate the current breast screening service available to women aged over 70 years. Breast Test Wales will await the outcome of the AgeX trial in England, which is looking at the risks and benefits of breast screening over the age of 70.

6.6.3 Age Extension: Bowel Screening

Following the phased implementation of the Faecal Immunochemical Test (FIT) in Wales, Welsh Government asked PHW to model the options to our optimise bowel screening programme, as recommended by the UK National Screening Committee. The modelling included both elements of optimisation as well as the possible implications of lowering the age for bowel screening from 60 to 50 years old, and lowering the sensitivity threshold of FIT. Work to implement the age extension for bowel screening will commence once the Welsh Government gives the formal approval for the recommended option. This option sets out plans to start age extension in April 2020 and to fully implement it by March 2022.

6.6.4 Screening for Life Campaign

Screening Division held its annual Screening for Life social media campaign during July. This particular campaign targeted people accessing screening for the first time. Evidence suggests that individuals who are invited and attend for screening are more likely to keep attending when re-invited. Facebook optimisation was used to target specific age groups in geographical areas which have low uptake of screening. The campaign had an overall reach of over one million users. Programmes received over a hundred comments during the course of the campaign month.

6.6.5 Believe in Every Child

The Positive Approaches to Behaviors that Challenge conference was held in March 2018 in partnership with Learning Disability Wales and All Wales Challenging Behaviour Community of Practice. The main theme of this conference was to help key stakeholders mainly involved in education in Wales to identify and reduce restrictive practices by understanding alternative positive approaches to promote children's and young people's wellbeing, learning and development. Feedback from this event has been used to inform all-Wales policy development.

6.6.6 Cervical Screening Wales: HPV Implementation and Love Your Cervix Campaign

In September 2018, Wales became the first UK nation to fully adopt high-risk HPV testing as the first test carried out on every cervical screening sample. If high-risk HPV is found, the sample will be checked for cell changes. This is a more sensitive and effective screening test.

Young women have been targeted in a social media awareness campaign called #loveyourcervix. The campaign has aimed to encourage women in the 25–29 year age group to attend their cervical screening appointments. The social media content has focused on addressing embarrassment, fear and lack of awareness, which are often the reasons why women do not attend their appointments. Initial analysis has shown a high level of engagement, with over 350,000 Facebook impressions.

Bangor University was commissioned for a series of reports making the economic argument for investing in prevention at different stages of the life course. [Living well for longer: The economic argument for investing in the health and wellbeing of older people in Wales](#) was published in August 2018.



6.7 Providing appropriate health interventions

The VPDP has been closely involved in the planning for the rollout of a 'universal' gender-neutral HPV vaccine campaign. The vaccine has previously only been available for girls but going forward will be available for all pupils in school years 8 and 9. Next year, the team anticipates being able to report on uptake of this vaccine.

6.7.1 Cervical Screening Younger Women's Project

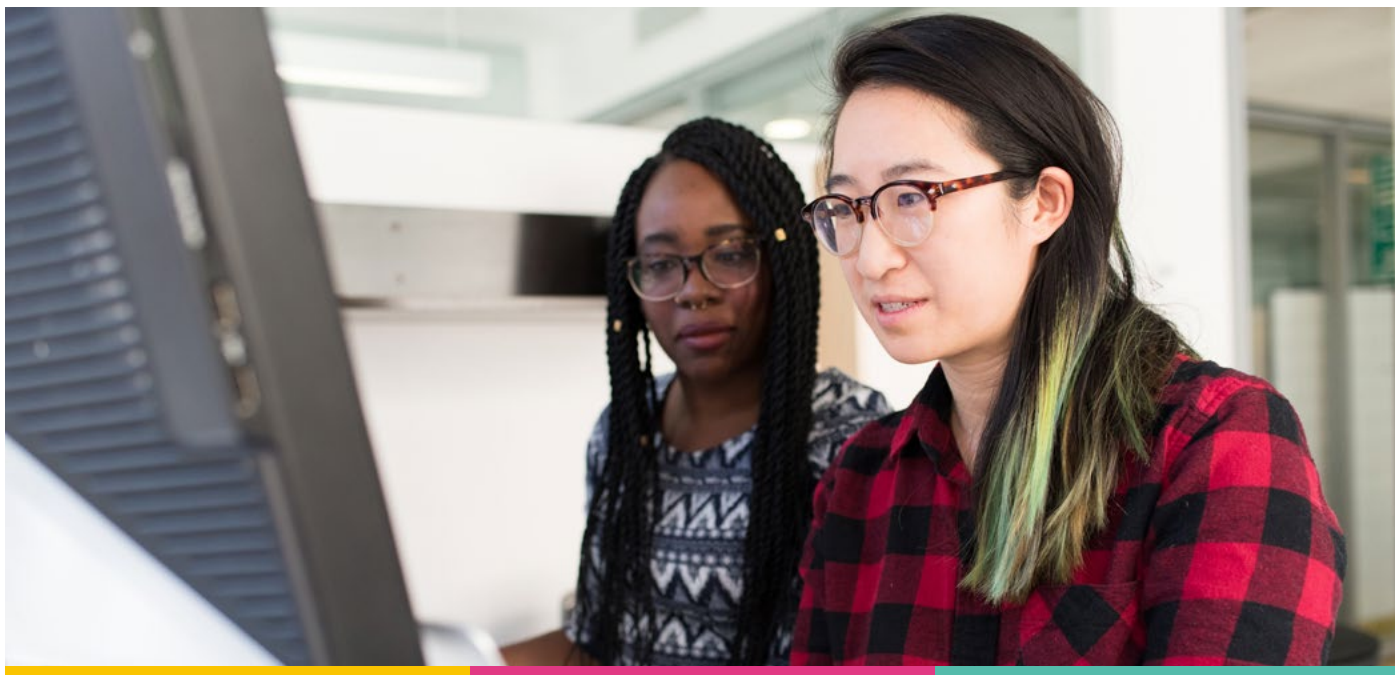
The PHW Screening Engagement Team undertook insights work on behalf of Cervical Screening Wales to better understand the barriers to screening for younger women. A blended engagement approach was undertaken, with over 300 women taking part in the review. Participants came from a range of disciplines and backgrounds including working women, women from BAME communities, women from socially deprived areas and women with communication needs. Findings from this work are being considered by Cervical Screening Wales.

6.8 Improving our understanding of the needs of different Faith groups

In March 2019, the QNAHP Directorate arranged a tour for staff at PHW to visit four places of worship around Cardiff. The visits to a Hindu temple, a mosque, a Buddhist centre and a Sikh gurdwara, and conversations with followers of the faith, helped the group to understand potential ways to overcome the barriers to accessing health services that some faith groups face.

6.8.1 Vaccines

The VPDP integrates information on vaccines and porcine gelatine into all immunisation leaflets produced. This is pertinent to some religions and beliefs, and support has included ensuring that up-to-date balanced information is available for clinicians and those delivering the service, and is integrated into public-facing resources such as leaflets.



7. Other Work to Further Equality

In addition to addressing the protected characteristics, further work was undertaken to further equality. This is captured below.

During 2018 - 2019, the Local Public Health Team supported Betsi Cadwaladr University Health Board (BCUHB) to develop a Strategic Immunisations Plan, the first of its kind for the health board and, as far as we are aware, the first in Wales.

Vaccination represents one of the most cost-effective public health interventions available, and the Strategic Immunisations Plan for BCUHB outlines how the health board and primary care providers will protect and improve the health of the population through maximising the uptake of vaccines for eligible groups across the life course.

The population of north Wales has varied and diverse needs, with some of our communities and population groups requiring additional consideration and support to address their needs. Recognising that inequalities in health can result by not considering the specific needs of these groups, we undertook a Health and Equality Impact Screening session on the draft strategic plan. Participants included members of the health board, the Local Public Health Team and third-sector organisations working with equality groups. The group used PHW's integrated Health and Equality Impact Assessment to undertake the screening session, and the following recommendations were put forward:

- Develop a comprehensive engagement and communication plan to promote and raise awareness of immunisation programmes across north Wales.
- Strengthen current collaborative work with key partners across the health board and extend joint collaborative working to promote vaccination to third-sector organisations, education and social care, and private sector.
- Engage with different community groups and groups with different needs identified as priority groups in the impact assessment to identify barriers towards immunisation uptake and opportunities to improve uptake.
- Ensure public-facing information is available in accessible format to meet the individual needs of service users with sensory loss, learning disability and low literacy level.
- Ensure the inclusion and involvement of service users as appropriate, e.g. in area immunisation groups or as part of the strategic immunisations group.
- Scope possible expansion of funding to schools and nurseries to improve uptake through promotion, training, awareness and availability of vaccination by school nurses.

The plan now is to undertake targeted engagement work with priority groups in response to the above findings of the Health and Equality Impact Assessment.



The population of north Wales has varied and diverse needs.

7.1 Prisons

The Wales Abdominal Aortic Aneurysm Screening Programme (WAAASP) and Diabetic Eye Screening Wales (DESW) have both delivered screening clinics on site in HM Prisons Parc, Usk, Prescoed and Berwyn during 2018–2019.

Bowel Screening Wales (BSW) has also undertaken bowel screening within Parc, Usk and Prescoed prisons during 2018–2019.

Research/data analysis was undertaken, to investigate the prevalence of latent TB in men in prison. Findings informed a report to Welsh Government and the recommendations made by the All Wales TB Group. A journal article based on this work was also published in the *Journal of Public Health*.

7.2 Safeguarding

The National Safeguarding Team developed principles for good working practices to be used by chaperones during intimate examinations or procedures within NHS Wales.

The work was developed using the five ways of working embedded in the principles of the Well-being of Future Generations (Wales) Act 2015. An Equality Impact Assessment (EIA) ran in parallel with the work to ensure that the views of our protected communities were taken into consideration, and evidence was collected in support of this. A dip sample approach to engaging with the wider population was used to gain their views with regards to chaperone for intimate procedures, to ensure that the voice of the patient was always heard.

7.3 Bowel Screening Wales (BSW) Faecal Immunochemical Testing (FIT) Implementation

BSW was asked by Welsh Government to implement a new bowel test kit in Wales. Prior to the new kit being introduced a series of engagement exercises was undertaken with equality-based organisations and diverse communities to shape and inform implementation plans. Insights from this work assisted in informing the supporting Equality Impact Assessment and public information developments. The new test is being phased in with full implementation expected in summer 2019.

7.4 Supporting National and Organisational Work Streams

The Screening Division attends and contributes to a number of national and organisational work streams including:

- **Senior Implementing Officers Working Group** – this focuses on sensory loss, in particular the implementation of the sensory loss standards. This year the group has been working to implement a system to capture the communication needs of people with sensory loss with a focus being on primary care.

- **National Steering Group for Better Outcomes for People with a Learning Disability** – this group focuses on working to improve health and services available within primary, secondary and tertiary care.
- **PHW Consent Working Group** – this group has been involved with the development of the new trust consent policy. Programmes have been implementing the new policy within the Division. Some staff have had training on the Mental Capacity Act, but further training is to be offered so that all frontline staff have received training relating to mental capacity.

7.5 Adverse Childhood Experiences (ACEs)

Research was undertaken that aimed to explore the relationship between adversity in childhood and later risk of homelessness, as well as to explore perceptions of the opportunities for early intervention. The report on this work, [Voices of those with lived experiences of homelessness and adversity in Wales: Informing prevention and response](#) (published in 2019), also considers additional factors such as sexual orientation and ethnicity in the relationship between services and children.

7.6 People Seeking Sanctuary

We worked with Swansea University to complete the [Health Experiences of Asylum Seekers and Refugees in Wales](#) (HEAR) study, which includes ten recommendations to improve the health equity of people seeking sanctuary. The Executive Summary was translated into Arabic to make the findings more accessible to more sanctuary-seeking communities.

7.7 Publications

The following reports were also published:

- [Public health outcomes framework \(2018\)](#)
- [Health and its determinants in Wales \(2018\)](#)
- [Cancer incidence in Wales, 2001-2016](#) (published January 2019)
- [Living well for longer: The economic argument for investing in the health and wellbeing of older people in Wales](#) (published August 2018)
- [Cancer mortality in Wales, 2001-2017](#) (published November 2018)
- [CARIS Review 2018](#) (published November 2018)





**We will continue to develop
an inclusive culture within
the organisation.**

8. Conclusion and forward look

Our revised Strategic Equality Plan has now been in place for three years, and we continue to work towards meeting our objectives for the fourth and final year for this Strategic Equality Plan. We will also be going out to consultation to develop and agree our next strategic equality plan, a set of new objectives and an action plan to underpin them which will cover April 2020 to March 2024.

Our teams will continue to work in the community with the people who use the services we provide, and we will continue to develop an inclusive culture within the organisation, through the development of our staff diversity networks, and reviewing our practices to ensure we are creating a great place to work.

The revised Strategic Equality Plan (2020 – 2024) will contain details of how we plan to achieve our revised objectives over the four year period, and will continue to further embed equality within our plans so that we properly consider and monitor the effects and outcomes of our work on people with protected characteristics. We will support innovation, encourage good practice and challenge poor practice. All of this will be done in partnership with people from protected groups.

Any future legislative requirements will also be incorporated into the new plan as they are enacted.

In doing all of these things we will strengthen how we work, and truly demonstrate our commitment to the people we serve.





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