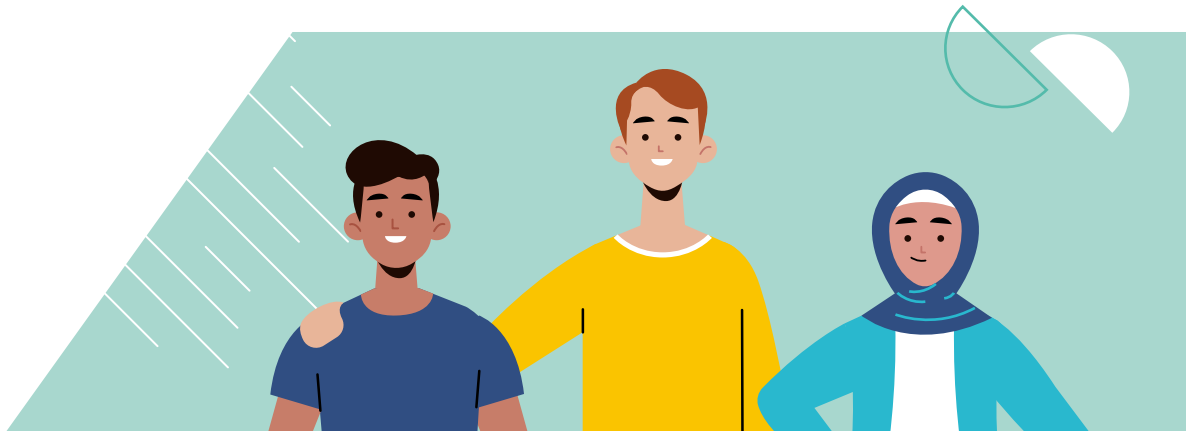




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Annual Equality Report 2019 - 2020





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Executive Summary

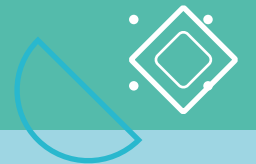
Welcome to our Annual Equality Report, which covers the reporting period 1 April 2019 to 31 March 2020. This report looks at the work that the organisation has done during this period to further advance equality, and work with diverse communities. We have continued to make progress over the last year, and remain committed to further improving our work on equality.

This report highlights some of the work we were involved in during 2019-20 that promotes equality and human rights more widely, and the involvement and consultation we undertook to develop our new Strategic Equality Plan which will cover April 2020 – March 2024. 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.

The last few weeks of the period covered by this report saw the organisation mobilise quickly in order to be at the centre of Wales' response to the global Covid-19 pandemic. This involved rapidly implementing changes in order to set up a 24 hour contact centre which was operating seven days a week, setting up testing centres across Wales, coping with a massive increase in demand for testing in our laboratories and wide scale communication of information and surveys across different communities and population groups. The scale of change was unprecedented, with staff rising to the challenges of adapting to new roles and ways of working within weeks.

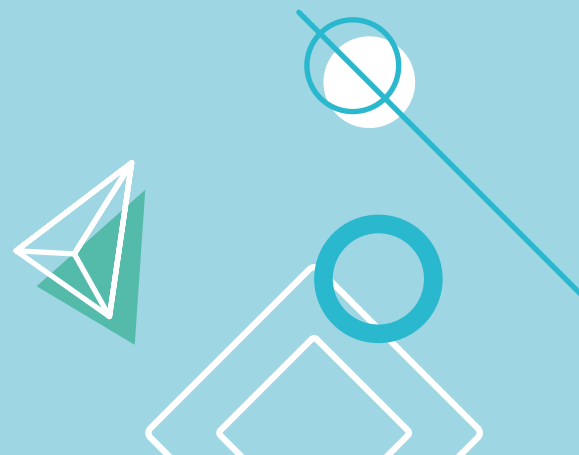


01. Introduction



This Equality Report covers the period 1 April 2019 to 31 March 2020. During this period, we spent a lot of time and effort considering how we can strengthen our commitment to equality, and working with different stakeholders to develop our Strategic Equality Plan for 2020-2024, so that we can continue to build on our existing achievements.

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.





02. 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.



03. 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, which are shown below. During this year, work has been underway to develop a new set of objectives with our partners, to cover 2020-2024. These will build on the good foundation built by achieving our previous strategic Equality Objectives.

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

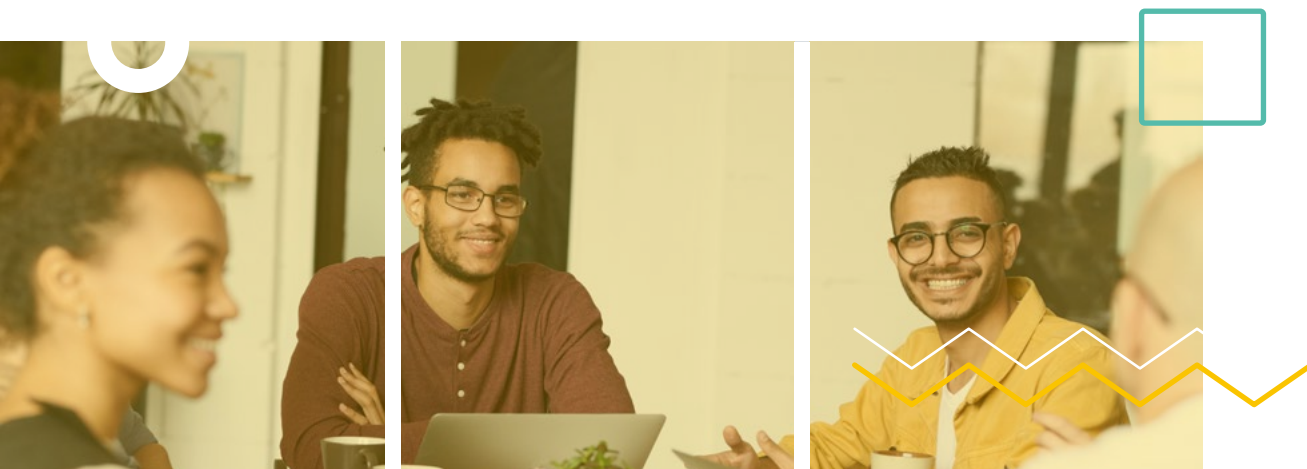
Build a closer working relationship with other public-sector partners to improve how we gather and analyse information.

Objective 5

Be recognised as a fair, inclusive and innovative employer.

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

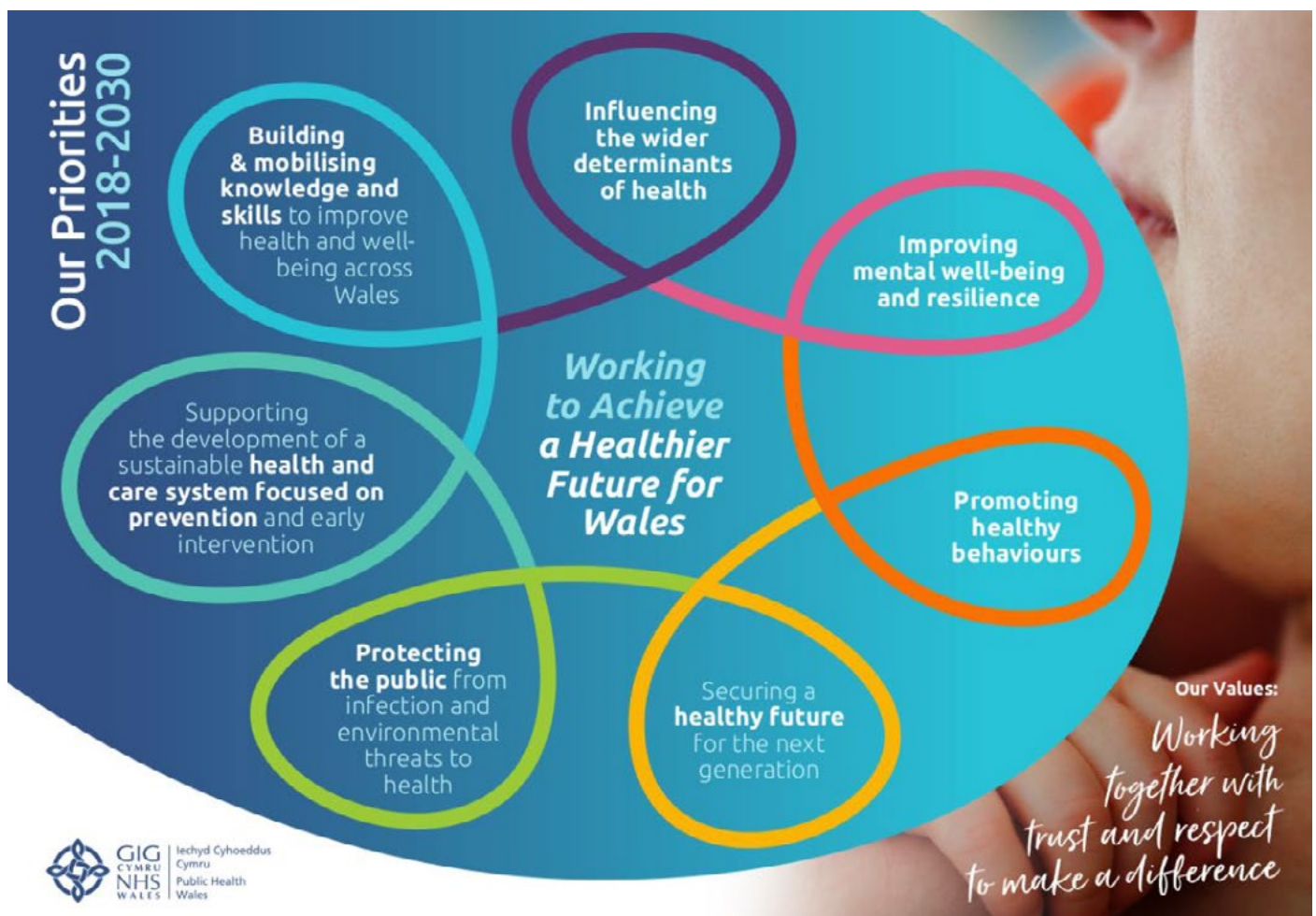
More information about our Strategic Equality Plan can be found [here](#).



04. Our Organisation

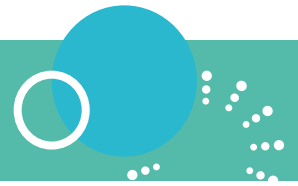
We are an all-Wales NHS trust. During the period covered by this report (April 2019 to March 2020), we employed just over 1900 people. Our staff work internationally, nationally and locally to provide a full range of public-health services.

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 2 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.





05. 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, our People and Organisational Development Committee receive regular updates as Equality, Diversity and Inclusion is a standard item on their agenda. 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.



We are here to drive and facilitate the “Improving Lives” health objectives

06. Working Together



During 2019–2020 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 Learning Disability Awareness Training

Learning disability awareness training was delivered to front line screening staff from all programmes across Wales. The tailored training package was developed by Cardiff People First and was delivered by people with a learning disability. The training aimed to increase awareness of the barriers people with a learning disability experience when accessing health services and how services can make reasonable adjustments to improve access. The training was delivered following recommendations from the learning disability service evaluation carried out by the Public Health Wales’ Screening Engagement Team.

6.1.2 Learning Disability Health Improvement Team

The ‘Learning Disability Improving lives Programme’ (Welsh Government, 2018) is a transformation programme that supports ‘Prosperity for All’ (2017). The programme has identified five priority areas to address inequalities and improve the lives of people with learning disability. The five themes identified are early years, housing, social care, health, education and employment. Improvement Cymru’s ‘Learning

Disability Health Improvement’ Team were established in the Summer of 2019, with the role of focusing on the health objectives, as outlined in correspondence from the Chief Nursing Officer. The ‘overall aim is to reduce the disproportionately high level of health inequalities suffered by people with a learning disability, including reducing avoidable and preventable deaths and increasing wellbeing and quality of life’:

The Learning Disability Health Improvement Team are made up of six specialist Learning Disability health care professionals from Health Boards across Wales, as well as academia. The majority of team members stated in role from summer 2019 in secondments the length of the project, finishing in March 2022. The team’s vision, is as follows:

- We are here to drive and facilitate the “Improving Lives” health objectives.
- We will work with our partners to create sustainable improvements in the health and wellbeing of people with a learning disability.
- This will be enabled by authentic co-production and quality improvement practice.

The first few months of the team undertook extensive networking and scoping of existing Learning Disability health services across Wales. The team then completed a series of Engagement Events across Wales, launching the programme and gaining insights from hundreds of health and social care professionals from across Wales. The team also attended a number of key conferences engaging with third sector stakeholders and undertaking interviewing with service users themselves. The team also presented posters at the Improvement Cymru conference. Whilst the work plan is being driven by the Improving Lives Programme, the engagement events enabled the shaping of objectives into quality improvement plans. The team has work plan activity, in four interconnected streams, namely: Physical Health; Health Equality Framework; Children and Young People; Specialist Services; together with the pan-work stream activity. At the end of March 2020 the team were due to hold our inaugural Learning Disability Leaders collaborative, the aim of this event was to share thematic findings from the Engagement Events and present work plan details, including pieces of commissioned work coproduced with the University of South Wales. This event was cancelled due to the increasing impact of COVID19.

6.1.3 Influenza Campaign

As part of the 2019-20 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, physical or sensory impairment.

The flyer was available in Welsh, English, large print (Welsh and English), easy read (Welsh and English), British Sign Language (captioned in Welsh and English), and audio. Due to constraints with the new Public Health Wales internet site, usage data was not available.

6.1.4 Accessible Information

In 2019-20, the HPV vaccination programme saw the introduction of a universal HPV vaccine – expanding the programme to include boys in school years 8 and 9, alongside the existing programme for girls. In developing a suite of resources to accompany the programme expansion, the Vaccine Preventable Disease Programme developed an Easy Read leaflet (Welsh and English) to provide ease of access of information to young people with learning disabilities.

Screening Division launched its updated Public Information strategy and supporting toolkit. Both documents provide comprehensive best-practice guidance on producing high-quality information, including accessible formats.

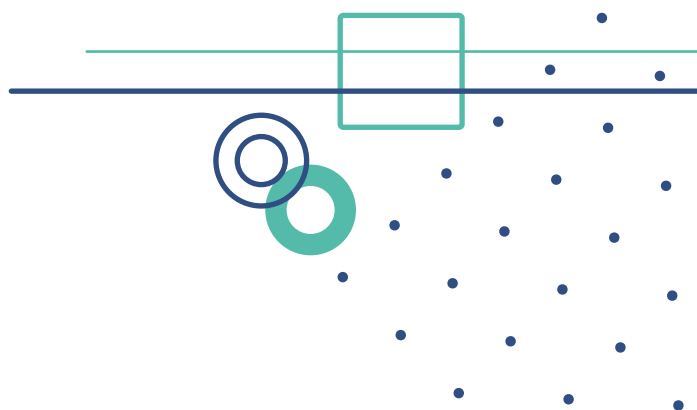
The Screening Engagement Team is conducting a comprehensive review of the programme Easy Read information resources. An engagement review with a wide range of partners from disability and BAME organisations is taking place to inform the development. The new resources will be launched in 2020.

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. Vaccination represents one of the most cost effective public health interventions available.

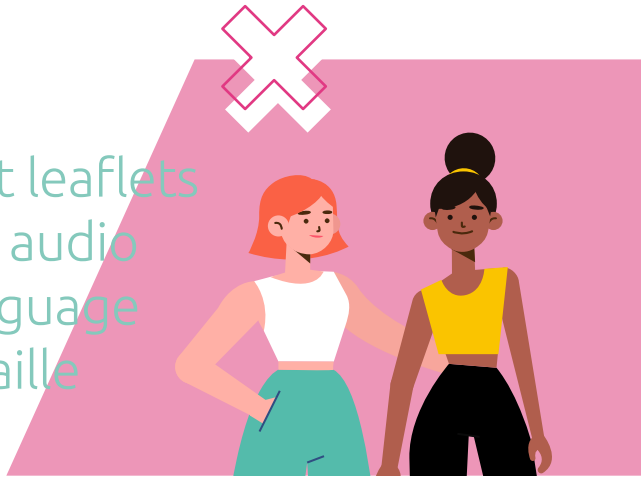
Recognising the diverse needs of the population of North Wales, the Public Health Team undertook a Health and Equality Impact Screening session on the draft Strategic Plan. Participants included members of the Health Board, Local Public Health Team and Third Sector organisations working with equality groups. The group used Public Health Wales' integrated Health and Equality Impact Assessment tool to undertake the screening session. This led to a number of recommendations, including the availability of accessible information resources, engagement with different community groups to identify barriers towards immunisation uptake and the development of a comprehensive engagement & communication plan to promote and raise awareness of immunisation programmes across North Wales. All of the EqlA recommendations made an integral part of the subsequent action plan, which was developed to implement the strategy.

Help Me Quit, our smoking cessation advice line, have ensured the service is available for deaf or hard of hearing by communicating with clients via email and SMS to create a booking for them as opposed to them booking through calling the 0800 number.

The Passport to Smoke Free booklet is now available via audio file for those who are visually impaired.



Maternal and Child programme pre-test leaflets are now available in audio and British Sign Language on the websites. Braille is also available.



6.1.5 New Resources

A range of accessible information has been developed during the reporting period by the division. Accessible information includes:

Bowel screening invitation information in Easy Read, British Sign Language, Audio and Braille.

Cervical Screening – About your colposcopy in British Sign Language and Audio. Easy Read format is under development.

Maternal and Child programme pre-test leaflets are now available in audio and British Sign Language on the websites. Braille is also available. The easy read information was also reviewed and updated.

6.1.6 Healthy Workplaces

Healthy Working Wales works (HWW) with employers to create healthy workplaces and improve the health and wellbeing of the Welsh workforce. Through a team of expert staff, online tools, practical resources and awards, HWW supports employers of all sizes and from all sectors to identify their needs and to take action to make improvements. During 2019/20 there has been further development of HWW's activities in relation to

supporting employers with effective sickness absence management and this has included an emphasis on the needs of an ageing population together with the needs of those with disabilities and long term conditions. The work has included establishment of a new multi-agency partnership to develop an action plan and take this work forward.

6.1.7 Sensory Loss

The Engagement and Collaboration Team in the Quality, Nursing and Allied Health Professionals Directorate coordinate a programme of work to reduce barriers to health for those with sensory loss. They also facilitate the NHS Wales Sensory Loss Senior Officers Group and support the annual 'It Makes Sense' campaign to raise awareness of communication needs and the All Wales Standards for Accessible Communication and Information for People with Sensory Loss. In addition, the team worked with Bangor University and the University of Graz on the Health and Wellbeing for Deaf Communities in Wales report, which was published in November 2019 and launched at the It Makes Sense conference.



6.2 Connecting with Minority Ethnic Communities

6.2.1 Influenza Campaign

As part of the 2019-20 Influenza campaign, the Vaccine Preventable Disease Programme (VPDP) created a flyer outlining eligibility for flu vaccination in a range of formats and languages. The flyers were available on www.curwchffliw.org and www.beatflu.org in the following languages: Albanian, Amahric, Arabic, Bengali, Cantonese, Czech, Dari, Farsi, French, Hindi, Kurdish Sorani, Mandarin, Polish, Portuguese, Punjabi Indian, Punjabi Pakistani, Tigrinya, and Urdu.

In 2019-20, the flu programme also introduced a minority language pilot to the children's element of the flu programme. This included the provision of three documents' Template child flu consent form', 'Template parental letter' and a 'Common questions and answers information sheet' in 25 minority languages. Four out of seven HBs reported using the multi-language resources with Polish being the most popular language. One HB used all 25 languages extensively and issued over 100 resources in each of the following languages: Bengali, Polish, Punjabi Pakistani and Romanian.

6.2.2 Smoking Cessation Help in Minority Languages

Help Me Quit smoking cessation resources are also available in other languages, including Somali, Sorani, Czech, Farsi, Bulgarian, Albanian, Spanish, Slovak and Bengali.

6.2.3 Increasing bowel screening uptake in City Health

There is strong evidence that when primary care teams engage with non-responders, it increases the numbers that then decide to engage with the bowel screening programme. A bowel screening Primary Care support office role was designed to support primary care teams in their efforts.

To date the primary care support officer has tested the model for a period of 3 months within the City Health cluster in Swansea sending GP endorsed letters on behalf of practices and made follow-up telephone calls to those who didn't engage with the screening programme. City Health has a high BAME population and some of the lowest uptake rates in Wales. The intervention increased engagement with the programme by 31% during the pilot period.

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Cardiff and Vale University Health Board has also committed to deliver evidence based interventions to improve bowel screening uptakes in their clusters with the lowest screening areas. Much of this work is targeted in areas with concentrated BAME communities. Screening Division is supporting clusters to deliver this work at both a primary care and community level.

6.2.4 Women Connect First- Community Education

The Screening Engagement Team continue 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.

6.2.5 Barriers to Screening –Polish Community

Insights work has been undertaken with the Polish community in North Wales. Focus groups were run to identify barriers to screening and the needs of the local community. The insights have helped inform a communication and engagement plan aimed at this community.

6.2.6 Cancer Prevention Research Study – Roma Gypsy Traveller Community

The Screening Engagement Team has been working in collaboration with Swansea University who are undertaking a research project which focuses on cancer prevention within the Roma Gypsy and Traveller community. This qualitative research study will inform health providers of potential interventions which can be used to establish better engagement with the Roma, Gypsy and Traveller community.

6.2.7 Screening Brief Intervention Training

The Screening Engagement Team has developed a brief intervention training package to help raise awareness of screening. The training is aimed at community workers who support people from the most deprived communities across Wales and those who share protected characteristics. The training will equip key workers with screening knowledge and enable them to have meaningful conversations and offer support about screening within their communities.



6.2.8 Health Experiences of Asylum Seekers and Refugees in Wales

This study addresses the gaps in knowledge of health services experiences of adult asylum seekers and refugees in Wales, to inform policy and practice with the view to realising Wales' ambition to become a Nation of Sanctuary, and supporting universal health coverage in line with the Well-being of Future Generations Act. To support increased engagement with the work of Public Health Wales, the Engagement and Collaboration Team worked with organisations which support people seeking sanctuary (asylum seekers and refugees) and BAME individuals, including Oasis Cymru and Diverse Cymru.

6.2.9 Adverse Childhood Experiences in child refugee and asylum seeking populations

This report was developed during 2019-20 and provides an important contribution towards understanding the ways in which Adverse Childhood Experiences affect young Sanctuary Seekers. The stark findings collected in this report demonstrate the need for public services in Wales to be trauma-and adverse childhood experiences-informed. This will enable them to consider the steps they need to take to develop a trauma responsive approach in delivering their services.



6.3 Improving Health during Pregnancy and Maternity

6.3.1 Help me Quit for Baby (HMQfB)

Help Me Quit for Baby is a universal Maternity Smoking Cessation Service (MSCS) for pregnant smokers and their families established in North Wales. The service is delivered by specialist Stop Smoking Support Workers embedded in antenatal care services. The service aims to provide pregnant smokers and their families with the support they need to help them quit smoking. An EqlA was carried out in 2019 to assess the impact of the service in relation to all protected characteristic groups to ensure the service is fair and non-discriminatory. Based on EqlA recommendations an action plan was subsequently developed which led to the following:

- Some of the inclusion criteria for the service was extended to ensure the service is accessible to all pregnant smokers
- All newly recruited staff received transgender and sensory loss awareness training
- A bilingual easy read information leaflet was developed for people with learning disabilities.



6.3.2 Maternity Services and the Influenza Campaign

The Vaccine Preventable Disease Programme (VPDP) developed flyers and posters that the maternity services use at antenatal booking clinics and antenatal clinics to promote awareness of the benefits of flu and pertussis vaccine in pregnant women. These flyers were available bilingually in Welsh and English.

VPDP also developed bilingual stickers highlighting flu and pertussis vaccination for use on hand held patient notes to support promotion of these vaccines. The VPDP also ran a Point of Delivery survey over a five-day period in January 2020. The purpose of the survey was 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.

In 2019 a new Pregnancy 'How to protect you and your baby' leaflet was also produced.

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

Antenatal Screening Wales undertook a review of their Down's syndrome, Edwards' syndrome and Patau's syndrome public information. This information is available to pregnant women in Wales and aims to assist them in making decisions about which antenatal screening tests to have. Following the focus groups, some small changes have been made to the public information.

6.4 Removing Barriers for LGBT+ People

6.4.1 Stonewall

PHW once again participated in the Stonewall Workplace Equality Index. We were placed 100th out of 503 organisations taking part nationally. This is a jump of 73 places on last year, and sees us enter the UK Top 100 Employers List for the first time. This 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 building on this in the following years.

6.4.2 Pride

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



6.5 Making sure vital information reaches Transgender people

6.5.1 HPV Programme

From 2008 the school based HPV programme has only included females and was intended to protect against HPV infection and associated cancers; most specifically cervical cancer. In 2019-20, the HPV vaccination programme saw the introduction of a universal HPV vaccine – expanding the programme to include boys in school year 8 and 9. This new programme will now allow those pupils who are transitioning to have equal access to the vaccination whilst preserving their dignity and privacy in the school vaccination setting and up to the age of 25.

6.5.2 Transgender Public Information Review

The Screening Engagement Team is leading a review of the screening based transgender information resources. An engagement review is being undertaken with people from the transgender community. The new resource development will be available in late 2020.

6.5.3 Cervical Screening Wales information review

Cervical Screening Wales has undertaken a review of its invitation information to ensure it's inclusive of people who identify as non-binary and of people who have undergone gender reassignment. We are working towards removing gender specific references, replacing with gender neutral terminology by defining eligibility criteria as anyone with a cervix.

6.6 Supporting health in all age groups of our populace

6.6.1 Vaccine Preventable Disease Programme

As part of the 2019-20 Influenza campaign, the Vaccine Preventable Disease Programme (VPDP) focused for 2 weeks on communications with those aged 65 and over. In a different fortnight, the Influenza campaign focussed on communicating with the parents of children aged 2-10 years.

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.

During the school holiday period in July and August 2019, the programme commissioned BMG Research to conduct attitudinal research regarding teenage attitudes to vaccines. The key findings of the report indicate that 93% of teenagers state it is important to get vaccinated, and 90% of teenagers trust vaccines. The survey also found that 87% of teenagers thought vaccines were safe, and 69% of teenagers thought vaccinations are lower risk than the associated disease.

In August 2019, the Vaccine Preventable Disease programme wrote to Universities in Wales to ask them to remind their students to check they were up to date with their vaccines – particularly MenACWY (Meningitis) and MMR (Measles, Mumps, Rubella). The letter sign-posted to NHS Direct resources and information and was aimed at protecting young people from preventable diseases. The programme also collaborated with the Public Health Wales Communications department to run a two-wave social media campaign of “back to school” and “back to university” for teenagers and young people. The main focus of this social media campaign was to encourage parents to check their children were up to date with their routine vaccines, including MMR (Measles, Mumps and Rubella) and school boosters. This ran from 23rd August through to 13th September 2019.

6.6.2 Serious Youth Violence in South Wales: Strategic Needs Assessment

This offers a summary of key points, identified through the Needs Assessment carried out by the Wales Violence Prevention Unit. It provides an understanding of the level of serious violence in Wales, identifies risk and protective factors of serious violence and recognises the cost of violence to the healthcare system in Wales.

6.6.3 AAA self-referrals in prisons

Wales Aortic Aneurysm Screening Programme introduced self-referrals in prisons, i.e. any prisoner who is over the age of 65 and has never received an NHS AAA screening scan is offered an appointment.





In 2019 Cervical Screening Wales ran a social media campaign called **#loveyourcervix** to raise awareness in women aged 25-29 year age group of the importance of attending for cervical screening.

6.6.4 Bowel Screening Age Extension

Bowel Screening Wales was due to begin the phased optimisation of the programme in April 2020, by reducing the age of those invited for screening to 55. Due to the Coronavirus pandemic the optimisation plan has been paused. The programme is awaiting further discussions with Welsh Government to re-profile this plan.

6.6.5 Screening for Life Campaign

Screening Division held its Screening for Life social media campaign during July. This 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 optimization was used to target specific age groups in geographical areas which have low uptake of screening. Participant films were developed and shared which aimed to raise awareness and to help overcome feelings of fear and embarrassment that people may experience when attending/participating in screening for the first time.

The campaign had an overall reach of over 400,000 users during the month.

6.6.6 Intergenerational educational programme

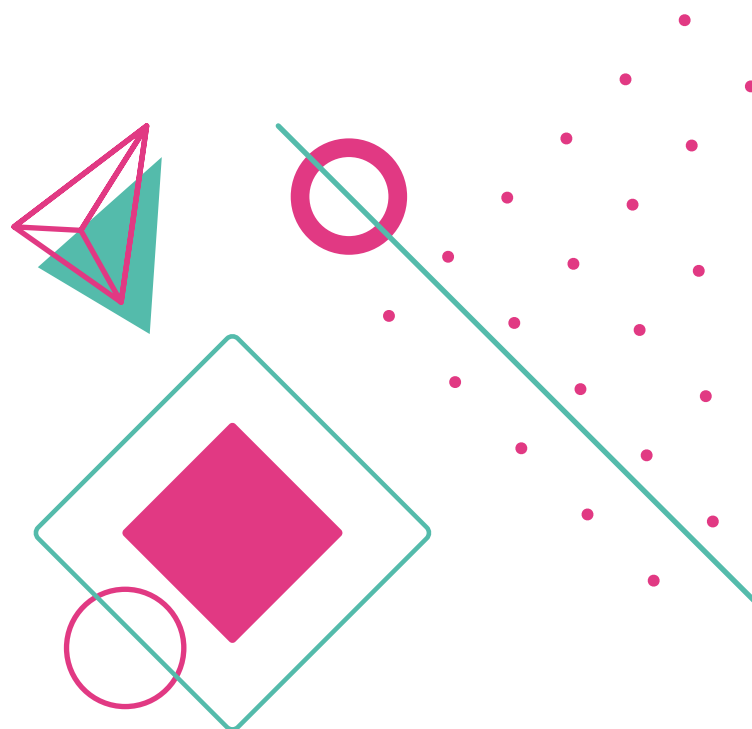
Bowel Screening Wales has supported the development and pilot of a programme for children aged 11-18 that provides a learning opportunity about bowel cancer and screening alongside Pontypridd High School. Pupils were immersed in an interactive learning experience as part of the Moondance Foundation funded project which enabled them to watch live bowel cancer surgery and design strategies to increase uptake locally. The pilot culminated in a pupil-led live event at the school on the 9th July 2019 where they demonstrated their learning to parents, governors and other invited guests. The live event saw the premiere of a film made by the pupils that documented their journey through the pilot and the importance of eligible people taking part in the BSW programme. The pilot has facilitated new collaborations between sectors in order to share and maximise expertise and has delivered experiences not previously achieved in any secondary school environment.

6.6.7 Cervical Screening #loveyourcervix campaign

In 2019 Cervical Screening Wales ran a social media campaign called #loveyourcervix to raise awareness in women aged 25-29 year age group of the importance of attending for cervical screening. The social media content focused on addressing embarrassment, fear and increasing awareness which are often the reasons why women do not attend their appointments. Analysis showed a high level of engagement with over 350,000 Facebook impressions. Coverage increased slightly among that age group in the months following the campaign which was a very positive outcome. However the Coronavirus pandemic subsequently meant that invitations had to be paused, and therefore further assessment of impact has been more challenging.

6.6.8 Engaging with Young People

Work continues with engagement of young people with last year's Youth Summit leading to further contacts with organisations who support seldom-heard young people. These included working with Barnardos, St Johns Ambulance, Children in Wales, local authority youth forums and TGP Cymru. We also attended youth-focused conferences throughout the year to increase engagement. The Public Health Wales Young Ambassador Programme continues to grow with new local authorities joining. This offers young people opportunities to influence the work of Public Health Wales and highlight issues of importance to them. The Annual Public Health Youth Summits which were held in North and South Wales in December 2019 attracted over 120 young people ranging from 8 to 25 years old.



Bowel Screening Wales and Bowel Cancer UK delivered a bowel screening campaign targeted at males between the ages of 60-64.

6.7 Providing appropriate health interventions

6.7.1 Human Papilloma Virus (HPV) Vaccination Programme

In 2019-20, the HPV vaccination programme saw the introduction of a universal HPV vaccine – expanding the programme to include boys in school year 8 and 9. In July 2018, the Joint Committee on Vaccination and Immunisation (JCVI) advised that the existing HPV vaccination programme for girls could be extended to adolescent boys as well. As a result of JCVI's advice, the Government announced in July 2018 that the national HPV immunisation programme would be extended to include adolescent boys. As well as providing individual protection to males from anogenital warts and non-cervical HPV associated cancers this should add resilience to the UK programme, accelerate the control of cervical cancer in women and offers the potential for the elimination of HPV vaccine types in the UK. In addition, this programme will eventually generate herd protection in the MSM population.

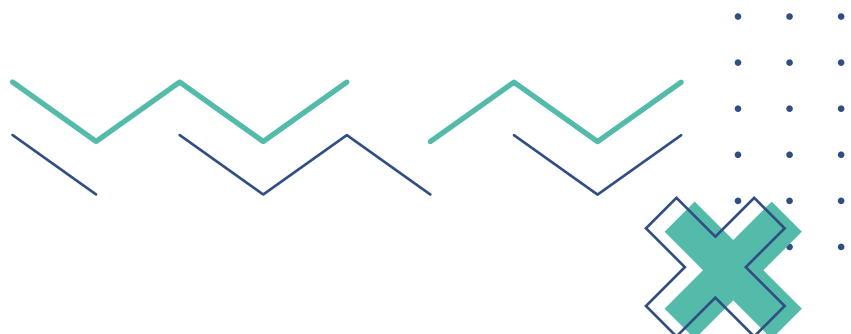
6.7.2 Bowel Screening media advertising campaign

Bowel Screening Wales and Bowel Cancer UK delivered a bowel screening campaign targeted at males between the ages of 60-64. This saw the delivery of a bilingual marketing campaign featuring Ex-Lions and Wales international rugby player Jamie Roberts. The launch

of the campaign coincided with the six nations' rugby tournament in order to maximise the endorsement of Jamie Roberts and focus on boosting uptake of the new FIT test. The campaign included TV advertising on ITV, S4C and Sky Ad-smart, paid digital and social media adverts, paid adverts in local newspapers, a leaflet and poster drop and a grass roots stakeholder engagement plan. The campaign was supported by a call to action of 'Do the test', which was used as a hashtag to support engagement on social media.

6.7.3 BSW/BCUK Community Outreach Initiative in Newport East/Central

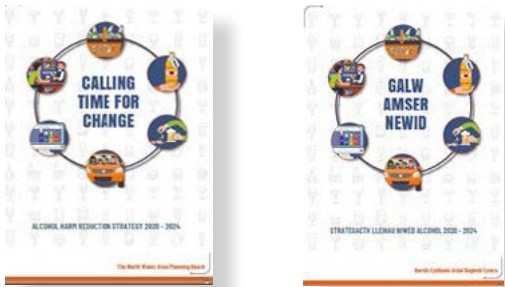
As part of their improvement portfolio, Bowel Screening Wales used part of their funding from the Moondance Foundation to collaborate with Bowel Cancer UK to test the impact of community engagement in raising awareness of bowel screening and bowel cancer symptoms. The pilot aims to develop and deliver mechanisms in a defined geographical area amongst the most deprived communities, where evidence from GP cluster data shows uptake is lower than in less deprived areas. The target audience is the current screening age participants aged 60-74.



07. Other Work to Further Equality

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

7.1 North Wales Alcohol Strategy



The Alcohol Harm Reduction Strategy for North Wales 'Calling Time for Change' has been produced on behalf of the Area Partnership Board, working in collaboration with partners across the region. It is the first one that has been produced for North Wales and builds on the recently produced North Wales Substance Misuse Needs Assessment and aligns with the Welsh Government Substance Misuse Delivery Plan 2019-2022 which seeks to reduce the harms associated with substance misuse, including alcohol, to the individual and wider society. The aim of the strategy is to reduce alcohol related harms through:

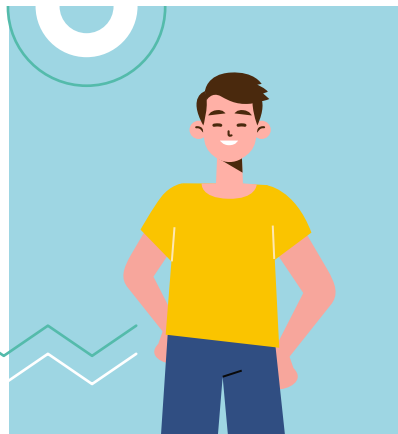
- Promotion of a safe and sensible approach to alcohol consumption
- Protection of families and wider communities from adverse impacts of alcohol

- Reducing the impact of alcohol related harms
- Producing robust working relationships and referral pathways between service providers.

There is no single organisation well placed to address all the harmful impacts of alcohol. The strategy sets out a partnership commitment to reduce the harms of alcohol misuse over the next 5 years and will require a collaborative approach across the region whilst also addressing local issues. The strategy will form the basis for the development of an Action Plan clearly defining actions to be undertaken by partner organisations.

Recognising the breadth of the strategy, its cross cutting nature across all components of society, and involvement of multiple organisations, including public sector partners, an EqlA was conducted using the Public Health Wales EqlA framework in Autumn 2019. The EqlA highlighted a number of areas, which will require further input to ensure the Strategy is accessible to all living in North Wales.

Conduction of the EqlA ensured wider appreciation of protective characteristics across partner organisations and led to the production of a bilingual Alcohol Strategy, extensive use of infographics, pictorial representations, and bilingual power point presentations to aid widespread awareness of the Alcohol Strategy. A particular need to focus on communication within the LGBT community was highlighted. All of the EqlA recommendations made an integral part of the subsequent Alcohol Action plan, which was developed to implement the strategy.



7.2 Screening in Prisons Workshop

The Long Term Care and Prisons working group held an engagement event whereby all prisons from across Wales were invited to attend. This workshop was facilitated by the Screening Engagement Team. A report and supporting action plan has been developed and is being considered by the working group.

7.3 Update of DESW Participant Letters

All participant letters within DESW have been updated following extensive service user engagement, with the new correspondence achieving a Plain English Crystal Mark to assist participant understanding. The new invitation letters went live in June 2019, with the remaining letters ready for launch in 2020 following changes to the programme IT system.

7.4 Work with Armed Forces Personnel

Public Health Wales actively promotes and supports the employment of the Armed Forces personnel, Veterans and those currently serving in the Reserves. We value the contribution made by military service leavers and their families by promoting the many career opportunities available in Public Health Wales to those who have served in the Armed Forces.

Public Health Wales has recently been recognised for outstanding support to the Armed Forces community and been awarded Gold in the Defence Employer Recognition Scheme (ERS) Awards 2020.

7.5 CAPITAL Project

In May 2019, Public Health Wales, along with partners Tai Pawb and the Wales Strategic Migration Partnership, launched the CAPITAL project, funded by the Health Foundation. The project aims to address the wider determinant of health of 'connected communities'. Recognising that levels of social capital (connections between people of similar backgrounds, different backgrounds, and in different positions of power) are low amongst people seeking sanctuary and in many cases people living in social housing, the project works to bring people together around a common self-identified cause to build social capital and have a positive impact on health and well-being. The project will conclude in March 2021 and will produce resources to support policy and decision makers to effectively engage and coproduce with those in communities who are at risk of social exclusion.

7.6 Supporting National and Organisational work streams

The WHO Collaborating Centre attends and contributes to a number of national and organisational work streams including:

- Improving consent procedures

The Public Health Wales consent group is reviewing the current consent policy, with plans to adopt the Welsh Government Guide to Consent for examination or treatment with a Public Health Wales procedure underpinning it. Discussions are also in place with the Welsh Risk Pool as to how PHW can improve the way it undertakes best interest decisions with screening participants. A baseline audit of the current consent processes is taking place which will be repeated once the new policy is in place. It is anticipated that these amendments will result in significant improvements for screening participants enabling those who are unable to provide informed consent to access screening in a timely manner.

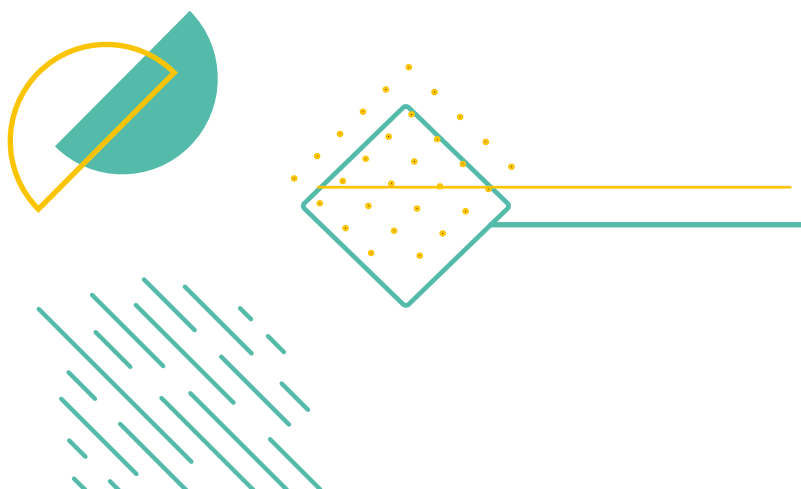
7.7 Publications

The World Health Organisation Collaborating Centre published the following reports:

Making a Difference - Housing and Health: A Case for Investment highlights the cost poor housing has on our health and social services and shows the critical importance that good housing has on health and well-being and its impact across the life-course.

The Full Cost of Poor Housing in Wales looks in detail at the links between poor housing conditions, in this case 'hazards in the home' and their impact on health and well-being and cost to the NHS and wider society. It supplements findings in the previously published *Making a Difference Housing and Health: A Case for Investment** report, and also builds on previous publications by BRE Trust and Shelter.

Driving Prosperity for All through Investing for Health and Well-being is an evidence guide used to promote equity in Wales by informing and supporting decisions and policies and to join an all-Wales commitment and action to make a positive change towards a healthier, happier and prosperous future for all people in Wales.



Measuring the extent of Adverse Childhood Experiences (ACEs) in an Offender Population

by tailoring existing ACE questionnaires used in the 2018 Prisoner ACE survey. The questionnaire will be delivered by members of the research team to eligible offenders. The Early Intervention and Prevention Project is a two-year project funded through the Police Innovation Fund which aims to break generational cycles of crime and violence. The research will also explore the understanding of ACEs amongst the criminal justice workforce through face-to-face interviews with prison staff.

The Understanding the prevalence of adverse childhood experiences (ACEs) in a male offender population in Wales: the Prisoner ACE Survey

interviewed 468 adults (aged 18-69) in a Welsh prison between February and June 2018. Participants were asked about their exposure to 11 ACEs in childhood, their offending history and recent involvement in violence. The Prisoner ACE Survey aimed to measure the prevalence of ACEs amongst an offender population and examine any associations between ACEs and crime types. The survey also aimed to investigate the association between ACEs and offending. The findings of the survey were published 29th April 2019.

The **Gambling as a public health issue in Wales** report identifies some key vulnerable groups exposed to gambling harms:

- Children
- Students
- Females
- Ethnic Minorities
- Immigrants
- Homeless
- Living in deprived area
- Less healthy behaviours (sedentary behaviour, chronic/irregular heavy alcohol consumption, smoking)
- Economically disadvantaged.

The **Improving winter health and well-being and reducing winter pressures in Wales** report highlights interventions to improve winter health and well-being for the following key vulnerable groups:

- Older age (65+, but particularly 85+ years)
- Existing chronic diseases
- Pregnancy
- Living in a deprived area
- Less healthy behaviours (sedentary behaviour, chronic/irregular heavy alcohol consumption, smoking)
- Fuel poor
- Living in cold housing
- Homeless
- Socially isolated.

The **Public Health Implications of Brexit in Wales: A Health Impact Assessment Approach** highlights how the physical and mental health of the poorest, those with lower educational qualifications, those employed in agricultural and manufacturing sectors exposed to Brexit and those requiring health and social care must be key considerations as preparations for Brexit develop and also continue to be addressed following any final agreements.

The **Public Health Implications of Brexit in Wales: A Health Impact Assessment approach – A Rapid Review and Update** is a short supplementary follow up report and builds on a detailed analysis, *The Public Health Implications of Brexit in Wales: A Health Impact Assessment Approach*, originally published in January 2019, which examines the potential effects of Brexit on the short, medium and long-term health and well-being of people living in Wales.

Policing Vulnerability in Wales report is the first in a series of reports that has sought to understand the landscape in policing vulnerability across Wales, which in turn will support the E.A.T programme approach. It outlines the reality of responding to vulnerable individuals for frontline officers, the enablers and blockers in current service delivery and examines the introduction of the Adverse Childhood Experience Trauma-Informed Multi-agency Early Action Together training (ACE TIME training).





08. Conclusion and Forward Look



This is the final year of our current Strategic Equality Plan, and we continue to work towards meeting our objectives. We have worked extensively with different stakeholders to involve and consult with them in order 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) contains 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 our stakeholder reference Group, which is made up of representatives who cover the protected groups.

Any future legislative requirements, such as the Socio-economic Duty, 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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