



The aim of the Snapshot is to provide a monthly Sector-Led Improvement (SLI) update to DsPH and their public health teams. The Snapshot is produced and managed by [Aimee Stimpson](#) and [Jodie Horton](#). If you have something that you would like included for the next issue, please get in touch.

1. Highlights against the 21-22 SW ADPH SLI plan

Each quarter the SW ADPH report on the [SLI regional plan](#), highlights from the most recent report are;

- The SW ADPH regional behavioural insights programme was presented as a SLI case study at the workforce CPD event. As a result, ADPH will be featuring this work nationally and for more information see Know the Risk section below.
- Establishment of a Community of Practice population health and ICS arrangements, a second workshop has been held which focused on public health engagement with ICS.
- The SWOT analysis and ICS discussion at the SW ADPH Network meeting in December 2021 provided updates regarding the joint meeting between SW ADPH and NHSEI and resulted in new regional projects
- A Smoking in Pregnancy SLI proposal update has been developed by Becky Reynolds and approved by SW DsPH and will now be progressed. More information on this next month.
- DsPH have come together for a reflective session and visioning day with University of
- We provided an update on the CPD workforce event in November 2021, and more information to follow next month
- Findings from the Year 1 audit findings for Suicide Prevention SLI programme have been shared with DsPH last month
- We were able to support a LGA Peer Review of an out of area Health Protection model where Sammer Tang, SpR provided Public Health expertise and input to the Peer review Team.

2. SW SLI Priorities and next steps for this quarter

- To continue to deliver the 2021/22 SW SLI action plan, agreeing with DPH leads activity for Qtr 4 and start to look ahead to 22/23 action plan development, including proposals for Community of Interest.
- Agree a CPD workforce forward programme with DsPH, working with LGA and taking learning from other regions
- Share the learning from the Suicide Prevention audit with DsPH and agree next steps including Year 2 funding
- Meet with UKHSA Regional Deputy Director to discuss the Health Protection Community of Improvement model and within this ensure links are made with the Vaccine engagement SLI funding, linking in with Screening and Immunisation teams and with LA teams.

3. Local Government Learning Exchange for COVID-19 and Public Health

The LGA's [COVID-19 Learning Exchange](#) is a one-stop-shop for local government and place-based partners to exchange learning and innovation, best practice, toolkits and more. Search the [resources](#) section or your chosen [local authority on the map](#) to view material on vaccination, testing, outbreak management, adult social care, health inequalities and other evolving issues arising from COVID-19. If you are from a local authority, you can access the private members library and discussion area by signing up to the [Knowledge Hub](#).

3. Know the Risk

Matt Lenny and Sam Crowe led a SW campaign encourage COVID-safe behaviour amongst young people across the South West. The concept was to create a suite of videos to support adherence to COVID-safe behaviours such as social distancing, meeting outdoors and ventilation indoors.

Why young people? As one of the main drivers behind infection rates, by encouraging this age group to take action we could potentially delay or reduce transmission rates in all age groups. Despite the end of restrictions, the behavioural aim was for young people to continue considering the risks from COVID-19.

To shape the campaign, we utilised our regional expertise, worked with UWE Bristol and commissioned YouGov to carry out qualitative research with 16- 29 year olds to understand their views and experiences of lockdowns and social distancing measures. From these insights the aim was to inform young people about how the virus transmits, why it is still important to be cautious, and exactly how to behave in a safe way whilst enjoying the lifting of restrictions.

The videos have received great uptake and provided impact metrics of nearly 2 million impressions. The videos have been shared with all South West local authority teams previously to support the launch their own campaigns and are linked below.

- Socialising safely: https://youtu.be/2bSe_j-xTuo
- Relocate indoors: <https://youtu.be/Lqa9Zm1GWyl>
- Keeping your distance: https://youtu.be/ZCaSuNUS_Fc
- Ventilation: <https://youtu.be/Cb3G-EyoqFc>



4. New Vaccine Engagement National SLI Programme

Aim: To strengthen engagement between Local Government and the Vaccination Deployment Programme to promote vaccine uptake by drawing on local and regional expertise. Utilising ADPH networks, this programme will disseminate good practice, identify local challenges and barriers to implementation through local insights, target specific communities, and determine the most appropriate approaches to encourage vaccine uptake. Additionally, lessons learnt at the local level are regularly fed back into the national system.

Focus: will initially be on the exchange of practice and insights, and the identification of local challenges. Some networks may then choose to take on additional activities to implement the learning.

Funding Utilisation: Each network allocated £20-25k for coordination of knowledge and practice. The primary expectation of the networks would be to provide information gathering, collation and reporting at a regional level and it is primarily this function that we envision would be supported by the funding. But there is flexibility and if this need can be met via other routes, then resources can be allocated in other ways. To find out more please contact Jodie.Horton@soughglos.gov.uk

5. Suicide Prevention Update, National SLI programme

Lead by Christina Gray, the Year 1 Audit has been completed and the programme will now move to the second improvement phase. SW ADPH will receive £35k to support regional suicide prevention efforts and meet needs across the region. DsPH have agreed their Year 2 programme which covers:

- Feedback of the findings of this SLI Phase 1 summary to the South West DsPHs and their local authority suicide prevention leads.
- Undertake quality improvement of the suicide prevention action plan based on the audit findings, including a clear description of the nested and interlocking system geographies.
- Promoting roll out of real time surveillance systems and associated action.
- Developing public health technical skills in managing clusters to identify preventive action
- Review coroner's conclusions across the region to investigate the possible association between observed rates and the proportion of narrative conclusions.
- In collaboration with OHID deliver learning events to promote good practice.

To find out more please contact Jodie.Horton@soughglos.gov.uk

6. SLI coordinator post

The SW region is delighted to introduce you to our new SLI co-ordinator, Jodie Horton. Jodie can be contacted via Jodie.Horton@southglos.gov.uk

Thank you