'Kind Minds' Newsletter

Issue 1: September 2020

Velcome to the 1st issue of the 'Kind Minds' newsletter.

This newsletter has been produced by several partner organisations across Staffordshire & Stoke-on-Trent with the aim of pulling together useful information about children & young people's mental health and emotional wellbeing.

We plan to produce a newsietter every half-term and we would welcome your thoughts on the types of information that would be most useful to you. Please contact sarah newton@staffordshire.gov.uk.

In this 1st issue we focus on

- Services available to support children & young people
- Training for parents / carers and education colleagues

Last, but not least, please don't forget World Mental Health Day on the 10th October 2020!

Supporting the wellbeing of young people as they return to education

The DfE has recently announced a new national project for schools & colleges; called 'Wellbeing for Education Return'.

This project involves national training to support education staff and will involve 'local experts' adapting the national training materials to the local context.

The training will focus on the wellbeing of education staff, children & young people, and their parents / carers.

A small project team has been established across Staffordshire & Stoke-on-Trent; which would greatly



In Staffordshire & Sloke-on-Trent we have MHSTis (previously known as trailblazers') in Newcastle-under-Lyme, Staffordshire Moorlands, Stoke-on-Trent and East Staffordshire. In January 2021 we look forward to welcoming a new team in the Cannock Chase locality.

Page 1 of 4

Wow, thank you! I can't wait to share this with my staff (local headteacher)

It's so useful to have up to date knowledge of services when I speak to parents (SCC SEND keyworker)

I've just moved schools; can you update my email address...I find the newsletter very useful and want to make sure I continue to receive it!

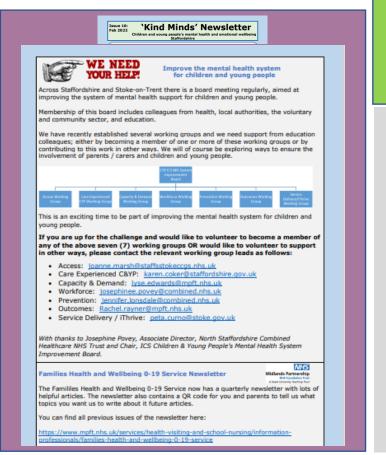
(local headteacher)

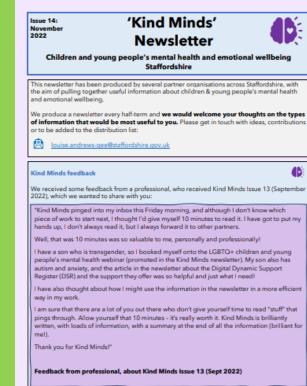
Excellent newsletter. We've shared it with 10 groups (including Parish Councils) in our division

(elected members)

The Kind Minds newsletter has proven to be very popular and has an everincreasing distribution list of over 400 schools, accessible to around 6,000 teachers across Staffordshire, supporting around 120,000 school pupils and 2,500 pupils in special schools.

Around 550 individuals and organisations also receive Kind Minds directly, and the newsletter is shared via partners newsletters and websites.







- 65% had shared the newsletter with colleagues
- 43% have used some of the resources promoted in the newsletter
- 61% strongly agree / agree that the newsletter has increased their awareness
- 65% strongly agree / agree that it has increased their knowledge
- 56% strongly agree / agree that it has increased their confidence

WORCESTERSHIRE HANDWASHING CAMPAIGN - CLEAN HANDS SAFE HANDS

BACKGROUND

In March 2020 a Public information campaign focusing on handwashing was launched to prevent and slow the spread of coronavirus (COVID-19).

The campaign reminded people of the importance of washing your hands more often, especially:

- when you get to work or arrive home
- after you blow your before you nose, cough or sneeze
- eat or handle food

It also highlighted that you should wash your hands for 20 seconds, using soap and water or use hand sanitiser.

In 2022 Worcestershire County Council launched the 'clean hands safe hands' campaign. This was aimed at keeping the momentum going and to remind people of the importance of handwashing.

OBJECTIVES

We wanted to highlight that although hand sanitisers are effective for infections such as Covid 19, they are not effective against bacterial spores, such as those produced by the diarrhoeal illness causing bacteria Clostridium difficile and certain non-enveloped viruses, for example Norovirus.

Alcohol-based products also can't adequately penetrate dirt or organic matter to effectively destroy contaminating micro-organisms. In light of the extended use of alcohol santisers and the anticipated increase of infectious diseases compared to 2021 a strategy to improve hand hygiene has been implemented. The Aims of the Handwashing Strategy is:

more appropriate to wash

hands with soap and water.

- Highlight keeping hands clean is one of the most important steps we can take to avoid getting sick and spreading germs to others.
- Encourage people to wash Educate people on the their hands with soap and limitations of alcohol handrub and when it is water.

A working group was established to identify ways that handwashing could be promoted in a number of settings with the general public.

Membership of the working group included members from Worcestershire County Council and Herefordshire and Worcestershire ICB.

The 'Clean Hands Safe Hands' campaign is aimed at different audiences including early years and primary school-aged children; adult social care settings; workplaces and the general public.

Resources have been developed for the below settings:

- Adult Social Care
- Nurseries and Schools
- Workplaces

Settings who provide services to vulnerable people including Children's homes.

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We created joint branding shared across NHS system; developed strategy and key communications assets.

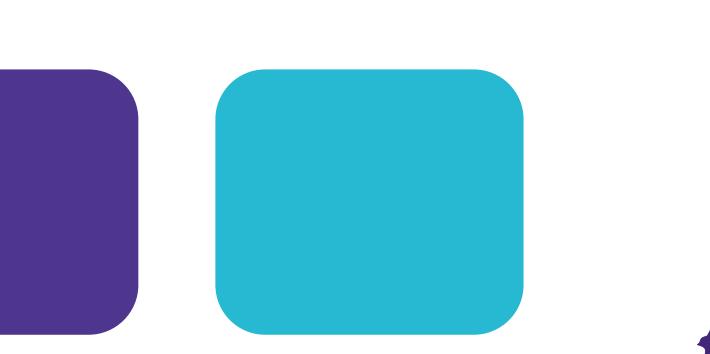


PROTECT 2

CLEAN SAFE HANDS HANDS







Key messages:

- We think our hands are clean but are they?
- Clean hands protect
- Don't let germs hang around
- When you can't wash your hands with soap and water use an alcohol-based hand gel
- Wash your hands with soap and water
- Dry them well to protect yourself and others from illnesses such as food poisoning, diarrhoea & vomiting, flu and COVID-19

Workplace Assets

A toolkit pack for workplaces has been developed. This includes guidance and highlights the association between hand hygiene and

Posters have been developed for businesses to display. Materials businesses to use when serving CLEAN HANDS the general public will also be developed shortly.

touchpoints.

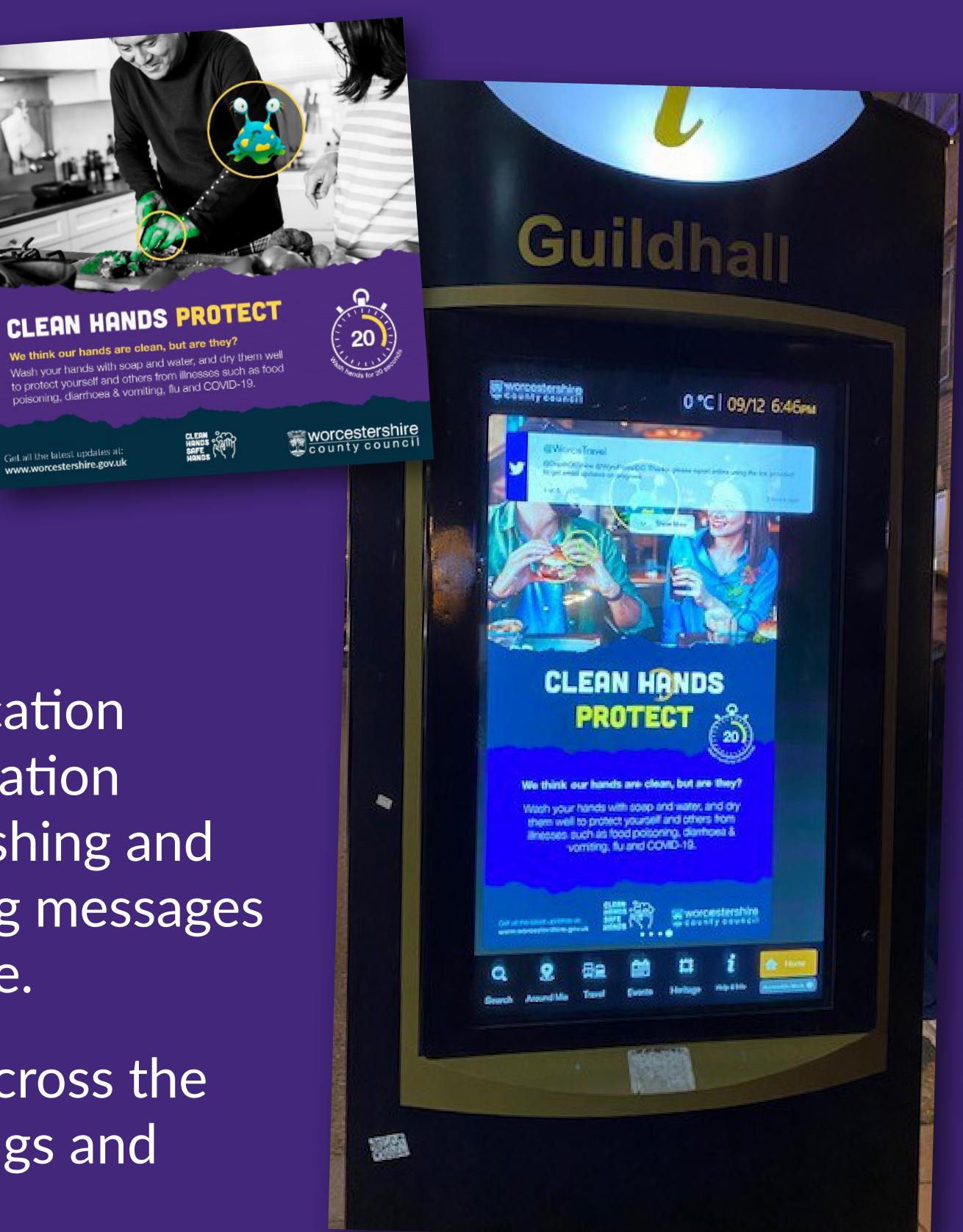
Adult Social Care

Toolkits, such as the respiratory toolkit, sign posted ASC settings to the hand washing campaign. Handwashing posters have been developed.

Educational Settings

A toolkit has been produced for Education settings. This includes general information regarding the importance of handwashing and tools to support teachers in delivering messages about handwashing and hand hygiene.

Themed activities will be produced across the year and provided to early year settings and



Targeted audiences within Worcestershire

Posters have been displayed in public building including council buildings, libraries, registration

offices, Shopping Centres, Bus Stops, stations and Worcester City Centre



Dentists, GPs and Pharmacies

We are currently identifying ways that we can disseminate resources, such as posters, to Dentists, GPs and Pharmacies. general public

Comms continue, Promoting through the website blog posts, media relations, social media, leaflets, posters, and digital displays.

Next Steps:

From January 2023 we will continue promoting the 'Safe hands clean hands' campaign. We

- settings to identify if they have used the resources available and what else they would find useful
- Identify whether light boxes can be made available to schools to help them demonstrate the importance of good hand hygiene to schools.
- Continue to develop posters and campaign materials for the

Get all the latest updates at: www.worcestershire.gov.uk CLEAN HANDS SAFE HANDS &





NHS

Becoming a Health Literate Organisation: the Midlands' Change Management process

Health Education England

Sally James, Portfolio Manager Long-Term Conditions & Prevention, HEE in the Midlands



In this 2-hour workshop you will:

- Understand what health literacy is
- Appreciate what it might feel like to have low levels of health literacy
- Know why it is important for people and for healthcare organisations
- Know what other organisations have achieved, and find out more about the Health Literate Organisation (HLO) process
- •Know where to go for further information
- *Attendance is a prerequisite to entering the Health Literate Organisation process





Receive ongoing support and advice

Once in the Health Literate process, you will have

- Access to an experienced health literacy practitioner who can help guide your progress to becoming a health literate organisation
- Be part of a community of practice (KHUB) to learn from others and share your ideas

Evaluate the impact

You will receive support to help you determine how undertaking the HLO journey has:

- Improved the experience your service users receive from your organisation
- •Helped you achieve the goals you set out at the start of the process

5 awareness sessions for 235 staff

6 HL Organisation workshops for 119 staff (inc. prisons, care homes)

187 in Community of Practice

4 TeachBack films produced with Personalised Care Institute

Who should take part?

This programme is suited to a wide range of health and care professionals. It is equally suited to those working directly with service users/patients or part of the support team within your organisation

Becoming a Health Literate Organisation:



attendees receive advice, with practical tools and examples, to help their team / department / organisation:

In this half-day workshop,

- Improve written communication
- Improve verbal communication
- Increase staff health literacy knowledge and capability
- •Re-evaluate the physical layout and signage within your organisation
- •Establish your HLO goals and establish a baseline
- Develop a health literacy policy





OUR RESEARCH

Led by Professor in Health Economics,

Emma Frew, the Centre for Economics of Obesity
measures the economic value of interventions that
target the spectrum of factors that affect population
obesity

CURRENT PARTNERS

We work closely with **local authorities** and external collaborators to develop methods for **evaluation** that accurately capture the competing **pressures** from **scarce resources**

LOCAL AUTHORITIES

Birmingham City Council Coventry City Council

ACADEMIC PARTNERS

University of Sheffield University of Sydney Linnaeus University

Semmelweis University
Nantes University
University of Florence

FOOD SECTOR

Lidl GB Food Foundation

THIRD SECTOR

Canal and River Trust
Future Parks Accelerator

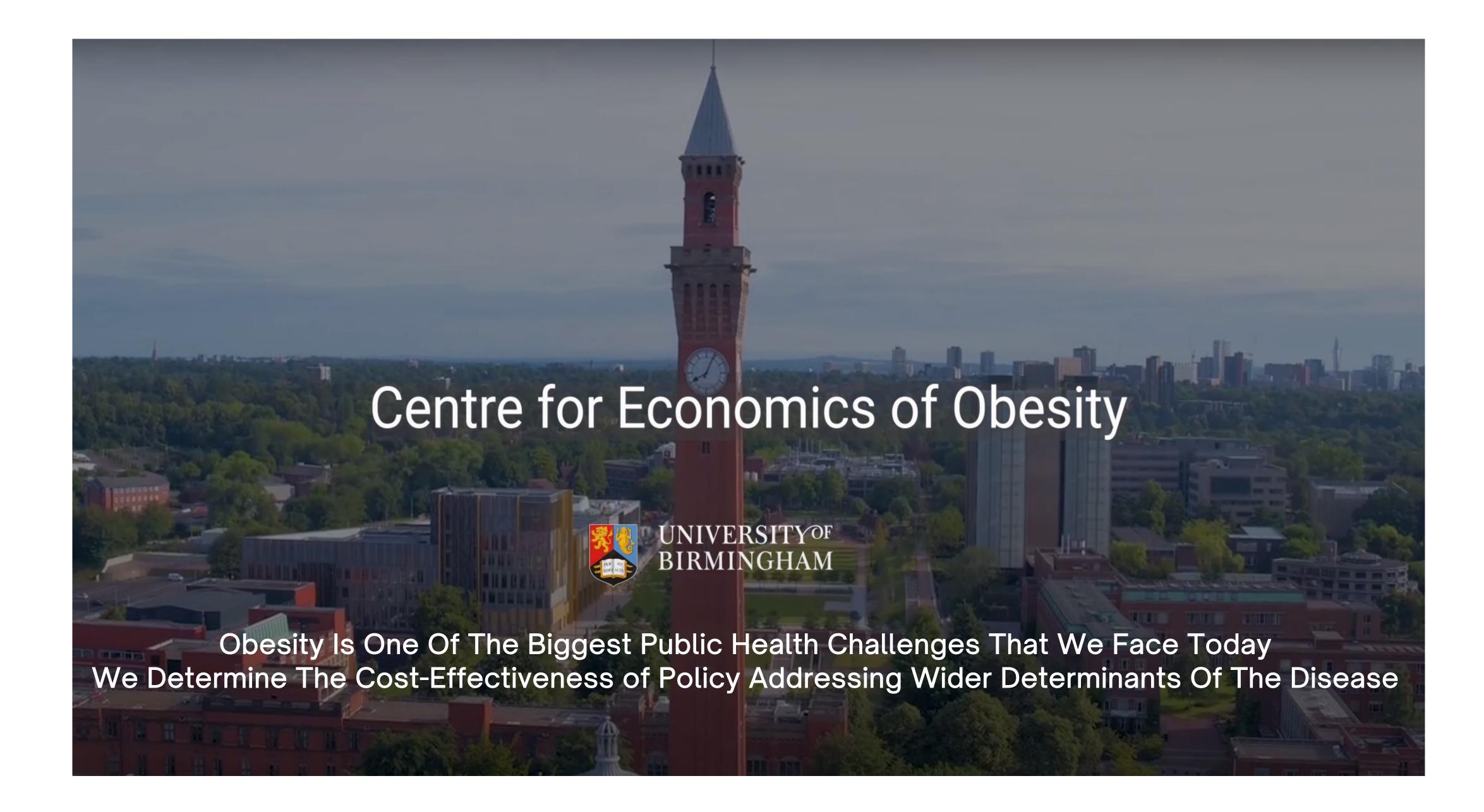
WIDER ENGAGEMENT

Public Advisory Group Stakeholder Advisory Group

OUR VISION

Our vision is to generate **economic evidence** that **justifies investment** and accurately captures the competing **reduction and prevention** of obesity at the heart of all **local and national government policy**









UOB_CEO



E.Frew@bham.ac.uk

Supporting Obesity Policy with Economic Evidence

OUR PROJECTS

1. BLUE & GREEN SPACE

Collaborating with **Canal and River Trus**t to generate evidence on the **cost-effectiveness** of **changes in blue space infrastructure**

Understanding the green space sphere to determine the cost-effectiveness, equity, and affordability of investments

2. WORKPLACE

Collaborating with Universities across Europe to understand what drives demand for food within the workplace.

3. SCHOOLS

Collaborating with **University of Birmingham** Public Health team to perform a comprehensive **economic evaluation** of the national **School Food Standards**.

4. RETAIL

Collaboration with a **leading supermarket chain** to explore the impact of varying **voucher** designs upon **consumer purchasing behaviour**

5. ACTIVE TRAVEL

Collaboration with Coventry City Council to perform a comprehensive economic evaluation of a new segregated cycleway in Coventry

6. ECONOMIC MODELLING

Collaborating with the **University of Sheffield** Health Economics team to estimate the **economic burden** of **obesity** in England from a **local authority perspective**

If you are interested in working with us then please do get in touch.

Betty the vaccination bus

Context

Betty the vaccination bus aims to ensure everyone in our borough has the opportunity to be vaccinated.

Vaccination rates in areas of high inequality had lower vaccination rates. This project improved access by bringing vaccinations to where our most disadvantaged and diverse communities live.



What we did

A collaboration was formed with Telford & Wrekin Council (operational lead), NHS (clinical staff), Shropshire Council (bus & driver) and the Voluntary Community and Social Enterprise sector (promote & host bus).

Since December 2021, Betty has been part of the COVID 19 vaccination programme.

Using a community-centred and intelligence-led approach, locations are selected based on the lowest vaccine uptake at a Lower Super Output Area (LSOA). These areas are among the borough's most deprived and ethnically diverse communities.

Targeted communications are undertaken using location-based social media ad campaigns, text messaging and leafleting. Engagement is also undertaken with local organisations, ward members and Town & Parish Councils who support promotion. Multilingual videos have been produced with and shared with local communities

A Health Improvement Bus Coordinator was recruited on a 2-year fixed term contract to oversee the project.





Impact

From December 2021 to December 2022 – 4262 residents vaccinated.

Team Betty has improved access to vaccinations in the borough's most disadvantaged and diverse communities and narrowed vaccinated-related inequalities in Telford & Wrekin.

Betty has also been involved to bring other projects to communities who need them, such as Cancer Screenings and Men's Health engagement events.

Targeted social media adverts have been seen 400,000 times, along with 28,774 text messages sent, 2,666 outbound phone calls made, and thousands of hand delivered leaflets distributed to those older or struggling financially.

'CREATIVE DINNERS' across Birmingham:

What are they?

The concept of the Creative Dinner is to bring together innovative and informed people through the medium of sharing a meal cooked by Culinary Arts students, to discuss pertinent issues to Birmingham's Food System. They are held at the Restaurant Birmingham College of Food, University College Birmingham. The dinners bring together relevant stakeholders to develop a solutions focused approach to issues facing the Birmingham Food System.

The first of these evenings in November 2022 focused on the Cost of Living crisis and provided an opportunity to gain real insight and share ideas around the impacts of the cost of living crisis on putting nutritious food on the table.

There will be a further series of dinners over the coming months and Future Creative Dinners will be discussing topics around Business and Education and the part they play in the Food System.

If you would like to hear more about the Creative Dinners please contact Anne Coufopoulos on: a.coufopoulos@ucb.ac.uk

Feeback from the first dinner includes:

It was really useful to have time to discuss different topics with different organisations to get a more rounded view and perception on issues across the city. The thoughtful menu served family style with cost in mind and making new connections with people









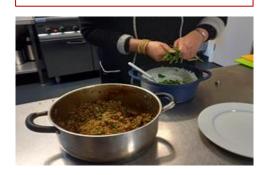


Black & Asian Community Health & Wellbeing Project

Context

Health Improvement support communities to Start Well, Live Well and Age Well using a community-centred evidence and asset-based approach. This focuses on achieving positive health outcomes through community driven neighbourhood solutions.

In October 2021 the team secured council funding to progress this programme of work, identifying four intelligence led projects working with our CORE20PLUS population groups.



What we did

We worked with nine different Black and Asian groups to support them in identifying solutions (activities and training) that would benefit their health and wellbeing, addressing some of the barriers which have resulted in inequalities.

Community discussions took place online and face to face, focusing on health data, community assets, as well as the impact of COVID19.

Frequent communication with groups and community leaders at their convenience has been essential, via emails, phone calls, texts and especially WhatsApp.

Visits to activities has led to a greater level of insight and sharing of information. Trusting relationships have been developed and strengthened for ongoing delivery of this programme of work.

Shama (CEIA) I like to exercise in a group, with like-minded people. For Muslim women it's hard to find suitable exercise classes as they tend to be mixed, but this is just for women, which makes them feel safe – this class is really appreciated



Chambas (TAARC) – football is a big part of our heritage and culture, everyone takes part, all ages, and we play like a family. It's very important for getting to know everyone and making friendships and connections.

Impact

Training requested and delivered:

- ☐ Food Safety Awareness 30 trainees
- ☐ Making Every Contact Count (MECC) 30 trainees
- □ Wellbeing Walk Leader training 20 trainees
- ☐ Healthy Eating/Cooking 'train the trainer' course 20 trainees
- ☐ Level 2 Fitness Instructor training Exercise to Music 8 trainees
- ☐ Mental Health 1st Aid 46 trainees.
- □ ASIST Suicide Prevention 15 trainees and
 □ Level 2 Fitness Instructor training (Gymbased) 9 trainees.

Health promoting activities included: Cricket, Football, Netball, Healthy Eating/Cooking community sessions, Fitness classes for women, Yoga for women, Fitness classes for men, Martial arts/Mental Health sessions for children, young people & men, Craft/Chatter groups, Music and Mental Health sessions, Swimming for Women, Walking and Seated exercise for 50+

Eight new volunteers have been recruited as Health Champions.

Use of online reviews to inform Dudley's Pharmaceutical Needs Assessment

Dr. Claudia Conroy, FY2 Doctor and Dr. David Pitches, Consultant in Public Health, Dudley Council

Introduction

- Pharmaceutical needs assessments (PNA) are a statutory responsibility of local authorities and should be informed by consultation and user feedback
- Consumer sentiment analysis [1] is increasingly used in a variety of fields as a novel and low-cost method of collecting and analysing publicly available user opinions
- Potential to collect user opinions of underrepresented groups in formal questionnaires
- Limited research currently exists exploring the usability of online reviews in healthcare settings

Objectives

- To explore the useability of online pharmacy reviews as an adjunct to user surveys to inform Dudley's 2022 PNA
- To explore what pharmacy users value and criticise about their local pharmacies

Methods

- 62 pharmacies currently operate in Dudley
- Single researcher (CC) trawled through online reviews on: Google, Facebook, NHS.uk pharmacy, Yell, pharmacies' own websites and the CQC.
- Online reviews were reviewed, sentiments identified and coded into themes

Results

- 1377 online reviews/ratings identified,1056 reviews included
- Customer service was the most reviewed aspect of pharmacy service providers (PSPs). Reviewers praised helpful, efficient, discreet PSPs, and criticised unwelcoming, judgmental PSPs.
- •
- Long waits for medication were criticised, alongside incorrect/missing/out-of-date dispensed medications
- Pharmacy environment

Medication services

- Reviewers praised centrally located pharmacies close to shops, food banks and GP surgeries
- Accessibility (eg ramps, automatic doors) was widely commented upon in reviews.

Discussion and conclusion

- Key advantage free access to large pool of user opinions who may not otherwise engage with formal consultations
- Disadvantages include need to exclude unanalysable reviews, and inability to verify genuine service users.
- Online reviews provide a valuable untapped source of user experience information and offer additional insights for commissioners and providers of health services

Reference:

[1] P Jain, R Pamula, G Srivastava. A systematic literature review on machine learning applications for consumer sentiment analysis using online reviews, *Computer Science Review*, Volume 41, 2021. [website] available from:

https://doi.org/10.1016/j.cosrev.2021.100413





Community Health Matters Project

Context

Health Improvement support communities to Start Well, Live Well and Age Well using a community-centred evidence and asset-based approach. This focuses on achieving positive health outcomes through community driven neighbourhood solutions.

In October 2021 the team secured council funding progress this programme of work, identifying four intelligence led with projects working our CORE20PLUS population groups.

What we did

Community leads, ward councillors, Town & Parish Council, the Voluntary Community and Social Enterprise sector, residents and schools came together in nine of our most deprived areas to discuss health data and community assets to address local health issues.

Communities identified and delivered a variety of health activities, secured resource to upskill local people enabling more meaningful health conversations and delivery of information and health activities.

Collaborative work continues in these areas especially around building capacity and finding additional resource to enable health and wellbeing ideas and solutions that these communities are so passionate about.







Impact

- 30 local people attending Making Every Contact Count training (MECC)
- Weekly Outdoor Gym Fitness session outside the community centre delivered by one of Telford & Wrekin Council Health Champions
- 50+ Stitch and mix group aimed at reducing social isolation and improve emotional wellbeing
- Something More Course with crèche for new mothers and carers to improve social and emotional wellbeing.
- ChiChi Fit. Fitness classes to Broadway music to boost confidence and improve health and fitness.
- Counterpunch boxing sessions improving physical and mental health, plus confidence for children aged 14 – 18
- Tai chi session providing the opportunity to try a new activity and feeling more connected to other people.
- Cook Clubs learning to cook a range of healthy meals from different cultures on a budget
- Schools & Community Cycling project is being developed, receiving further funding from Sport England. HIF funding initially supported Bikeability sessions in schools
- Fit4Life Falls Prevention sessions at the local church and funded equipment to film sessions for those housebound
- Age UK Line Dancing session in Donnington and Hadley which had been a great hit

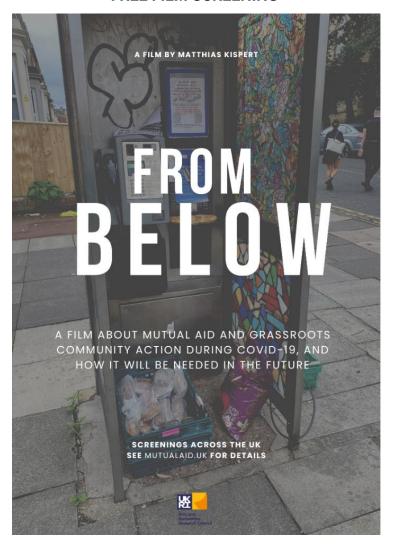
"If it wasn't for the activities and staff at the centre, I would never leave the house and for that I am truly thankful."

"The recipes have been different to what I do at home and has helped me vary my eating habits".

"these sessions have been a lifeline after my wife passed away. As well as them benefitting my mental health I'm getting fitter too".

The Institute for Community Research & Development invites you to:

FREE FILM SCREENING



Thursday 19th January 2023

Newhampton Arts Centre, Dunkley Street, Wolverhampton, WV1 4AN **Doors & Bar:** 6pm/**Event:** 6.30pm-8.30pm

This event is **free of charge.** If able, please donate what you can on the night. Any proceeds will be donated to community groups featured in the film and/or based in Wolverhampton.

The film will be followed by a discussion with the researchers and filmmakers alongside invited speakers from academia, the public sector, and the community and voluntary sector who contributed to the wealth of activities that took place across the West Midlands.

About the Organisers

From Below is part of a research project funded by the Arts & Humanities Research Council & led by Royal Holloway, University of London, and the University of Huddersfield. You can learn more here.

Based at the University of Wolverhampton, <u>ICRD</u> works to improve the life chances of people in the region through research-driven policy development and by delivering community-based projects working collaboratively with local communities and partnership networks.

For further information about the **event**, please contact Josh Blamire (<u>i.blamire@wlv.ac.uk</u>).





Gross Emitting Vehicles (GEVs) and their impact on Clean Air Zones (CAZs) and Low Emission Zones (LEZs)

waterman

Iarla Kilbane-Dawe (1) and Richard White (2)

(1) Technical Director and National Air Quality Lead, Waterman Group, (2) Associate Director and National Active Travel Lead, Waterman Group

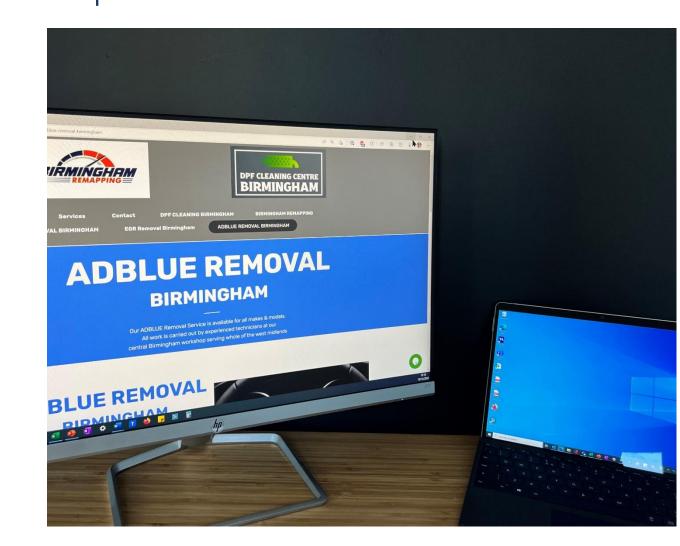
INTRODUCTION

With the rising costs of diesel and AdBlue, research has found that vehicle operators are increasingly tampering with vehicles' emissions controls to reduce costs. With savings advertised as £1000s per year, the number of tampered vehicles is rising. The result of this tampering is known as a "Gross Emitting Vehicle" (GEV), which will emit 100-1000 times more air pollution than normal. They have the potential to defeat local clean air policies. The prevalence of GEVs has potentially very serious implications for air pollution policy in the UK's towns and cities, such as locations such as Birmingham which has recently implemented a Clean Air Zone (CAZ). At present, the prevalence of GEVs in the fleet is poorly understood and likely air quality impact is unknown.

BACKGROUND

As well as tampered vehicles, there is growing evidence (3) that Euro 6/VI emissions control systems are degrading rapidly on many diesel vehicles. In many cases within 1 or 2 years of purchase the vehicles are emitting much, much more Nitrogen Dioxide (NO2) than permitted during emissions testing and after sale.

Degradation can also encourage fitting of a cheap tampering device, to avoid the costs of a proper repair.

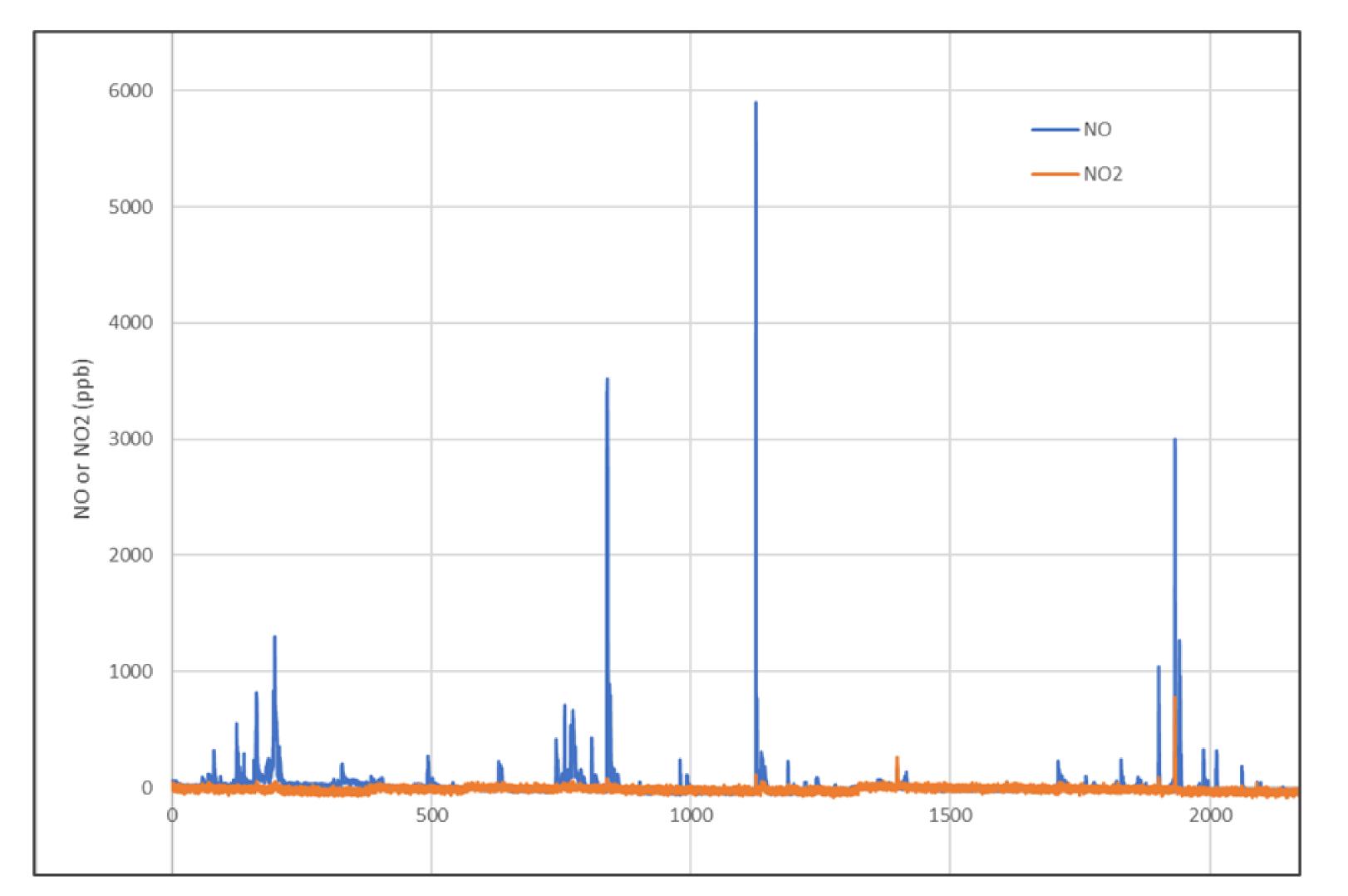


FINDINGS

As part of Clean Air Zone or Low Emission Zone roll-out, support packages have been put in place to upgrade or retrofit the emissions control systems or the fuel systems of some vehicles. However, our study has found that not all retrofit systems are successful. In some UK cities, bus fleets that had been retrofitted continue to emit far more air pollution than expected, requiring improvements to the retrofitted equipment. Finally, there are vehicles whose emissions control systems have failed simply due to mechanical or electrical issues in the vehicle.

Recent studies by Transport Scotland(publication in preparation) indicate a presence on the order of a percent, while a recent London test survey for Waterman measured one GEV twice in 35 minutes. This emitted over 800ppb of NO2 (see graph below).

If GEVs are only 1-in-100 of the vehicles on the road, our study has found that on their own they would more than double the total air pollution from vehicles in a town or city. This would be more than sufficient to defeat the objectives of many Clean Air Zones and Low Emission Zones. Some pilot studies (4) suggest the prevalence is even higher and they cause even higher emissions.



NEXT STEPS

Further study is proposed to understand how many GEVs there are on the highway network, and what kind of vehicles pose a problem. This would involve surveying a snapshot of vehicles within CAZs or in areas looking to implement LEZs to analyse the number of GEVs, and their impact.

This study would be simple to implement, requires no road closures or special equipment, and can operate on battery power for 8 hours at a time. The system is portable and inconspicuous by the roadside. It could also be fitted inside a vehicle for chase testing to verify retrofits or route studies.

The measurements for individual vehicle exhausts can be identified as the vehicle drives past. This allows the number of GEVs in the fleet to be characterised, while use of the DVSA database (anonymised) allows the vehicle Euro class, age and tax status to be established. From this the impacts on local air quality can readily be computed, and further evidence developed.



CONCLUSIONS

Our work has identified the issues caused by GEVs and how they can have a negative impact on local air quality improvement policies.

Further study is called for through collaboration with Transport for West Midlands (TfWM) and Birmingham City Council to provide the information needed to understand whether there is a significant problem in the Birmingham CAZ area, or other areas subject to LEZs, what kind of vehicles are the source of the problem, and to anticipate any issues that may develop with air quality policy, avoiding public health, communications and reputational damage.

REFERENCES

(3) https://www.volvogroup.com/en/news-and-media/news/2018/oct/news-3085515.html

(4) Böhm, M., Nanni, M. & Pappalardo, L. Gross polluters and vehicle emissions reduction. Nat Sustain 5, 699–707 (2022). https://doi.org/10.1038/s41893-022-00903-x

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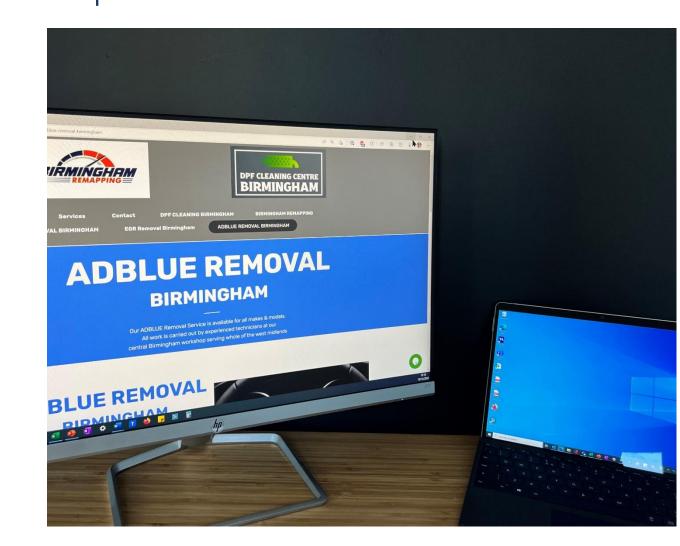
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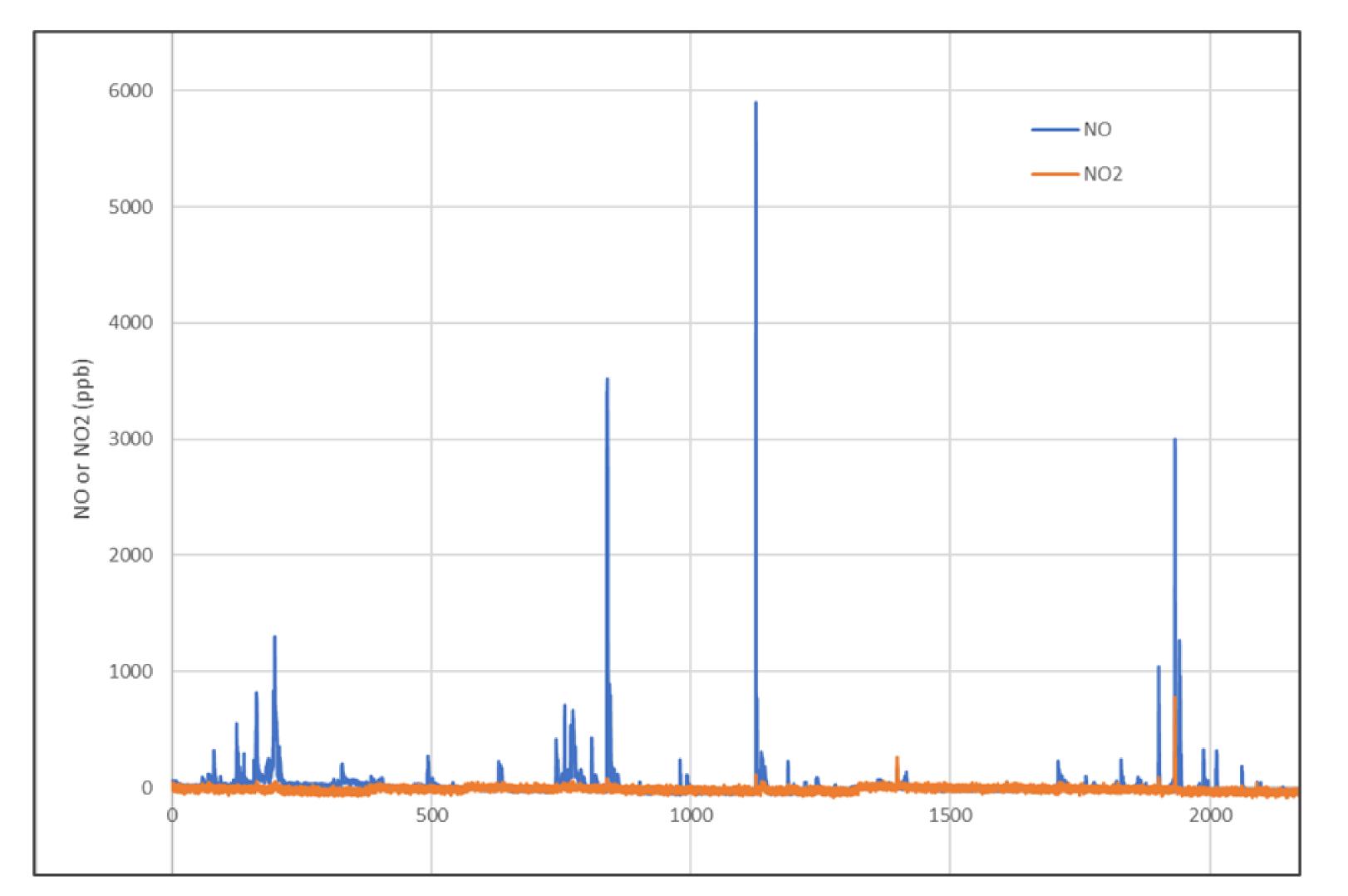


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Further study is called for through collaboration with Transport for West Midlands (TfWM) and Birmingham City Council to provide the information needed to understand whether there is a significant problem in the Birmingham CAZ area, or other areas subject to LEZs, what kind of vehicles are the source of the problem, and to anticipate any issues that may develop with air quality policy, avoiding public health, communications and reputational damage.

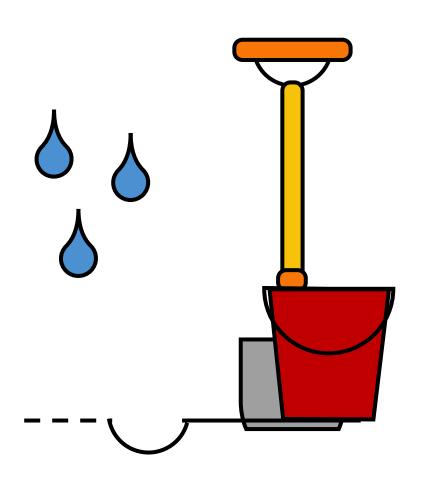
REFERENCES

(3) https://www.volvogroup.com/en/news-and-media/news/2018/oct/news-3085515.html

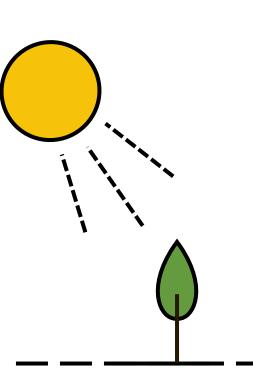
(4) Böhm, M., Nanni, M. & Pappalardo, L. Gross polluters and vehicle emissions reduction. Nat Sustain 5, 699–707 (2022). https://doi.org/10.1038/s41893-022-00903-x

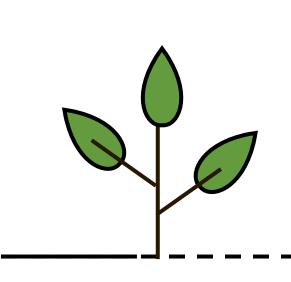
Midlands' Long-term Conditions & Prevention activity 2022-23

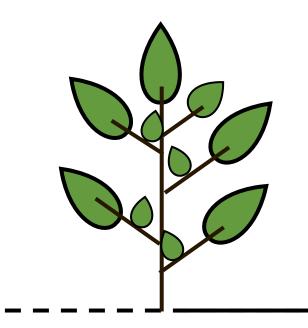
NHSHealth Education England

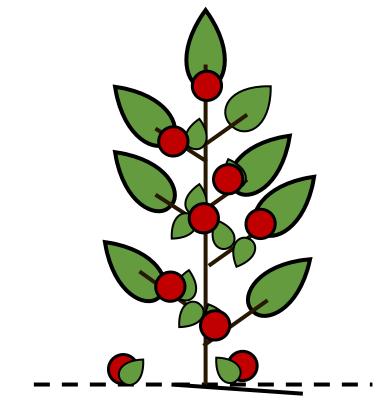












Prevention

Behavioural Science
Public Health Network
for applied approach to
Behavioural & Social
Science methodology;
24 on development
prog (6 events)

51 clinicians in "Embedding Prevention into Clinical Services" Action Learning Sets

64 in Making Every
Contact Count
community of practice

Supply

12 Level 6 Public
Health Practitioner
Apprentices (Cov Uni)

118 PH practitioners on UKPHR development scheme; 5 registered with UKPHR

28 UKPHR assessors trained; bespoke programme of professional registration portfolio support for 12 Health Protection practitioners & 12 PH specialists

Upskilling

46 masterclasses to upskill 1217 participants inc. 2 Faculty of PH & 2 London South Bank University programmes mapped to UKHPR professional standards

7 National Population Health Fellows

1 National Trainee Health Psychologist for workforce planning

Long-Term Conditions

48 trained in Bridges
Integrated SelfManagement for LD &
MH teams

293 supported to gain ARTP accredited Spirometry training qualification

15 day Wellbeing
Coaching programme
for Stroke workforce to
enhance provision of
psychological support
to Stroke survivors

Health Literacy

5 Health Literacy awareness training sessions for 235 participants; 6 HL Organisation workshops for 119 (inc. prisons, care homes); 187 in HL Community of Practice; 4 Teach Back films produced with Personalised

Health Inequalities

Data Science training in Population Health Intelligence

Bespoke training in Health Equity
Assessment

Promoting & embedding upstream interventions through a population health management workforce training approach

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Care Institute

Impact of COVID-19 pandemic: perspectives from ethnic minority communities

- **Objectives** To explore the perspectives of ethnic minority community leaders in relation to: the impact of the COVID-19 pandemic on their communities; and their community's perception, understanding and adherence to government guidelines on COVID-19 public health measures.
- Design A phenomenological approach was adopted using qualitative semi-structured interviews.
- Settings Community organisations and places of worships in the West Midlands, England.
- **Participants** Community leaders recruited through organisations representing ethnic minority communities and religious places of worship.
- Results A total of 19 participants took part. Participants alluded to historical and structural differences for the observed disparities in COVID-19 morbidity and mortality. Many struggled with lockdown measures which impeded cultural and religious gatherings that were deemed to be integral to the community. Cultural and social practices led to many suffering on their own as discussion of mental health was still deemed a taboo within many communities. Many expressed their community's reluctance to report symptoms for the fear of financial and physical health implications. Increase in hate crime which was deemed to be exacerbated due to perceived insensitive messaging from authority officials and historical racism in the society.
- **Conclusion** Government agencies and public health agencies need to integrate with the community, and community leaders can enable dissemination of key messages to deliver targeted yet sensitive public health advice which incorporates cultural and religious practices.

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Use of online reviews to inform Dudley's Pharmaceutical Needs Assessment

Dr. Claudia Conroy, FY2 Doctor and Dr. David Pitches, Consultant in Public Health, Dudley Council

Introduction

- Pharmaceutical needs assessments (PNA) are a statutory responsibility of local authorities and should be informed by consultation and user feedback
- Consumer sentiment analysis [1] is increasingly used in a variety of fields as a novel and low-cost method of collecting and analysing publicly available user opinions
- Potential to collect user opinions of underrepresented groups in formal questionnaires
- Limited research currently exists exploring the usability of online reviews in healthcare settings

Objectives

- To explore the useability of online pharmacy reviews as an adjunct to user surveys to inform Dudley's 2022 PNA
- To explore what pharmacy users value and criticise about their local pharmacies

Methods

- 62 pharmacies currently operate in Dudley
- Single researcher (CC) trawled through online reviews on: Google, Facebook, NHS.uk pharmacy, Yell, pharmacies' own websites and the CQC.
- Online reviews were reviewed, sentiments identified and coded into themes

Results

- 1377 online reviews/ratings identified, 1056 reviews included
- Customer service was the most reviewed aspect of pharmacy service providers (PSPs). Reviewers praised helpful, efficient, discreet PSPs, and criticised unwelcoming, judgmental PSPs.
- Medication services
 - Long waits for medication were criticised, alongside incorrect/missing/out-of-date dispensed medications
- Pharmacy environment
 - Reviewers praised centrally located pharmacies close to shops, food banks and GP surgeries
 - Accessibility (eg ramps, automatic doors) was widely commented upon in reviews.

Discussion and conclusion

- Key advantage free access to large pool of user opinions who may not otherwise engage with formal consultations
- Disadvantages include need to exclude unanalysable reviews, and inability to verify genuine service users.
- Online reviews provide a valuable untapped source of user experience information and offer additional insights for commissioners and providers of health services

Reference:

[1] P Jain, R Pamula, G Srivastava. A systematic literature review on machine learning applications for consumer sentiment analysis using online reviews, *Computer Science Review*, Volume 41, 2021. [website] available from:

https://doi.org/10.1016/j.cosrev.2021.100413