

*"Floreat Salopia" – May Shropshire Flourish*

# Director of Public Health's Annual Report Years 2020 and 2021



# Contents

	Page
<b>Foreword</b>	3
<b>Section 1:</b> Progress on the 2020 Annual Report areas of focus	4
<b>Section 2:</b> Impact of COVID-19 and health profile of Shropshire	8
<b>Section 3:</b> Health Protection: the Shropshire Response to COVID during 2020/21	13
<b>Section 4:</b> What we will do next – Living with COVID-19	18
<b>Conclusions and Recommendations</b>	20



In March 2020 my first annual report was published, with the ambition “May Shropshire Flourish.” The report described the current health picture of Shropshire people and how we would focus on improving those areas of health which are having a negative impact on Shropshire people’s health and wellbeing outcomes. This included Smoking in Pregnancy, mental health and wellbeing for all ages, and weight management and obesity.

This has been the most challenging of times; each and every one of us has been impacted by the pandemic. Lives have been changed for many Shropshire people; this may be directly or indirectly through illness or bereavement, through our own mental and physical health and that of our family and friends, juggling home schooling with working, or worrying about job security, debt or fear of losing our home. However, this is only part of the picture.

What has been positive has been the wonderful community spirit in our County. In our towns and surrounding villages volunteer groups set up almost immediately, to support those unable to get to the shops or who were shielding or self-isolating. The response of Shropshire people and communities to ‘Step-up’ and protect themselves and others around them to help contain the COVID-19 virus has been amazing and humbling. I also have to say how proud I am of my team, of colleagues across the Council and our partners in the public and private sector and our voluntary and community sector who have worked tirelessly to respond to COVID and keep people safe, often at personal cost. I thank you all!

This report aims to mark a historic point in time for the health and wellbeing of our County, to reflect and summarise the extraordinary year that has been 2020/21; looking back to see what we have achieved and make recommendations for the future as we learn to live with COVID and its impacts.

We will continue our work to support the health and wellbeing of Shropshire people through working in partnership with our health, social care and voluntary and community sector colleagues to deliver services such as: the successful Social Prescribing programme; mental health and wellbeing for all ages; smoking in pregnancy and weight management. Reducing inequalities in health so everyone has a fair chance at keeping well, no matter where they live underpins all our work. We want to keep everyone as healthy as they can and help to stop diseases and illnesses which can be prevented.

My recommendations from **last year’s annual report** were: to highlight prevention as a shared responsibility; the importance of community, community wellbeing and the role of Social Prescribing; a focus on communities and neighbourhood working, taking an intelligence led approach; a focus on workforce; and highlighting areas of focus for the future. This report reviews progress against these and despite the pressures of the COVID response, progress which has been made. The report also reflects on the recommendations in the light of the COVID-19 Pandemic, and highlights the challenge moving forward with COVID and our ambition for the next year.



**Rachel Robinson,**  
Director of Public Health,  
Shropshire Council



**Cllr Dean Carroll**  
Chair, Shropshire Health & Wellbeing Board May to September 2021



**Cllr Simon Jones**  
Chair, Shropshire Health & Wellbeing Board September 2021 to current

## Section 1: Progress on the 2020 Annual Report areas of focus

We said we needed to focus on 5 key areas over the next few years to improve outcomes for our population, these remain as relevant today. This is just some of the work which has taken place.

### Smoking in Pregnancy

#### Fact file:

Smoking in pregnancy increases the risk of miscarriage, stillbirth, premature delivery and having a low birth weight baby.

Babies born to mothers who smoke are more likely to suffer from respiratory disease as well as being at greater risk of sudden infant death.

Smoking in pregnancy rates in Shropshire are 11.3%, a minor decrease of 0.04% from last year. This is still a cause for concern.

At the last report we said we will:

- ✓ Continue to support pregnant women through the **Pregnancy Stop Smoking Service**
- ✓ Invest in the **Family Nurse Partnership**
- ✓ Work in partnership to **redesign smoking cessation services.**

#### What is happening:

- ✓ A **new service** across Shropshire, Telford and Wrekin has been commissioned from June 2021 and is an integrated part of our maternity services
- ✓ We have continued investing in the **Family Nurse Partnership Programme.**

### Health in All Policies (HiAP)

#### Fact file:

Embedding prevention and wellbeing in all the policies that impact on our residents is important. It encourages healthier lifestyles which help residents live longer and healthier lives and improve economic productivity.

#### What is happening:

- ✓ Cabinet has approved the requirement that all local policy and strategy documents taken to Shropshire Council committees should have their health impact assessed and recorded. For policies assessed as having significant impact on the health of residents of Shropshire, the full health impact will be assessed, and actions outlined to enhance positive impacts and reduce negative impacts.
- ✓ The planning team have worked very closely with Public Health colleagues to assess the impact of specific aspects the core plan has on the health of the population. In particular the focus includes housing conditions and sustainability, particularly mitigating the impact of climate change.
- ✓ Currently the actions described above are all at a Shropshire Council level, however we recognise the importance of the Health in All approach being embedded across the actions of systems partners.
- ✓ In partnership we will continue to support our workforce to be active in taking care of their own health and the health of their families.



## Social Prescribing

### Fact file:

Many people go to their GP for help with non-medical problems and/or for preventable health conditions. Social Prescribing is a programme which empowers people to take control of their own health and wellbeing and refers them to support within their own community. Non-medical 'link workers' work with a person to give time, focus on 'what matters to me' and use motivational interviewing and behaviour change techniques. The person is then supported to connect to community groups, activity of interest, and statutory services for practical and emotional support.

Social Prescribing is a key priority of the Health and Wellbeing Board

### What is happening:

- ✓ During COVID, the programme has made adjustments to **support people on the telephone or online**
- ✓ Primary Care has worked alongside Public Health to make the changes needed to continue to support people through Social Prescribing and the offer has been extended to support the **Clinically Extremely Vulnerable**
- ✓ Additionally, the system has invested in **Winter Pressure Link Workers** who are employed by Age UK. These Link Workers work primarily with those who are vulnerable (including the Clinically Extremely Vulnerable), offering help at home, befriending, shopping and a variety of other support offers to keep people well this winter
- ✓ We have worked with our 4 Primary Care Networks (PCNs) and Social Prescribing is available in all GP Practices in Shropshire
- ✓ **Over 1800 people** have been referred for Social Prescribing
- ✓ Social Prescribing remains an **integrated service with the voluntary and community sector** with community development delivered by Qube, RCC and Ludlow Hands Together and The Mayfair Centre in Church Stretton delivering Social Prescribing advising for the Church Stretton Medical Practice
- ✓ **Social Prescribing for Children and Young People (CYP)** in Shropshire has started in the South West of Shropshire (Ludlow and Bishops Castle) and a CYP link worker has been recruited. Roll out and development of Social Prescribing will continue.





## Mental health and Wellbeing

### Fact file:

COVID has brought mental health awareness to the fore, with reports that many first-time requests for mental health support have been made by people of all ages as well as the disruption to usual support for those who are already connected with services. Nationally and locally, there is growing concern regarding eating disorders in young people, along with self-reported suicidal thoughts and self-harm in addition to mental health problems associated with long COVID.

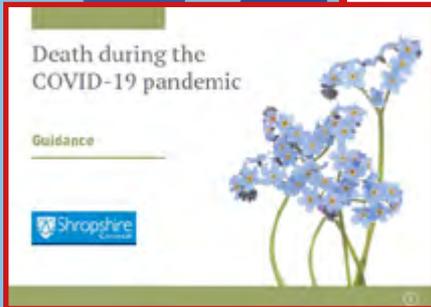
We also know that men are less likely to actively seek out support for mental health concerns or suicidal thoughts, but have a far greater burden of suicide, particularly in the 45 to 64 age group.

Mental Health is a key priority of the Health and Wellbeing Board

### What is happening:

A suite of offers has been put together to support Shropshire residents during the pandemic and beyond, including:

- ✓ **Bereavement support and information** including connecting our Customer Services offer with local voluntary providers: Cruse, Severn Hospice, Samaritans and Crane Counselling
- ✓ **Bereavement booklet** and **Looking after your mental health during COVID-19 booklet**
- ✓ A license for **TogetherAll**, for any Shropshire resident to access the confidential, secure and nationally recognised online wellbeing platform for peer support of low level mental health or wellbeing concerns
- ✓ Leading the **suicide prevention** agenda with establishment of a new suicide bereavement offer across Shropshire and Telford, and free-to-user suicide awareness training.
- ✓ **Social Prescribing** for adults experiencing low level mental health difficulties and/or isolation and loneliness, and for children and young people (in the south west currently)
- ✓ Shropshire Council **mental health webpages**
- ✓ **Targeted approaches** for those at higher risk continue to progress through multi-disciplinary groups, e.g. our suicide prevention network and children and young people focused programmes linking with schools
- ✓ Re-visiting the **Prevention Concordat for Better Mental Health** programme post-COVID.
- ✓ 645 Shropshire residents attended Zoom Anxiety and Wellbeing sessions delivered by Shropshire MIND during the pandemic



## Weight Management and obesity

### Fact file:

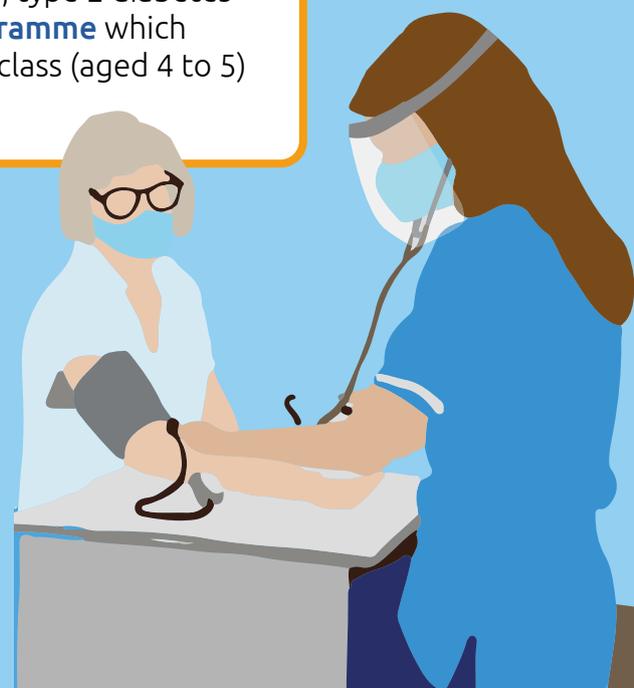
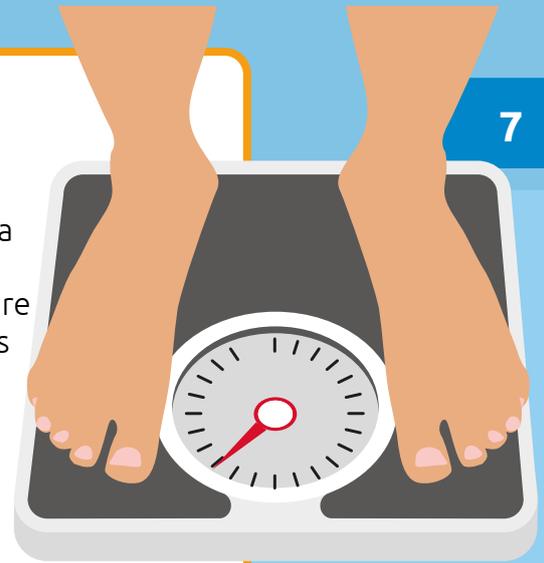
Obesity poses a significant threat to population health and is a major risk factor for disability, diabetes, cancer, heart disease, stroke, dementia and joint problems. Severely obese people are 3 times more likely to require social care support. These issues have been magnified further by the COVID-19 pandemic.

Weight Management continues to be a focus during 2020/21 and is a key priority of the Health and Wellbeing Board.

### What is happening:

- ✓ Public Health are leading a whole systems approach to the **weight management strategy**, with areas of focus including: the Food environment/healthy eating, physical activity and the built environment, Supporting individuals in behaviour change, healthy weight and lifestyle support, and promoting good mental wellbeing/self-esteem in terms of a healthy relationship with food
- ✓ We have worked in partnership with the Shropshire Food Poverty Alliance to help address **food insecurity** for those who need help the most
- ✓ As part of a **successful bid for funding** from the Local Government Association/Health Foundation, in depth consultation has taken place with stakeholders and people with lived experience of food insecurity in Shropshire. The findings will inform work needed to address this and aid putting this in to action
- ✓ **Health in All Policies** work is supporting weight management as an area of focus
- ✓ **Social Prescribing** has continued during the pandemic, albeit in a different format. Weight management and physical activity forms a suite of the support offer

Although progress has been delayed due to pandemic, **NHS Health Checks** (which are health check-up for adults in England aged 40 to 74. designed to spot early signs of stroke, kidney disease, heart disease, type 2 diabetes or dementia) and the **National Child Measurement Programme** which measures the height and weight of children in Reception class (aged 4 to 5) and year 6 (aged 10 to 11), will resume.



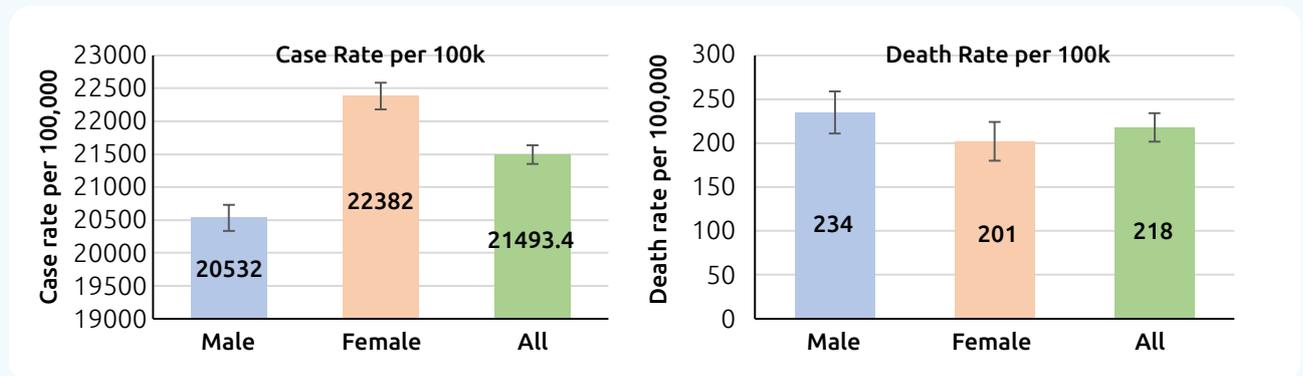
## Section 2: Impact of COVID-19 and health profile of Shropshire

We recognise this has been a challenging and difficult year, and from 01 April 2020 to 17 January 2022, 703 people lost their lives to COVID-19 in Shropshire. These deaths are not numbers, they are people who were loved by their families and friends, and those families and friends are now living with that loss.

The information below provides statistical information on case rates and deaths, which includes gender, age group and deprivation levels. The COVID-19 pandemic in Shropshire broadly followed the national pattern of waves of cases, albeit with lower peaks and cases rising slightly behind national rates.

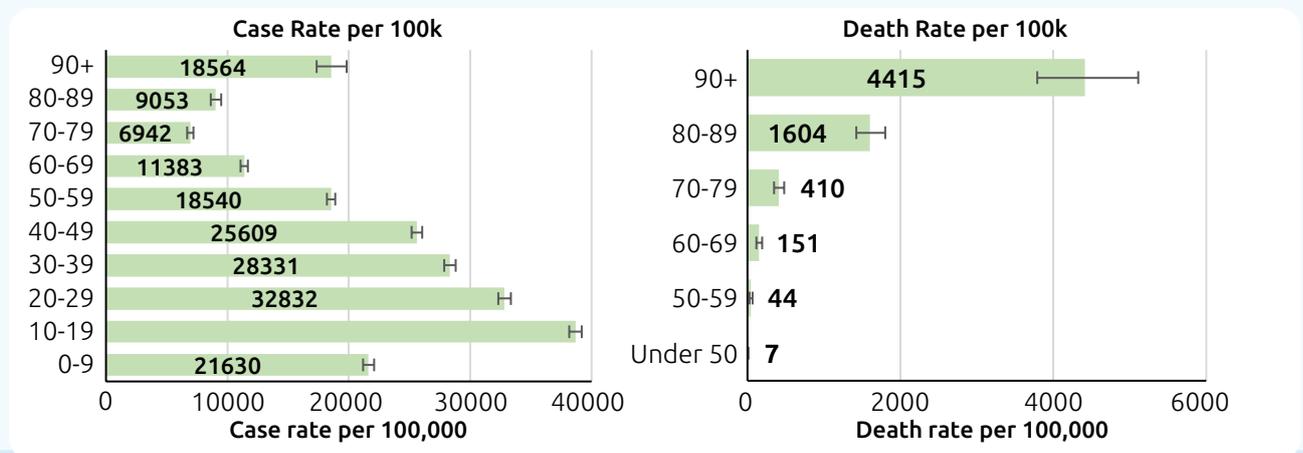
Between 1 April 2020 and 25 January 2022, there were 69,453 positive COVID-19 cases recorded among Shropshire residents giving an overall rate of 21,493.4 per 100,000 resident population. The rate among females was higher than among males. In terms of deaths, there have been 703 deaths, giving an overall rate of 201.8 per 100,000 resident population, the death rate is slightly higher for males than females, but not statistically higher.

Figure 1: Distribution of COVID cases and deaths by gender



In the earlier days of the pandemic, those aged 90 years or older were most affected by the infection (see Figure 2), however the case rate has now been higher for younger people, with the rate significantly highest in the school age population (10-19). The associated deaths have significantly affected the older age groups the most with the 90+ age group the highest. The local pattern seemed to reflect the ageing population profile in Shropshire.

Figure 2: Distribution of COVID cases and deaths by age group





NB The information used in this report came from local cases obtained from Public Health England and local deaths from the local registrar’s office. As a result, there will be differences when compared with data from other sources such as the Office for National Statistics (ONS) death data. Additionally, information on deaths may not accurately reflect deaths caused by COVID-19 because it was based on deaths with COVID-19 listed on the death certificate but not necessarily as the main cause of death, and there can be a delay in deaths being registered.

Based on the national 2019 Index of Multiple Deprivation (IMD) quintiles, overall, there were more cases in people from the most deprived quintile, with the second highest number of cases from the least deprived quintile – both of these were significantly above the other quintiles. However, when looking at the place of death for those where COVID-19 was recorded on the death certificate, significantly more happened in places that were in the least deprived IMD quintile areas (see Figure 3), but this is explained by the fact that over half the COVID-19 deaths occurred in the local hospital, which is in one the least deprived areas of Shropshire, while a number of deaths occurred in care homes, many of which are also in the least deprived areas.

Figure 3: Distribution of COVID cases and deaths by national 2019 IMD deprivation quintile

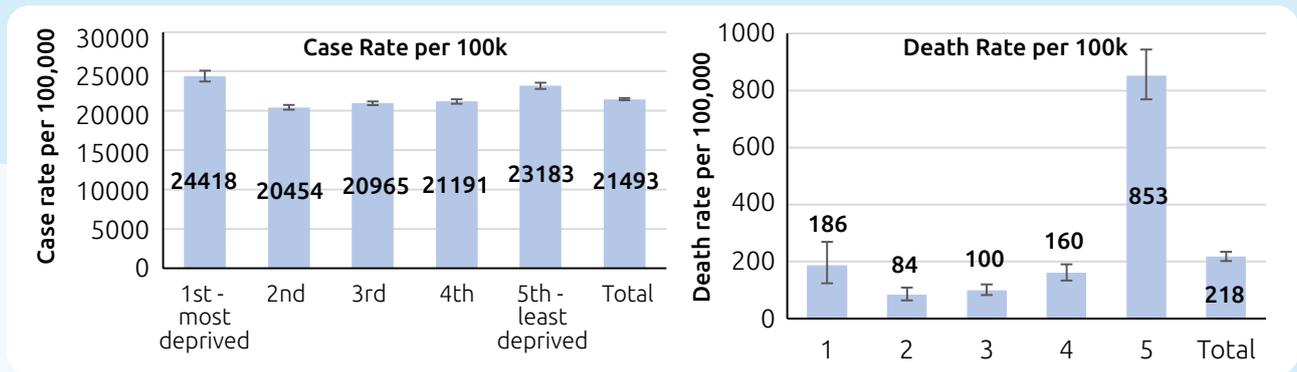


Figure 4 shows distribution of COVID cases by area of residence. The COVID-19 case rate was significantly lowest among residents in South Shropshire and highest among those in Shrewsbury & Atcham.

Figure 4: Distribution of COVID cases by area of residence

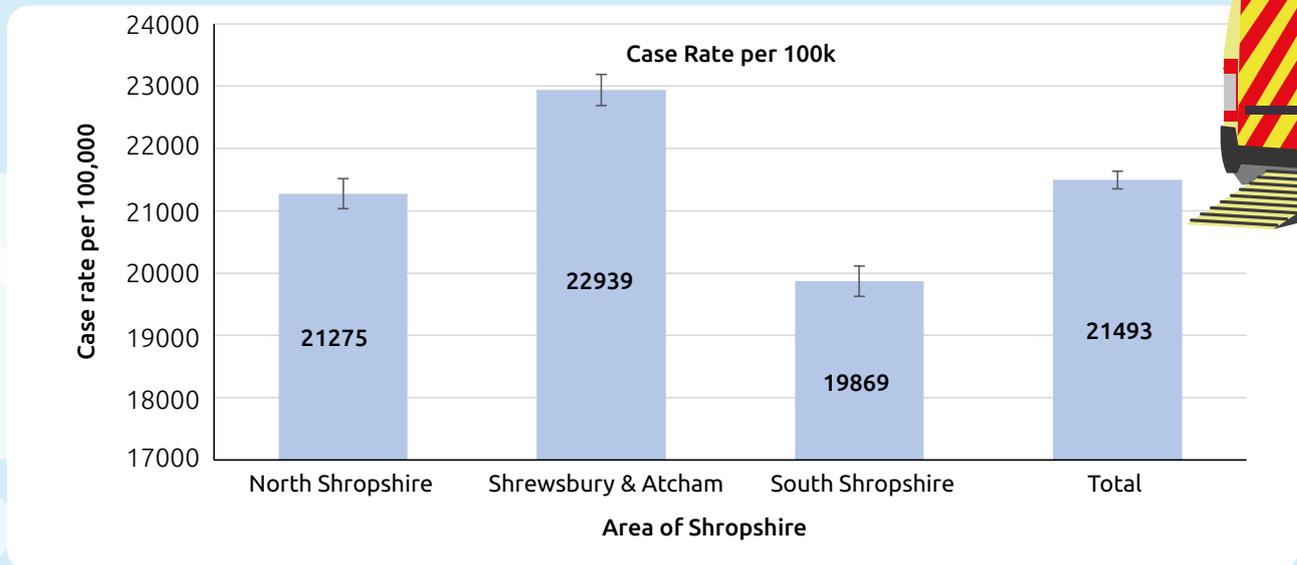


Figure 5: Impact of Covid-19 in Shropshire (extract) Shropshire Council: February 2021

<b>Mental Health – Anxiety and depression</b>	National data is showing that people’s mental health is suffering following the pandemic, and this applies to all ages. In <b>The Healthwatch Shropshire May 2020 survey</b> of 568 people, 64% reported a slight or significant impact on mental health (of the 64% total, 13% indicated a ‘significant’ impact).
<b>Risk: High</b>	Interim results from the Shropshire Schools Nutrition and Wellbeing Survey carried out October to December 2020, highlighted that approximately 21% of children had concerns over wellbeing. SATH report mental health attendances at A&E, and concern for younger adults and children.
<b>Increase in low income families, child poverty and food insecurity</b>	Shropshire has seen an upward trend in both primary and secondary school children claiming free school meals since 2018. The 2020 data saw Shropshire ranked 32 nationally with the percentage of pupils compared to the previous year increasing by 1.90% for primary and 2.20% for secondary. Source: <b>Local authority interactive tool (LAIT)</b>
<b>Risk: High</b>	Trussell Trust food banks in Shropshire saw an increase of 72% from 2,935 parcels distributed 1 April to 30 September 2019 compared to 5,039 in the same period 2020. Shropshire Food Poverty Alliance has reported the same significant increases in demand across Shropshire’s independent foodbanks and projects. New food schemes were established in many communities as a response to the project. Source: <a href="https://www.shropshirefoodpoverty.org.uk/">https://www.shropshirefoodpoverty.org.uk/</a>
<b>Financial</b>	ONS data: December provisional data saw an increase of more than 10,000 Universal Credit claimants in Shropshire since March. December provisional data saw an increase of 4,495 total claimants (+112%) since March for those who are not in work and claiming out of work benefits including Universal Credit and Job Seekers Allowance.
<b>Risk: High</b>	

The COVID -19 pandemic has had a considerable impact on people experiencing deprivation and further magnified existing health and social inequalities both at national and local level. These have manifested in their adverse impact on residents’ mental health, individual and family finances, and food and employment security of residents, disproportionately affecting those from the more deprived communities.

**Build Back Fairer: The COVID-19 Marmot Review** highlights the impact of anticipated increases in poverty for children, young people and adults of working age, food insecurity, poorer mental health in children and young people, the unequal impact of the pandemic on Black and Minority Ethnic (BAME) populations, rising unemployment and low wages leading to worse health and wider inequalities.



Figure 6: Living with Coronavirus - 1 year on: Shropshire Council March 2021



The Marmot review’s findings largely support our local findings. From February 2021, Shropshire Council has been gathering information on the impact of the COVID-19 pandemic. This report looks broadly at the COVID-related impacts that have been experienced and/or may be experienced by individual residents, households, communities and local service providers. The type of impact and risk has been estimated based on local data and provider evidence. Extracts of the findings are shown in Figure 5.

Figure 6 provides a visual guide to both the positive and negatives impact of COVID in Shropshire 1 year on.

Mental health has affected both adults and young people, with adults suffering depression and anxiety increasing from 10 to 19% and over 50% of young

people experiencing loneliness during the pandemic. In terms of healthy behaviours, 30% of adults have reported putting on weight and 27% said they were drinking more alcohol. We know the financial and economic impact of the pandemic too, with 35% of businesses reporting cash flow problems and 10,000 new Universal Credit claimants.

On a positive front, the COVID vaccination programme has seen 96% of care home residents receiving their vaccination, and at February 2021, 40% of adults had received a COVID vaccination. Figure 9 further in this report also shows how the Local Authority provided £125m worth of support to local businesses, and data showed the use of Public Rights of Way (a right to pass over someone’s land along a specific route such as footpaths and bridleways), was up by 131%.

**Public Health Outcomes Profile data**

Figure 7 **PHE Fingertips data** provides a snapshot of which health outcomes Shropshire is doing better and worse for, compared to England average figures. This data helps us to identify challenges to address. Alcohol treatment, statutory homelessness and child development are just some of the areas which will have been affected by the COVID pandemic, and the increase in these areas are not unexpected.

Figure 7: PHOF outcomes data: July 2021

### Better in Shropshire than England



Male life expectancy  
Children in absolute low-income families (under 16s)  
Breastfeeding initiation  
% of children achieving at least the expected level in communication and language skills at the end of reception  
Year 6: Prevalence of obesity (including severe obesity)  
New STI diagnoses (exc chlamydia aged <25) / 100,000  
Violent crime – hospital admission for violence (including sexual violence)  
Under 18s conception rate / 1,000  
Under- 75 mortality rate from cancer  
Under-75's mortality rate from all causes  
Under-75's mortality rate from all cardiovascular diseases

### Worse in Shropshire than England



16-17 year olds not in education, employment or training (NEET) or whose activity is not known  
Child development: percentage of children achieving a good level of development at 2-2.5 years  
Smoking in early pregnancy  
Obesity in early pregnancy  
% of children with free school meal status achieving the expected level in the phonics screening check year 1  
Hospital admissions caused by unintentional and deliberate injuries in children (aged 0-14 years)  
Statutory homelessness – Eligible homeless people not in priority need  
Admission episodes for alcohol-related conditions (Narrow) (Female)  
Estimated diabetes diagnosis rate  
Successful alcohol treatment  
% of adults who abstain from drinking alcohol



What is happening to address these is detailed to an extent in section 2 of this report, and through the key priorities of the Health and Wellbeing Board which are:

#### Strategic

- Joined-up working
- Improving Population Health
- Working with and building strong and vibrant communities
- Reduce inequalities

#### Key areas of focus

- Healthy weight and Physical Activity
- Workforce
- Mental Health
- Children and Young People

It is important to consider inequalities when looking at 'better than' or 'worse than' data. Although this provides an important overall measure of local population health compared to national average, it can hide inequalities that exist within specific communities and population sub-groups

For example, life expectancy for men is 80.6 years and is significantly better than the England average but this hides the fact that life expectancy for men in the most deprived areas is 5.8 years lower than that for men in the least deprived areas

## Section 3: Health Protection: The Shropshire response to COVID during 2020/21

Health Protection is one of the core areas of public health work. It is important as it protects individuals, groups and populations through expert advice and effective collaboration to prevent and manage outbreaks of infectious diseases. Health protection also includes environmental public health, such as food safety, and Emergency Preparedness, Resilience and Response (EPRR) to threats such as flooding, and chemical spillages.

2020/21 demonstrated the critical role of Health Protection. In mid-February, Shropshire battled with the worst floods in 50 years. Meeting with communities and speaking to individuals to provide advice, reassurance and support was crucial in protecting people's health.

Then in 2020, COVID-19 arrived on British shores and spread throughout the UK. This was a new virus which proved to be highly infectious and deadly. Figure 8 below illustrates Health Protection work which took place and continues in Shropshire.

Figure 8: COVID-19 Health Protection response

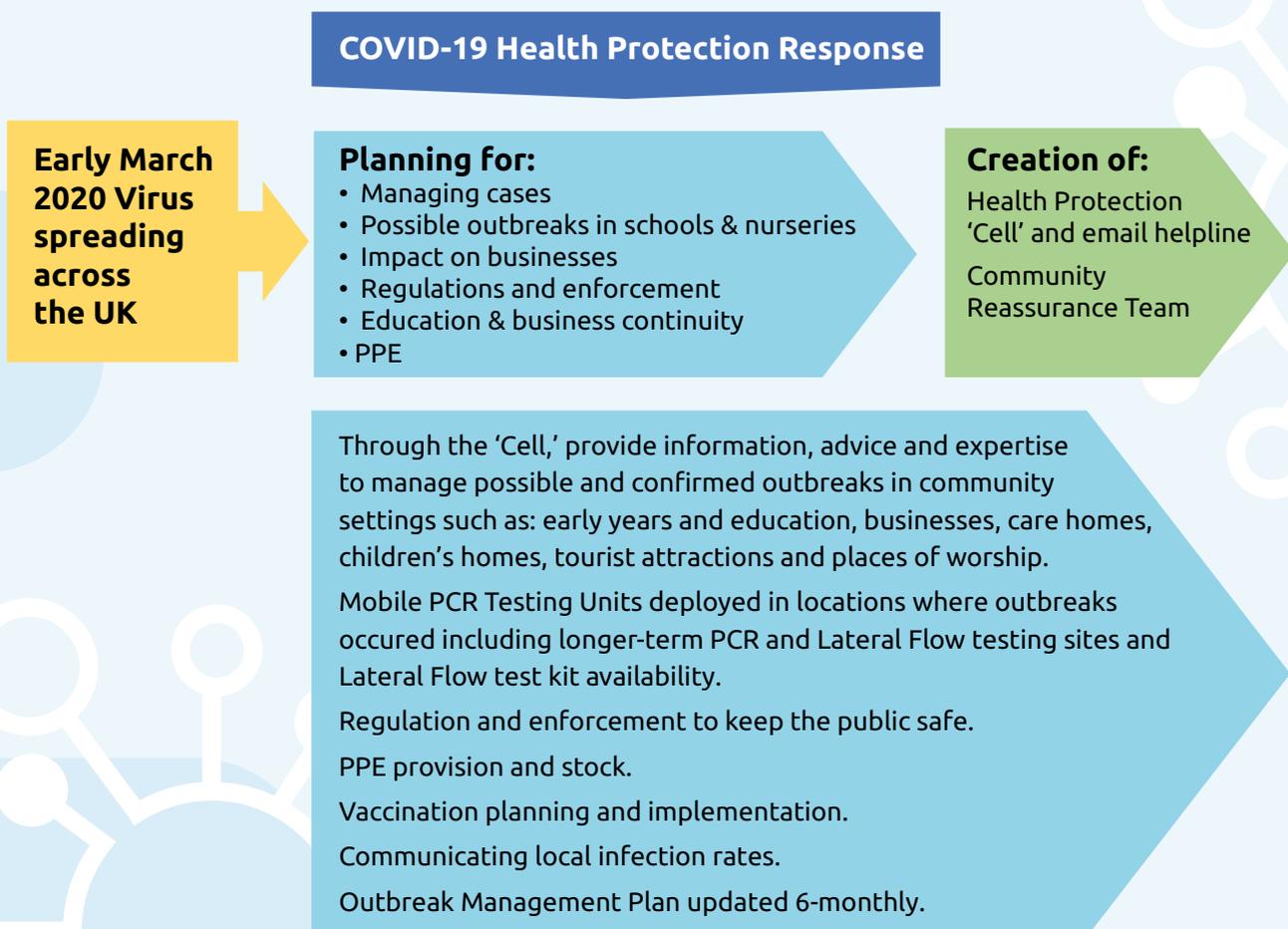


Figure 9 shows website information, and the cover of the Local Outbreak Management Plan



## The community and Council response to the pandemic

Our communities have been at the heart of the COVID response and further working with communities and the Voluntary and Community Sector will continue beyond the pandemic. In addition to the areas of focus detailed earlier in the report, the Council responded, and has continued to respond in a number of different ways to support Shropshire people:

### a. Community Reassurance Teams

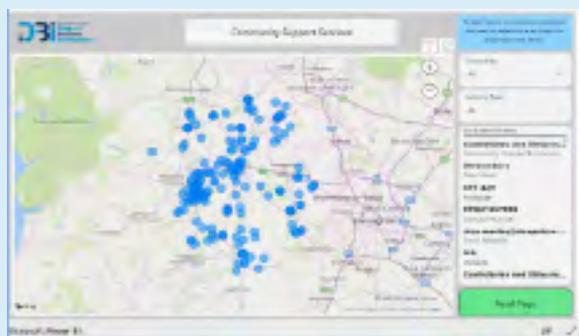
This Shropshire Council team was rapidly formed at the start of the pandemic, and expanded to 5 Teams countywide, comprising of 37 skilled staff from Customer Services, IT, HR, Public Health, Culture, Leisure & Tourism, and Social Care.



The Team responded swiftly to government guidance, particularly around supporting those who were shielding or isolating and vulnerable due to Covid-19 and ensuring that people were supported with food and supplies as well as emotional wellbeing support. The Outreach Team continues with this work. During the height of the pandemic, **over 2200** people benefited from food parcels deliveries and an average of **over 100** homeless people received a hot meal every day, and food parcels every week. The team continues to operate and provide support to the Shropshire community, schools and businesses.



Figure 10: Map showing the locations of businesses and organisations



**Over 600** volunteer organisations and businesses were collated on a new Community Volunteering Directory that was shared internally and on the Council website, and **over 230** community groups and people supporting their friends, neighbours and communities, will have supported thousands of Shropshire Residents. These are mapped on a Power Bi tool that is available on the Council website (Figure 10). **11,000 welfare** check calls to Shropshire people.

## b. Public information and campaigns

A bespoke 'Step-Up Shropshire social media campaign was developed with key messages and up to date information for the public. The Council website has an easy-to-access Coronavirus section which contains local and latest Government guidance including different languages and formats and contained printable posters. (Figure 11)

Figure 11: Examples of printable posters produced



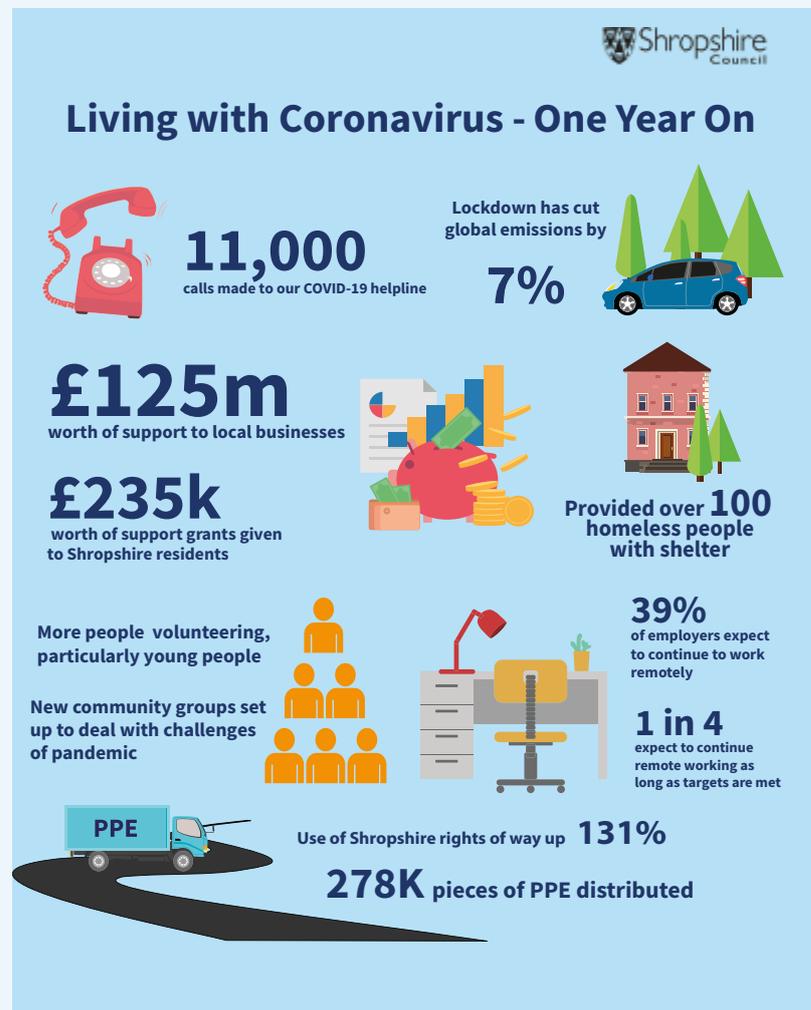
## c. Grants Programme

Shropshire Council provided a package of financial support to community groups and voluntary organisations who were providing critical support to those impacted by COVID-19 living in Shropshire.

**£75,000** of funding was allocated to **142** organisations through the **small grants programme**. **£500** was made available to community groups and village halls who have either lost income due to COVID-19 or who were providing additional support to people in their area in response to the pandemic.

Approximately **£90,000** of funding was awarded through **medium size grants** for larger

Figure 12: Living with Coronavirus – One Year On



voluntary and community organisations who were providing additional and different support for people during the pandemic, or who were struggling financially due to loss of income but continued to provide vital services.

Figure 12 provides a visual summary of some of the Council and community support provided during COVID.

#### d. Public Health response

Figure 13 provides a summary of the Shropshire Public Health COVID-19 response

*Figure 13: Shropshire Public Health COVID-19 response*

Our support for the vaccine rollout in Shropshire has been key to its success with the Council providing, at very short notice, venues, infrastructure, communications, staffing and transport for vulnerable residents.

**£150m**

Shropshire

We have paid out over £150m in COVID grants to more than 9,000 County businesses



We've supported over 300 outbreaks and 15,000 cases of COVID across Shropshire, delivering over 10,000 tests in our communities, issuing more than 5,600 pieces of guidance, and answering more than 13,500 calls to our helplines.

We set up a dedicated team to support care providers and help the care market with PPE, testing, visiting, funding and general moral support throughout the pandemic.

We developed and delivered a comprehensive package of community support including welfare grants, mental health and bereavement support, and community engagement to support residents dealing with the impacts of COVID.

During 2020 we distributed £13.3m of funding to care providers, voluntary sector and internal support services to support them through the pandemic. In 2021 we have distributed an additional £2.5m in Infection Control and Testing funding.



Staff from different Council departments came together voluntarily, to contribute in different ways to the response to the pandemic in Shropshire and have been exceptional in their enthusiasm and in the way they grasped the challenge for immediate action. Here is how it felt for some and for people using the services.



*"Not coming from a social care background, I wasn't sure what I could offer, fortunately I had a good background in technology and soon found myself useful supporting other team members in the building of the community database.*

*It's quite an experience delivering the food, people were so grateful and some genuinely scared (for obvious reasons) to open their doors. "However, seeing how grateful people are is something that all involved in this should see."*

Theatre Severn Technician

*"It was a pleasure to help. Please keep me on the list in case we need to deliver food in the future. It was one of the most rewarding things I've done."*

Assistant Country Parks and Sites Officer

*"I just wanted to thank you so very much for being so kind and helpful. We received the food box today. We cannot believe how generous, amazing and varied they are. It made XX and I really quite emotional. I cannot explain how thankful we are for your help and kindness."*

Shropshire resident

*"I am an extremely vulnerable person and I would just like to take this opportunity to thank you ever so much for the food deliveries you have been providing. I am so, so very grateful especially during these strange times. You and your volunteers work is very much appreciated and valued. Please do not forget this. I hope you're all safe and well during this outbreak and I send you my warmest wishes."*

Shropshire resident

## Testing

*"Our local Public Health offer of training and support to help Shropshire businesses and organisations establish workplace lateral flow testing, and confidently test their employees who couldn't work from home was so well received. It has been a privilege working with so many local businesses who are committed to helping control the spread of coronavirus."*

Public Health Development Officer

*"The testing programme delivered and supported by Shropshire Council has been fantastic. The knowledge of the council's public health team, as well as the professional training and materials provided, have enabled us to conduct mass testing onsite. It has allowed us to provide an added level of protection and reassurance to our critical workers. I would highly recommend to anyone not already signed up, to do so."*

Local business

## Vaccination centre

*"I'm proud of the part I played in a team of dedicated people supporting our community to protect themselves and recover from Covid so that Shropshire could get to the other side of the pandemic as safely as possible"*

*"I am grateful for the opportunity I have had to make a real difference to how Shropshire has managed the pandemic"*

Shropshire Council Employee

*"People of my age can get vaccinated now and I would encourage them to come forward and get double vaccinated as soon as they can."*

*"If you are feeling anxious, don't be; the NHS makes you feel really relaxed and at ease. It's so easy – just get the double jab done!"*

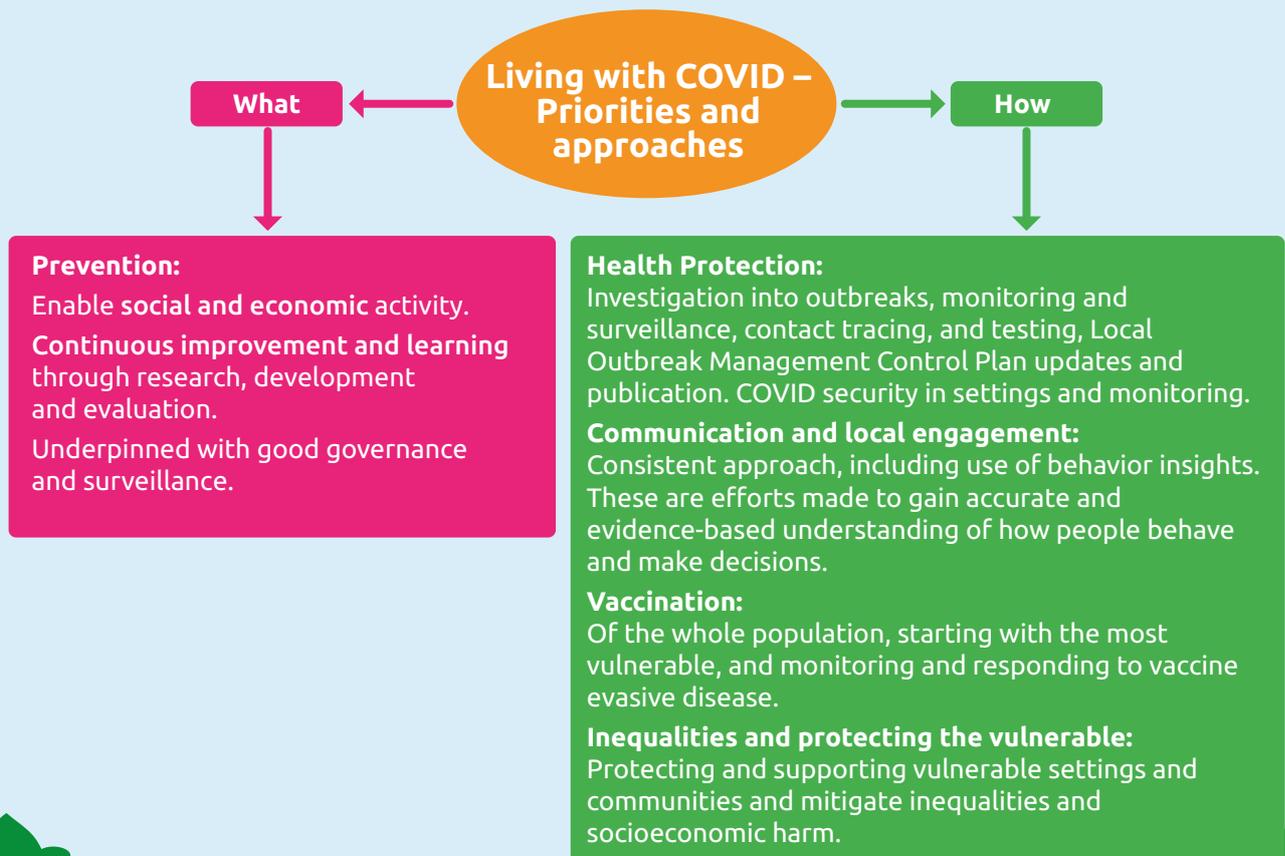
Local sportsman

## Section 4: What we will do next –

### Living with COVID-19 and related challenges

The global pandemic has changed everything. As much as we would like life to get back to normal, we know normal will now look different as we start to recover and learn to live with COVID. Figure 14 explains the 'Living with COVID' priorities and approaches

Figure 14: 'Living with COVID' priorities and approaches.



## As we recover from COVID, what have we learned?

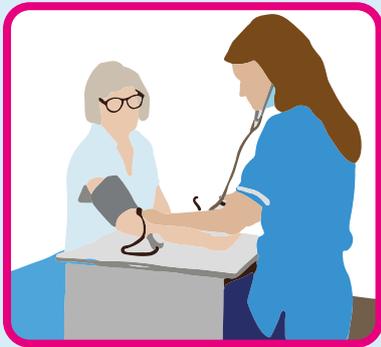
- From the history of pandemics (recent and past) and how we must continue to learn
- That simple tools really do work (washing hands, wearing masks, social distancing, self-isolation, fresh air)
- The strength of our communities
- The importance of vaccines in modern medicine
- That not everyone is treated equally, and striving for change matters even more
- Many of us were resilient
- Not everyone who was able to, followed the COVID 'rules' but many others did
- The importance of mental health
- The value of green, open spaces in Shropshire



# Conclusions and Recommendations

Thank you for reading this report, and I hope it has provided some insight into the effect of COVID on Shropshire people, the response across the County and our plans to recover and learn to live with COVID. We will work with our health, care, Voluntary and Community Sector, business community and importantly the people of Shropshire to make Shropshire Flourish again.

The recommendations from my last report still apply, and the effect of the COVID pandemic has made these even stronger. Implementation of the new Health and Wellbeing Strategy and the Integrated Care System priorities and pledges will all play a part in making a real difference to the lives of Shropshire people.



## Recommendation 1 – Prevention as a Shared Responsibility

I recommend Health and Wellbeing Board (HWBB) members acknowledge their individual organisational and our collective shared responsibility, to focus on prevention and early intervention. In addition, that HWBB members develop plans to seek to address variation in health and wellbeing outcomes. We want everyone to have a good quality of life no matter where they live.



## Recommendation 2 – Community Wellbeing and Social Prescribing

I recommend that all statutory partners with health and wellbeing responsibilities across Shropshire, develop a co-ordinated, comprehensive, asset-based approach to wellbeing in our communities. That the HWBB ensure the Voluntary and Community sector is central to this approach, and we join up with other 'community assets' - families, friends and local people who have the ability to support each other.



## Recommendation 3 – Place Based/Neighbourhood Working

I recommend HWBB partners renew their commitment to Local Place Plan/Neighbourhood Based Working, to improve health and wellbeing. That HWBB partners promote and engage with Local Government assets such as housing, transport and planning, to develop a healthy places approach.



### Recommendation 4 – Intelligence Led

I recommend that we use intelligence and information to underpin all of our decision making across HWBB partners. This includes using the Joint Strategic Needs Assessment (JSNA) as the foundation of that evidence base.



### Recommendation 5 – Workforce

I recommend that all statutory partners in Shropshire promote wellbeing in their workplaces and adopt a framework to promote wellbeing. That partners commit to a Making Every Contact Count (MECC) type approach across their workforce to promote wellbeing.



### Recommendation 6 – Areas of Focus

In addition to the core health and wellbeing delivery of statutory services and Integrated Care System (ICS) and HWBB priority areas, Public Health will focus on Smoking in Pregnancy, Social Prescribing, mental health and wellbeing, a health in all policies approach and weight management over the next 12 months.

The next report will focus on highlighting the impact of COVID on the health and wellbeing of our population with a focus on inequalities, equality and diversity as we respond to COVID and ensure that Shropshire does meet its ambition 'to flourish'.

*"Floreat Salopia" – May Shropshire Flourish*

# Director of Public Health's Annual Report Years 2020 and 2021

