



**Vale of Glamorgan Well-being
Assessment**

Evidence Report

Having a Healthy and Active Future

Note

The evidence reports produced to accompany the Vale of Glamorgan Well-being Assessment are intended to be used as ongoing working documents rather than public and as such are not edited in a final format.

The Vale of Glamorgan Well-being Assessment is comprised of a number of components as outlined below. We recognise that this is a large document and it is intended to form the evidence base for the Well-being Assessment which is published as an overview document. This document provides a place to set out the evidence used in the main assessment rather than to provide comprehensive interpretation and analysis.

It should be noted that sources of the information included can be found in the evidence and research directory that forms part of the package of documents that comprise the Vale of Glamorgan Well-being Assessment. The directory can be used to find further information in relation to the evidence presented here where it has not been included i.e. for other time periods, comparisons to other areas and the metadata that accompanies the dataset.

Vale of Glamorgan Well-being Assessment Components

In order to ensure the information produced is useable by a variety of audiences the Vale of Glamorgan assessment is comprised of a range of constituent parts to form a package of information as below:

- **An overview document** – This acts as the main document and is what the PSB considers to be the Well-being Assessment. It forms a summary of findings across the various sections of the assessment and makes links between them. This document also summarises potential areas for further ‘response’ analysis to inform the Well-being Plan in 2018, as determined by the PSB.
- **A detailed evidence report for each of the four sections**– These are longer more detailed documents bringing together a range of the data and information used to inform the main overview document and are intended to set out the evidence base used to inform the assessment rather than provide a comprehensive analysis.
- **An evidence and research directory** – A directory of links to the various resources used to inform the assessment should users wish to access even more information and raw data on a topic. This document should be used to find the source of information used in the detailed evidence reports. The Common Data Set and National Indicators have also been incorporated into this directory.
- **‘Let’s Talk’ Engagement Findings Report** – A detailed analysis report of the findings from the ‘Let’s Talk’ engagement exercise.
- **Three community area based reports** on each of the community areas used within the assessment – Barry, Eastern Vale and Western Vale.

Having a Healthy and Active Future Key Findings

This section of the assessment focuses on having a healthy start in life, healthy behaviours and care and support. By ensuring residents of the Vale of Glamorgan have a healthy and active future the Vale PSB will maximise our contribution towards achieving the following national well-being goals: a More Equal Wales, a Healthier Wales and a Resilient Wales.

Evidence within this section can also be considered in relation to other findings within this assessment and links are found between being healthy and active and a range of other aspects of having good well-being such as educational attainment, employment opportunities and having access to the natural environment.

The below outlines a range of key findings that have been drawn from the range of evidence (including evidence collected through public and stakeholder engagement) for this section of the assessment. These key findings were used at a workshop held with the PSB to enable the board to begin identifying areas for further 'response' analysis in order to develop the Well-being Plan.

The State of Health

- Although the Vale ranks highly for overall life expectancy (4th highest in Wales for males and 5th highest for females), when considering healthy life expectancy the Vale does not rank as highly. For healthy life expectancy in males the Vale ranks 9th of 22 local authority areas, and in females the Vale ranks joint 8th for the 2010-14 period.
- When considering life expectancy the biggest differences can be observed between deprivation fifths as opposed to gender particularly in relation to healthy life expectancy. Males in the least deprived LSOAs in the Vale experience 20.9 more years of life in good health compared to those in the most deprived LSOAs.
- Compared to 2005-09 figures, although still high at 20.9 years the inequality gap in healthy life expectancy for males has slightly narrowed, further analysis by deprivation fifth suggests that the narrowing inequality gap for males can be attributed to a reducing number of healthy years for those in the least deprived LSOAs as opposed to increasing healthy life expectancy in more deprived LSOAs.
- The difference in healthy life expectancy between areas of the Vale are even starker for females, with those in the least deprived LSOAs experiencing 23.4 more years of life in good health compared to those in the most deprived LSOAs.

- This inequality gap in healthy life expectancy for females in the 2010-14 period is the largest observed across Wales which is a cause for concern.
- As opposed to males, the inequality gap for healthy life expectancy in females has considerably increased in 2010-2014 compared to the 2005-09 period which can be attributed to a decreasing number of years in good health in the most deprived LSOAs and an increasing number of years in good health in the least deprived LSOAs.

A Healthy Start

- In general, young children across the Vale of Glamorgan show good levels of development in relation to health behaviours when compared to their peers across Wales.
- The rate of teenage conceptions is consistently low within the Vale of Glamorgan for under 16s, under 18s and under 20 year olds.
- The Vale also has a lower than average rate of babies born with a low birth weight when compared to Wales as a whole.
- The percentage of women who report drinking alcohol and smoking during pregnancy across Cardiff and the Vale is low compared to other health board areas.
- The percentage of children aged 4 – 5 who are overweight or obese has declined in recent years in the Vale of Glamorgan (17% in 2014/15 compared to the Welsh average of 26.2%) and is an area where the Vale is 'turning the curve' when compared to the national trend which has remained steady. Slightly more children were of a healthy weight in non-Flying Start areas compared to Flying Start areas.
- In 2015/16 in the Vale of Glamorgan the percentage of Foundation Phase children reaching the expected development outcome or above across all areas of development was the highest across the Central South Education Consortium Area and was the 2nd highest in Wales behind Monmouthshire. The Vale performed particularly well in relation to Maths, where the Vale ranked first in Wales.

Healthy Behaviours

Smoking

- The percentage of adults who report being a smoker in the Vale of Glamorgan is one of the lowest rates in Wales, however following a period of this percentage decreasing, latest data shows smoking rates have plateaued in the Vale.

- Levels of smoking are far higher in the East of Barry than other areas of the Vale, these LSOAs correspond to those considered to be most deprived as according to WIMD 2014.
- The use of e-cigarettes is high in the Cardiff and Vale UHB area for both adults and children aged 11-16.
- Although the percentage of children aged 11-16 who reported as being a smoker in the Cardiff and Vale area is lower than in other parts of Wales, there are marked differences between sexes with girls more likely to report smoking than boys.
- The percentage of female smokers aged 45-64 has been consistently below Welsh average until the 2013-2015 period. Projections show that the percentage of female smokers in this age group are increasing and set to remain higher than the Welsh average in 2025 unless current trends are changed.

Drinking Alcohol

- Alcohol consumption across the Vale of Glamorgan and Cardiff and Vale UHB area for adults is higher than levels observed elsewhere in Wales.
- Levels of binge and very heavy drinking amongst adults are highest in the more affluent areas of the Vale particularly rural areas in the Western Vale.
- Despite this, levels of alcohol-specific hospital admissions and mortality rates are higher in the more deprived LSOAs around Barry.
- Analysis by age group and sex shows that the percentage of males and females aged 16-24 who drink above guidelines, binge and heavy drink are in line with each other. For all age bands over 25, consumption in males is higher than females.

Substance Misuse

- The top 3 most prevalent substances used in Cardiff and the Vale of Glamorgan continue to be alcohol, cannabis and heroin with alcohol by far the most prevalent substance.
- The number of males referred to substance misuse services is consistently higher than the number of females.
- Drug related deaths have increased in the Vale of Glamorgan and tackling this is a key responsibility of the Area Planning Board (APB).

- The APB has recognised a number of factors to take into account when planning future services including an increasingly older population, a larger population due to new developments planned through the Local Development Plan and the need to consider new innovative technology and social media to help promote and delivery some services.
- The APB has a Commissioning Strategy and Action Plan in place to address these findings.
- It is recognised that more data and insight is needed in relation to substance misuse in the LGBT community.

Immunisations

- The percentage of children up to date with their vaccinations at age 4 as required by the national programme in the Vale of Glamorgan (88.4%, 2014/15) is slightly above the Welsh average (86.2%, 2014/15).
- Uptake rates for vaccinations vary significantly within the Vale of Glamorgan with consistently lower uptake rates observed in the Western Vale. Increasing rates in this area has been identified as a priority through GP Cluster Plans.
- The uptake rate for flu vaccination in under-65s in 'at-risk' groups is lower in the Vale of Glamorgan than in Cardiff and lower than the Welsh average. Again this has been identified as a priority through GP Cluster Plans.

Obesity

- Overall the level of obesity in the Vale of Glamorgan is decreasing for both adults and children and is below the Welsh average, despite this in 2014/15 just over half (52%) of adults in the Vale were still classed as overweight or obese.
- However inequalities can be observed within the Vale of Glamorgan with the more deprived LSOAs around Barry displaying a higher number of adults who are overweight or obese.
- The percentage of reception age children (4 to 5 year olds) who are overweight or obese in the Vale of Glamorgan has decreased in recent years and is the lowest in Wales. This data is recorded via schools through the Childhood Measurement Programme. Again there are also higher levels of children in the Barry area who are overweight or obese compared to other parts of the Vale.

- Differences can also be observed across age groups and should the current status quo continue, projections show that by 2025 77% of males aged 45-64 in Cardiff and the Vale of Glamorgan will be overweight or obese.

Healthy Eating

- The percentage of adults who report consuming five or more portions of fruit and vegetables daily in the Vale of Glamorgan is broadly in line with the Welsh average (1% below) and has increased in recent years.
- The lowest levels of consumption are found in Barry and this corresponds to the same LSOAs that are the most deprived as according to WIMD 2014, these areas also correspond to those where the highest levels of obesity are found.
- Consumption of fizzy and sugary drinks by children in Cardiff and the Vale of Glamorgan is higher than in other areas.
- Consumption of fruit and vegetables amongst older males is set to decrease. By 2025 it is predicted that 81.7% of males aged 65+ in Cardiff and the Vale will eat fewer than five portions of fruit and vegetables daily, a 16% increase from the 2015 figure.

Physical Activity

- The percentage of adults meeting physical activity guidelines in the Vale of Glamorgan is slightly below average. However in relation to participation in sport the Vale has an active population with a higher than average percentage of adults 'hooked on sport'. Males are more likely to participate than females.
- Boys are also more likely to be active than girls. It is pleasing that girls in the Vale are less likely to become disengaged with sport as they grow older than in other areas with the percentage of girls 'hooked on sport' in the Vale remaining the same for both primary and secondary school pupils. This decreases for girls in secondary schools in other areas.
- The natural environment plays an important role in keeping Vale residents active particularly in relation to the Western Vale where adults are likely to use their natural environment to keep physically active as opposed to visiting a leisure centre or gym.
- More children in the Vale have participated in water based activities compared to the Welsh average.

- Time is the biggest barrier to increased participation in sport for both adults and children.
- There is a less clear link between deprivation and lower levels of physical activity whereas there is a much stronger link for other poor health behaviours such as higher levels of obesity, smoking and lower levels of consumption of fruit and vegetables in more deprived areas. However, ill health being a barrier to participation in sport is more common in these more deprived LSOAs in Barry which is a likely result of other unhealthy lifestyle behaviours.

Play

- There has been a decline in the number of structured play activities offered in the Vale of Glamorgan due to increasing funding pressures.
- The use of natural assets and increasing our communities understanding of areas where people perceive children can play and what 'play' really means is seen as essential in future planning of provision.

Health and Social Care

- Self-reported mental well-being in the Cardiff and Vale UHB area is in line with the Wales average.
- Rates of hospital admissions for mental health issues in Cardiff and the Vale of Glamorgan (26.3 per 10,000) are also below the Wales average (31.6 per 10,000 population).
- Around two fifths of respondents across Cardiff and the Vale for the PNA survey on care and support felt there was somewhere (e.g. a place, club, community group etc) in their community which made a positive difference to their well-being.

Having a Healthy and Active Future – Where we need to increase our evidence base?

The well-being assessment must be seen as an ongoing process of better understanding our communities in order to improve our residents' well-being and contribute to achieving the national well-being goals. The PSB will consider how it can ensure our evidence base can be kept 'live' and become a dynamic resource for everyone.

We will also continue to enhance the findings presented in this section of the assessment and recognise that further information is needed in relation to the following, either because robust data is unavailable at the present time or because analysis is still ongoing.

- More data and insight is needed in relation to substance misuse in the LGBT community.
- Targeted engagement in particular areas of Barry would help us to better understand the reasons for the concentration of various unhealthy behaviours in these areas.
- Data in relation to transport is included later in this assessment, although more information relating to active travel and the health benefits this can bring would enhance our evidence base.
- Predicted future trends in relation to the prevalence of a number of chronic conditions linked to the health behaviours currently being observed in the Vale.
- Evidence in relation to addiction to prescription drugs.

Our Findings

The State of Health – Our Findings

The factors that influence our health and well-being are wide ranging and best demonstrated through Dahlgren and Whitehead's model¹ which highlights a causal relationship between individual lifestyle 'choices', social networks, working and living conditions and economic, political and environmental factors, globally, nationally and locally.

The various factors included below can influence our health and well-being in both positive and negative ways and ultimately impact on our life expectancy.

Overall life expectancy for residents in the Vale of Glamorgan is higher than average for both males (79.6) and females (83.4). Although differences are observed by gender the biggest variations can be observed by area. This is particularly so in relation to healthy life expectancy which is the average number of years an individual of a given age is expected to live in good health.

The most deprived areas in the Vale of Glamorgan according to the Welsh Index of Multiple Deprivation 2014 (WIMD) are found around Barry, particularly in the eastern area of the town including the wards of Gibbonsdown, Castleland, Buttrills, Cadoc and Court. Pockets of high deprivation levels also found in parts of Penarth and in St. Athan. It is important to note that an area itself is not deprived: it is the circumstances and lifestyles of the people living there that affect its deprivation rank and it is important to remember that not everyone living in a deprived area is deprived—and that not all deprived people live in deprived areas.

In the Vale of Glamorgan, average life expectancy for males in the most deprived areas is 7.6 years less than those in the least deprived areas. Similarly, females in the most deprived areas live on average 9.5 years less than those in the least deprived areas.

Differences in healthy life expectancy are even starker and this inequality gap in healthy life expectancy is the largest in Wales for females and one of the largest for males.

Males in the least deprived areas of the Vale can expect to live on average for 20.9 more years in good health compared to those in the most deprived LSOAs. When compared to previous figures the inequality gap in healthy life expectancy for males has slightly narrowed in the Vale with further analysis by deprivation fifth suggesting that the narrowing inequality gap for males can be attributed to a reducing number of healthy years for those in the least deprived LSOAs as opposed to increasing healthy life expectancy in more deprived LSOAs.

The differences in healthy life expectancy between areas of the Vale are even starker for females, with those in the least deprived LSOAs experiencing 23.4 more years of life in good

¹ <http://www.esrc.ac.uk/about-us/50-years-of-esrc/50-achievements/the-dahlgren-whitehead-rainbow/>

health compared to those in the most deprived LSOAs. This inequality gap in healthy life expectancy for females in the 2010-14 period is the largest observed across Wales which is a cause for concern.

As opposed to males, the inequality gap for healthy life expectancy in females has considerably increased in 2010-2014 compared to the 2005-09 period which can be attributed to a decreasing number of years in good health in the most deprived LSOAs and an increasing number of years in good health in the least deprived LSOAs.

As demonstrated through Dahlgren and Whitehead's model, there are a wide range of determinants influencing our health and well-being which will affect the number of years we can expect to live in good health. Increasing healthy life expectancy and reducing health inequalities is therefore key in not only bringing about health benefits to the individual but a wide range of other benefits to increase well-being. For instance good health will allow an individual to continue to work improving both their own economic well-being but also contribute the local area's economy, in addition those in good health will place less economic demand on health services.

To reduce the stark inequalities observed between areas of the Vale of Glamorgan, the PSB has considered a wide range of information throughout this assessment including lifestyle behaviours in order to better understand the reasons for the large inequality gap observed.

The State of Health – Our Evidence

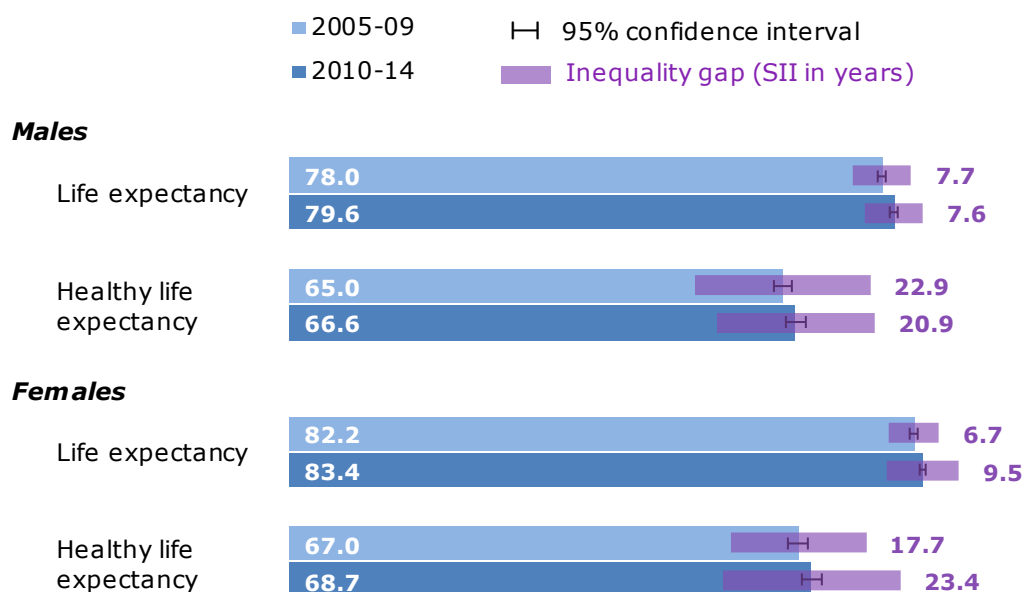
Although the Vale ranks highly for overall Life Expectancy, when considering Healthy Life Expectancy differences can be observed. Healthy Life Expectancy is the average number of years an individual of a given age is expected to live in good health, if current age-specific mortality rates continue to apply.

For Healthy Life Expectancy for Males and Females, there has been a slight increase in 2010-14 period compared to 2005-09. Compared to other areas, in 2005-09 for males the Vale ranked 8th so has fallen one place in recent years. For females in 2005-09 the Vale ranked 10th so has moved up in recent years.

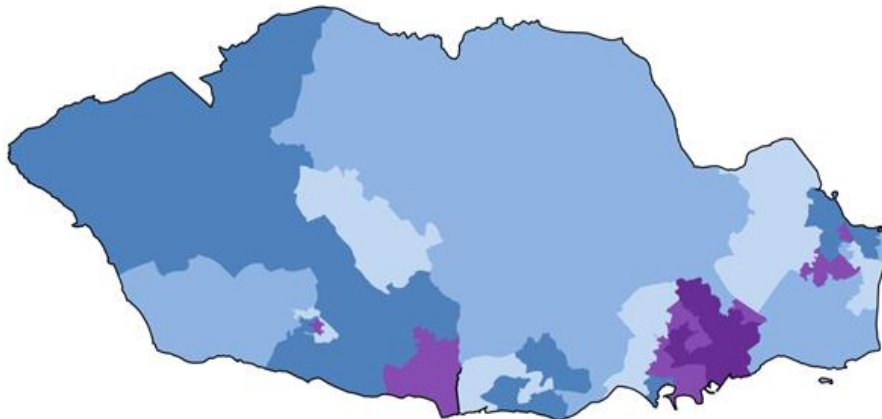
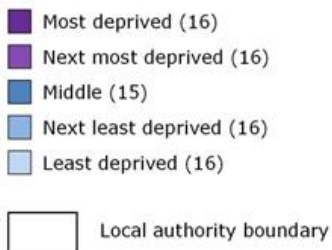
For 2010-14, the difference in Life Expectancy between males and females was almost 4 years higher for females. However when considering only Healthy Life Expectancy the difference between sexes for 2010-14 was only 2 years.

Comparison of life expectancy and healthy life expectancy at birth, with Slope Index of Inequality (SII), Vale of Glamorgan, 2005-09 and 2010-14

Produced by Public Health Wales Observatory, using PHM & MYE (ONS), WHS & WIMD 2014 (WG)



Local authority fifths of deprivation, Vale of Glamorgan
Lower Super Output Area



Produced by Public Health Wales Observatory, using WIMD 2014 (WG)
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When considering Life Expectancy the biggest differences can be observed between deprivation fifths as opposed to gender. When considering deprivation fifths it is important to consider that deprivation relates to an area rather than people within the area. Therefore not everyone living in an area considered to be most deprived will be living in deprivation and vice versa.

For males the difference in life expectancy between the most and least deprived areas in the Vale, the inequality gap is 7.6 years longer life expectancy in the least deprived areas. However the biggest differences can be observed when considering healthy life expectancy where a difference of 20.9 years can be observed. This has slightly decreased since 2005-09 when the inequality gap for healthy life expectancy for males was 22.9 however the Vale is above the Welsh average gap of 18.7 for healthy life expectancy in 2010-14, with only Swansea, Bridgend and Cardiff displaying a larger inequality gap in healthy life expectancy for males than the Vale of Glamorgan.

Analysis by deprivation fifth shows that for males in the most deprived areas of the Vale of Glamorgan the percentage of life they can expect to live in good health has decreased by 1% in 2010-14 since the 2005-09 period. However the biggest decrease was observed in the least deprived areas where it reduced from 92% to 89%. This suggests that the narrowing gap in healthy life expectancy between the least and most deprived areas in the Vale of Glamorgan can be attributed to a reducing number of healthy years for those in less deprived areas as opposed to increasing healthy life expectancy in more deprived areas.

However the next most deprived areas (including areas around Barry and St Athan) showed a 3% increase in the percentage of life in good health for males in 2010-14 compared to 2005-09.

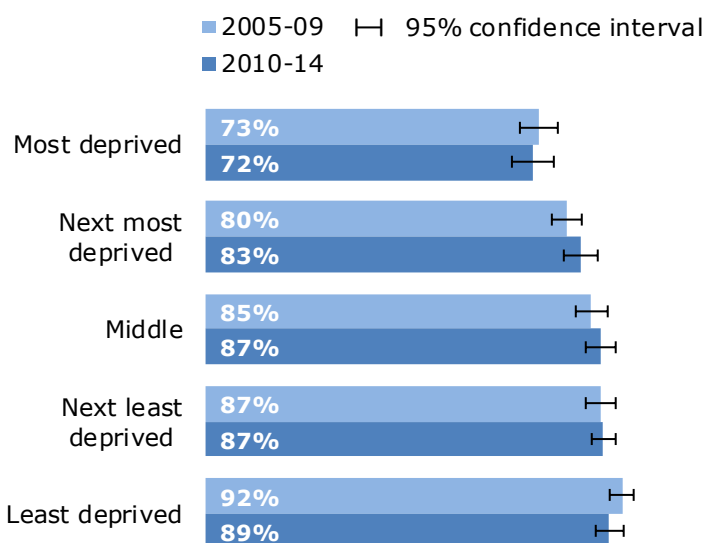
For females the difference in life expectancy between the most and least deprived areas in the Vale is 9.5 years longer life expectancy in the least deprived areas, a gap which, as opposed to males, has widened since 2005-09 when the difference was 6.7 years. However the biggest differences can be observed when considering healthy life expectancy with a difference of 23.4 years being observed. This has widened considerably since 2005-09 when the gap for healthy life expectancy was 17.7. Again the Vale is above the Welsh average gap of 18.2 for healthy life expectancy in 2010-14 and as opposed to the Welsh average there is a wider inequality for females than males when considering healthy life expectancy, whereas at a Wales level a slightly wider gap is seen for males. The Vale has the widest inequality gap for healthy life expectancy for females in Wales and the gap is double that which is observed in some other authorities.

Analysis by deprivation fifth shows that for females in the most deprived areas of the Vale of Glamorgan the percentage of life they can expect to live in good health has decreased by 2% in 2010-14 since the 2005-09 period whereas in the least deprived areas it increased by 2% in 2010-14 compared with the 2005-09 period.

In 2005-09 the Vale was already showing a large inequality gap for healthy life expectancy compared to the Welsh average which has been further increased due to a lowering percentage of life in good health in most deprived areas and an increasing percentage of years in good health in the least deprived areas.

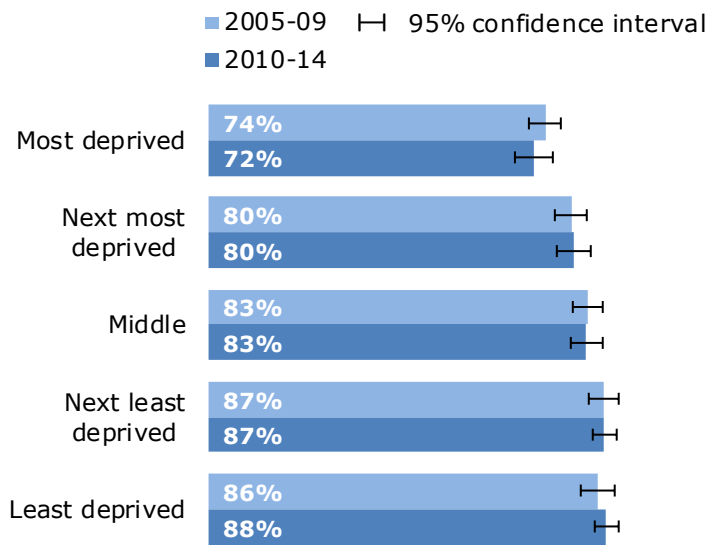
Percentage of life expectancy in good health by deprivation fifth, males, Vale of Glamorgan, 2005-09 and 2010-14

Produced by Public Health Wales Observatory, using PHM & MYE (ONS), WHS & WIMD 2014 (WG)



Percentage of life expectancy in good health by deprivation fifth, females, Vale of Glamorgan, 2005-09 and 2010-14

Produced by Public Health Wales Observatory, using PHM & MYE (ONS), WHS & WIMD 2014 (WG)



A Healthy Start – Our Findings

The Marmot Review highlighted that disadvantage starts “before birth and accumulates throughout life. Action to reduce health inequalities must start before birth and be followed through the life of the child. Only then can the close links between early disadvantage and poor outcomes throughout life be broken.”²

In order to ensure children in the Vale of Glamorgan have the best start in life it is important to consider maternal health before, during and after pregnancy. A range of lifestyle behaviours have been considered including behaviours during pregnancy. In general, the Cardiff and Vale area observes a low percentage of women who engage in harmful behaviours such as drinking alcohol, smoking and using other substances whilst pregnant which can lead to babies being born with a low birth weight.

Low birth weight (lbw) is defined by the World Health Organisation as less than 2,500 grams and having a low birth weight can be linked to problems later in life including an increased risk of chronic disease. The Vale of Glamorgan observes a lower than Welsh average rate of low birth weight babies although area differences can be observed. LBW can be considered a key predictor of health inequalities and in the Vale of Glamorgan areas with lower healthy life expectancy observed earlier also have a higher rate of low birth weight babies than both the Vale and Welsh averages.

When considering a range of indicators relating to health in the early years other key findings for the Vale of Glamorgan include:

- The rate of teenage conceptions is consistently low for under 16s, under 18s and under 20 year olds.
- The percentage of all children up to date with immunisations by age four has fallen over recent years, this follows the national trend. The Vale remains above the Welsh average. The percentage up to date with vaccinations at age 4 is slightly lower in areas covered by the Flying Start compared to the Vale as a whole.
- The percentage of children aged 4 – 5 overweight or obese has declined in recent years and is an area where we are ‘turning the curve’ when compared to the national trend which has remained steady. However, Public Health Wales highlight that this rate is still higher than it should be in order to protect the health of future generations. There are also differences observed within the Vale of Glamorgan

² Fair Society, Healthy Lives, the Marmot Review 2010.

<https://www.instituteofhealthequity.org/projects/fair-society-healthy-lives-the-marmot-review/fair-society-healthy-lives-executive-summary.pdf>.

where areas in the east of Barry display the highest levels of reception aged children who are obese

Public Health Wales has launched its 10 Steps to a Healthy Weight initiative which provides key information on reducing obesity in children, addressing issues from pre-conceptual planning and breastfeeding to healthy eating advice and guidance on increasing physical activity and limiting screen time.

The Healthy and Sustainable Pre-School Scheme is aimed at all pre-school childcare provision, including nurseries, playgroups, child minders and family centres. The scheme aims to actively promote health in the following areas; nutrition and oral health, physical activity and active play, safety, hygiene, mental and emotional health, wellbeing and relationships, environment, workplace health

There are currently 20 pre-school settings in the Vale that are either working through or have completed, the Nutrition and Oral Health module.

- The most recent data available in relation to the average number of decayed, missing or filled teeth in children aged 5 years for 2014-15 showed the Vale of Glamorgan to have the lowest rate in Wales of 0.7. This has reduced in recent years with an average of 0.92 observed in 2007-08 and 0.91 observed in 2011-12. The Vale is therefore significantly below the Welsh average of 1.29.
- However differences can be observed within the Vale and the average number of children aged 5 with decayed, missing or filled teeth was higher in the Barry area than the Eastern or Western Vale.
- In 2015/16 in the Vale of Glamorgan the percentage of Foundation Phase children reaching the expected development outcome or above across all areas of development was the highest across the Central South Education Consortium Area and was the 2nd highest in Wales behind Monmouthshire. The Vale performed particularly well in relation to Maths, where the Vale ranked first in Wales. However the difference in performance between those children entitled to Free School Meals and those not entitled at the Foundation Phase has been highlighted as an area for improvement.

Generally young children in the Vale have a good level of well-being, however, as is often the case, Vale of Glamorgan level data often masks inequalities within the county and this is true for a range of indicators in relation to young children’s health and development.

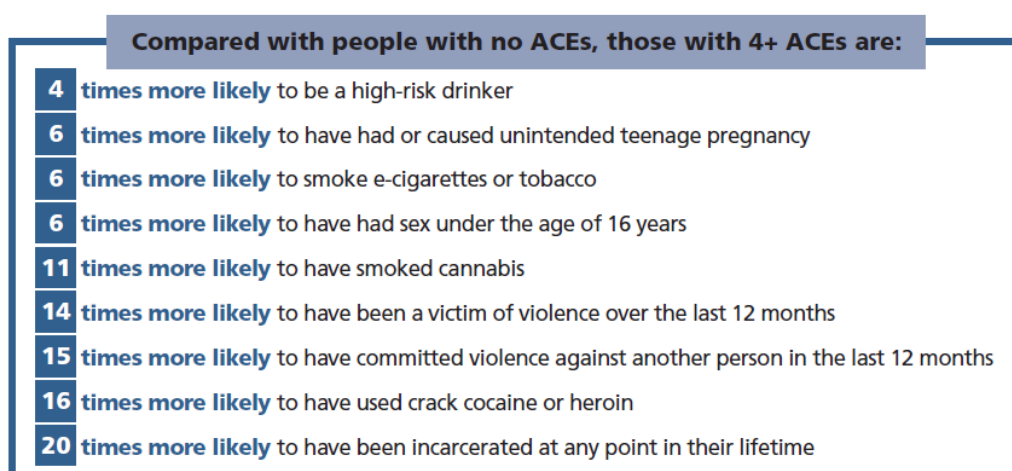
In addition to evidence relating to young children themselves, it is important to consider the wide range of social, economic, cultural and environmental factors which influence life chances, or the ‘wider determinants of health and well-being’. Experiences at a young age not only affect the life chances of our current future generation but the generations they will go on to bear themselves.

The wide range of data considered within our assessment can all be linked to affecting young children’s experiences and opportunities both for now and into the future.

The Public Health Welsh Adverse Childhood Experiences (ACEs) Study³ highlights that “children who experience stressful and poor quality childhoods are more likely to adopt health-harming behaviours during adolescence which can themselves lead to mental health illnesses and diseases such as cancer, heart disease and diabetes later in life. Adverse Childhood Experiences are not just a concern for health. Experiencing ACEs means individuals are more likely to perform poorly in school, more likely to be involved in crime and ultimately less likely to be a productive member of society.”

Adverse childhood experiences are defined as stressful experiences occurring during childhood that directly harm a child (e.g. sexual or physical abuse) or affect the environment in which they live (e.g. growing up in a house with domestic violence, alcohol abuse, drug use etc.).

The study of the Welsh adult population highlights that those who experienced 4 or more ACEs, when compared to those who didn’t experience ACEs are more likely to undertake health harming behaviours.



³[http://www2.nphs.wales.nhs.uk:8080/PRIDDocs.nsf/7c21215d6d0c613e80256f490030c05a/d488a3852491bc1d80257f370038919e/\\$FILE/ACE%20Report%20FINAL%20\(E\).pdf](http://www2.nphs.wales.nhs.uk:8080/PRIDDocs.nsf/7c21215d6d0c613e80256f490030c05a/d488a3852491bc1d80257f370038919e/$FILE/ACE%20Report%20FINAL%20(E).pdf)

Therefore reducing ACEs in future generations could significantly improve the health and well-being of our population. The PSB has therefore considered a range of indicators relating to healthy behaviours.

A Healthy Start – Our Evidence

Adverse Childhood Experiences (ACEs) are an increasing international concern. There is a growing body of evidence that our experiences during childhood can affect health throughout the life course. Children who experience stressful and poor quality childhoods are more likely to adopt health-harming behaviours during adolescence which can themselves lead to mental health illnesses and diseases such as cancer, heart disease and diabetes later in life. Adverse Childhood Experiences are not just a concern for health. Experiencing ACEs means individuals are more likely to perform poorly in school, more likely to be involved in crime and ultimately less likely to be a productive member of society.

UNRC

The United Nations Convention on the Rights of the Child is the most complete statement of children's rights ever produced and is the most widely-ratified international human rights treaty in history.

The Convention has 54 articles that cover all aspects of a child's life and set out the civil, political, economic, social and cultural rights that all children everywhere are entitled to. It also explains how adults and governments must work together to make sure all children can enjoy all their rights.

In 2004, the Welsh Government issued Rights to Action, a policy document adopting 7 Core Aims for Children, which are presented as a direct translation of the UNCRC's articles into the following broad policy aims:

- A flying start in life
- A comprehensive range of education and learning opportunities
- Enjoy the best possible health and freedom from abuse, victimisation and exploitation
- Access to play, leisure, sporting and cultural activities
- Be listened to, treated with respect and have their race and cultural identity recognised
- Have a safe home and community which supports physical and emotional well-being
- Are not disadvantaged by poverty

These are consistent with and compliment the national well-being goals which PSBs must contribute to.

A Flying Start

Flying Start is part of the Welsh Government's early years programme for families with children under 4 years of age living in disadvantaged areas of Wales and is one of the WG's

top priorities in the Tackling Poverty Agenda. The programme is a vital tool in delivering the 7 Core Aims for children and young people.

The Flying Start programme was launched by the Welsh Government in 2006/07 with the explicit aim of making 'a decisive difference to the life chances of children aged under 4 in the areas in which it runs'. Flying Start delivers targeted investment for children from birth to under four years old in the most disadvantaged communities in Wales. The programme intends *'to provide both early years care and education to develop a strong partnership with families and other services that cater for young children...'*. It focuses on the identification of need (including the earlier identification of children and families with high need) and on early interventions to improve children's language, cognitive and social and emotional development, as well as their physical health.

Flying Start services include free part-time childcare, a health visitor service and access to parenting programmes. It has been an aim of the Welsh Government to double the number of children receiving flying start services.

With the aim of doubling the number of children benefitting from flying start services the area covered by the programme has been expanded. In the Vale of Glamorgan the area covered by Flying Start includes postcodes in Gibbonsdown, Castleland, Buttrills and Illtyd.

In the Vale of Glamorgan 1302 children were benefitting from Flying Start services in 2014/15, this increased to 1343 in 2015/16. Of these 1228 were allocated to health visitor. This equated to 22% of children under 4 in the Vale of Glamorgan receiving Flying Start health visitor services in 2015/16, an increase of 12% from 2014/15. This was one of the largest increases across Wales. In 2015/16, 87% of children took up the offer of free childcare slightly above the Welsh average.

In 2015/16 51% of children aged 2 in the pre-expansion area reached or exceeded developmental milestones. This was below the Welsh average of 53%. However within the expansion area, 65% of children did so which was the joint 2nd highest in Wales and above the Welsh average of 54%. The difference observed between the pre-expansion area and expansion area was one of the largest observed across Wales. This resulted in the overall figure for the Vale of Glamorgan of 55% which is slightly above the Welsh Average of 53%.

In 2015/16 52% of children aged 3 in the pre-expansion area reached or exceeded developmental milestones. This was in line with the Welsh average. However within the expansion area, 54% of children did so which was above the Welsh average of 49%. Showing a much smaller difference observed between the pre-expansion area and expansion area for three year olds as opposed to two year olds. This resulted in the overall figure for the Vale of Glamorgan of 53% which is slightly above the Welsh Average of 51%.

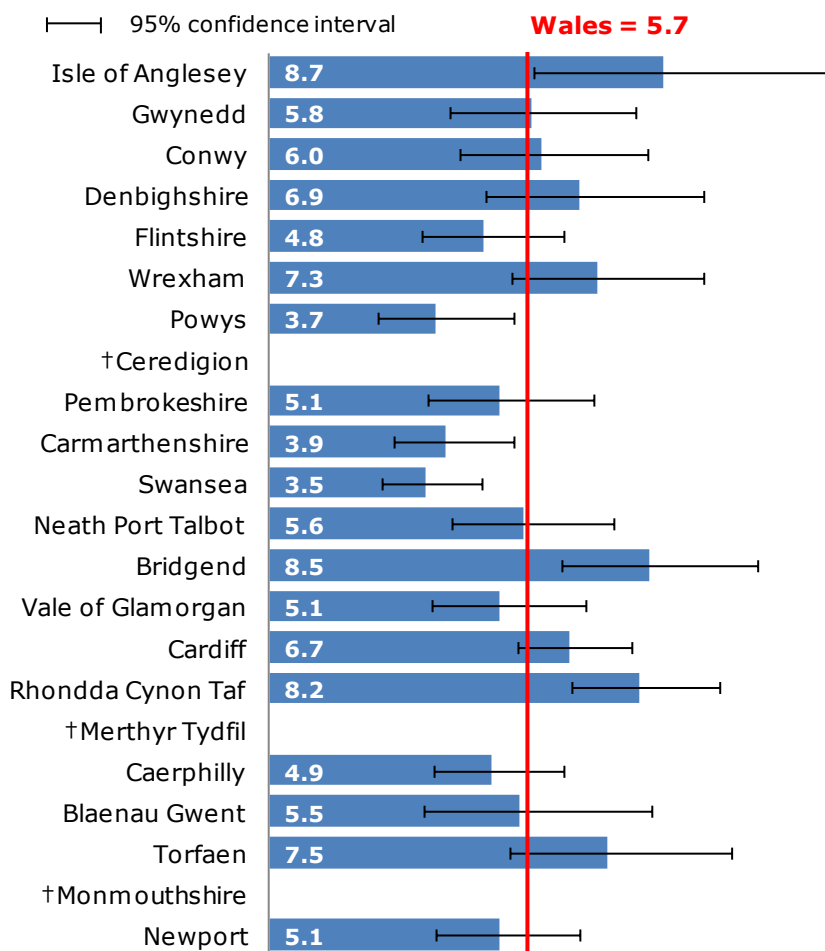
Teenage Conceptions

The Vale of Glamorgan has lower than average levels of teenage conceptions with the rate of conceptions for under-18s being significantly lower than the Welsh average. This may be attributed to targeted work for many years including long term work on condom distribution across many youth setting with workers trained to offer advice and support. There is also a link between educational attainment which is relatively high in the Vale of Glamorgan and low levels of teenage pregnancies.

For the rate of conception for under-16s it is especially important to note that there are small numbers involved which can lead to random fluctuations.

Conception rate per 1,000, females aged under 16*, Wales local authorities, 2011-13

Produced by Public Health Wales Observatory, using conceptions data and MYE (ONS)

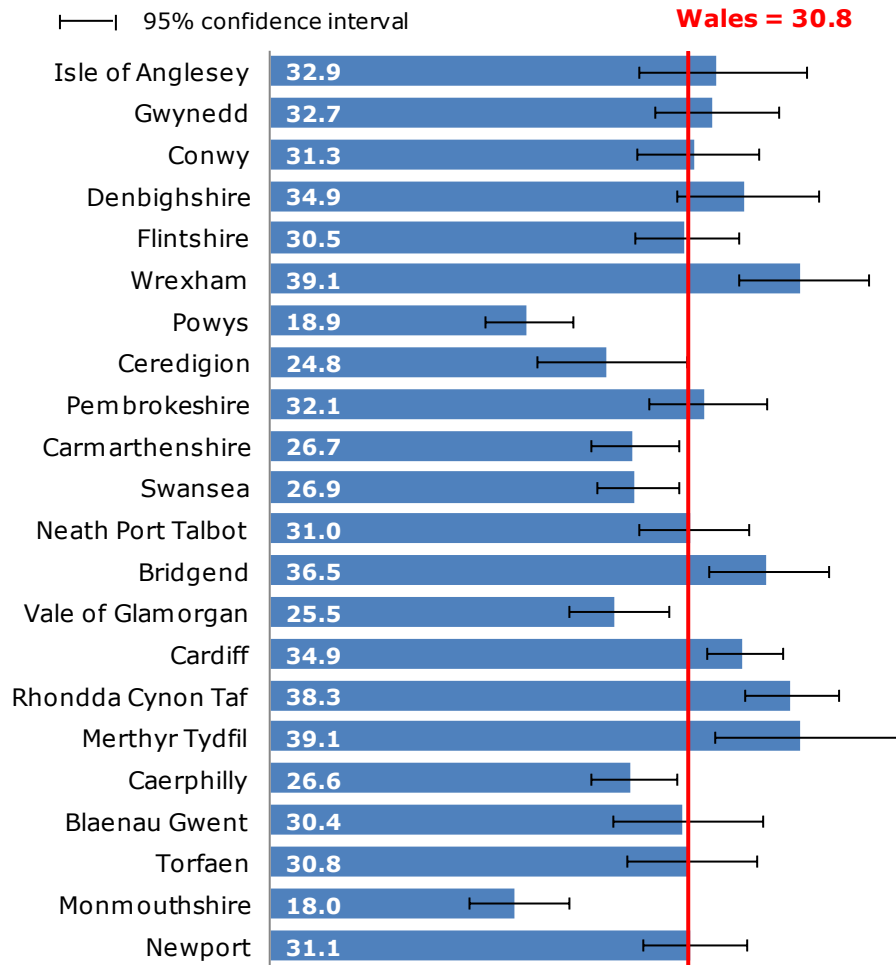


* Rate per 1,000 females aged 13 - 15

† ONS has suppressed data where the number of conceptions was less than five

Conception rate per 1,000, females aged under 18*, Wales local authorities, 2011-13

Produced by Public Health Wales Observatory, using conceptions data and MYE (ONS)



* Rate per 1,000 females aged 15 - 17

† ONS has suppressed data where the number of conceptions was less than five

Despite and overall low rate of teenage conception, differences can be observed by ward with lower level data showing that Buttrills has a significantly higher rate than the Welsh average for under 18 conceptions with Llantwit Major having a significantly lower rate.

Under 18s conceptions 2011-13

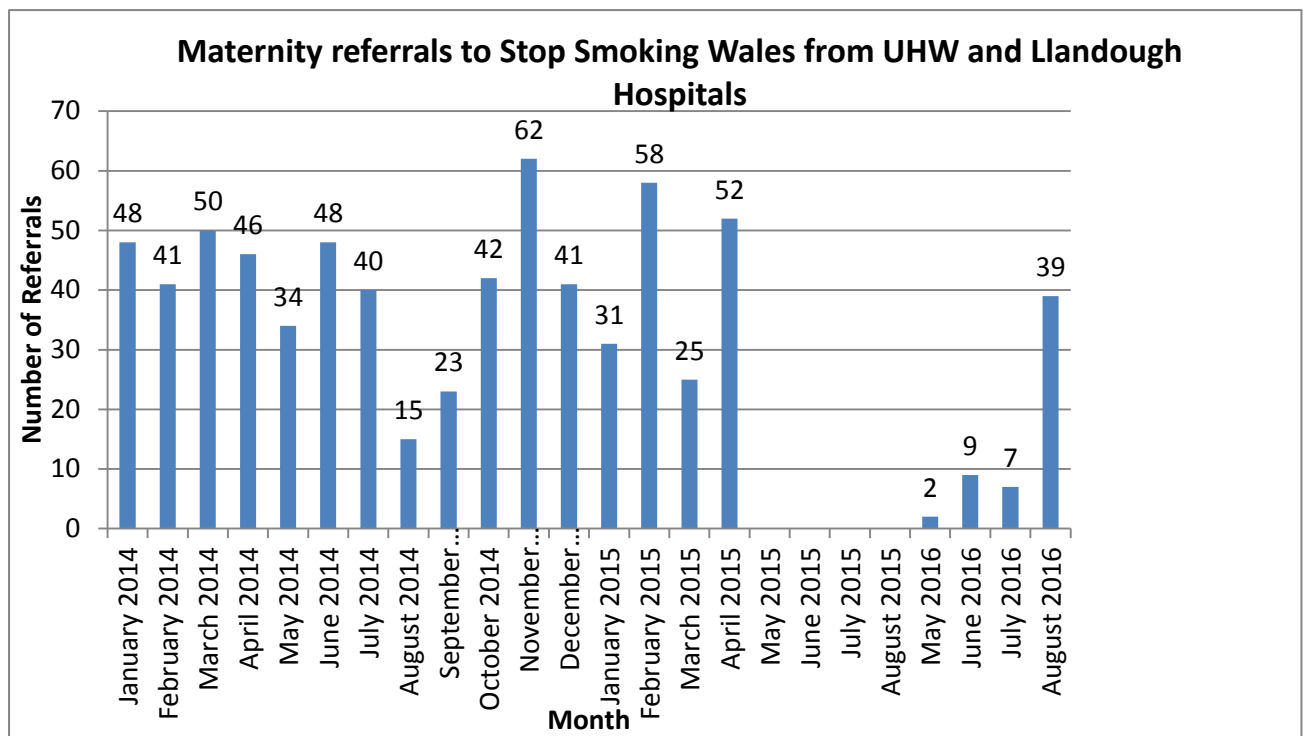
Local authority	Ward code	Ward Name	Stat. significance compared to Wales
Vale of Glamorgan	W39000557	Gibbonsdown	No sig. Difference
Vale of Glamorgan	W39000558	Illtyd	No sig. Difference
Vale of Glamorgan	W39000559	Llandough	-
Vale of Glamorgan	W39000560	Llandow/Ewenny	-
Vale of Glamorgan	W39000561	Llantwit Major	Sig. Low
Vale of Glamorgan	W39000562	Peterston-super-Ely	-
Vale of Glamorgan	W39000563	Plymouth	-
Vale of Glamorgan	W39000564	Rhose	-
Vale of Glamorgan	W39000565	St. Athan	No sig. Difference
Vale of Glamorgan	W39000566	St. Augustine's	No sig. Difference
Vale of Glamorgan	W39000567	St. Bride's Major	-
Vale of Glamorgan	W39000568	Stanwell	-
Vale of Glamorgan	W39000569	Sully	-
Vale of Glamorgan	W39000570	Wenvoe	-
Vale of Glamorgan	W39000548	Baruc	No sig. Difference
Vale of Glamorgan	W39000549	Buttrills	Sig. High
Vale of Glamorgan	W39000550	Cadoc	No sig. Difference
Vale of Glamorgan	W39000551	Castleland	No sig. Difference
Vale of Glamorgan	W39000552	Cornerswell	No sig. Difference
Vale of Glamorgan	W39000553	Court	No sig. Difference
Vale of Glamorgan	W39000554	Cowbridge	-
Vale of Glamorgan	W39000555	Dinas Powys	No sig. Difference
Vale of Glamorgan	W39000556	Dyfan	No sig. Difference

Behaviours while pregnant

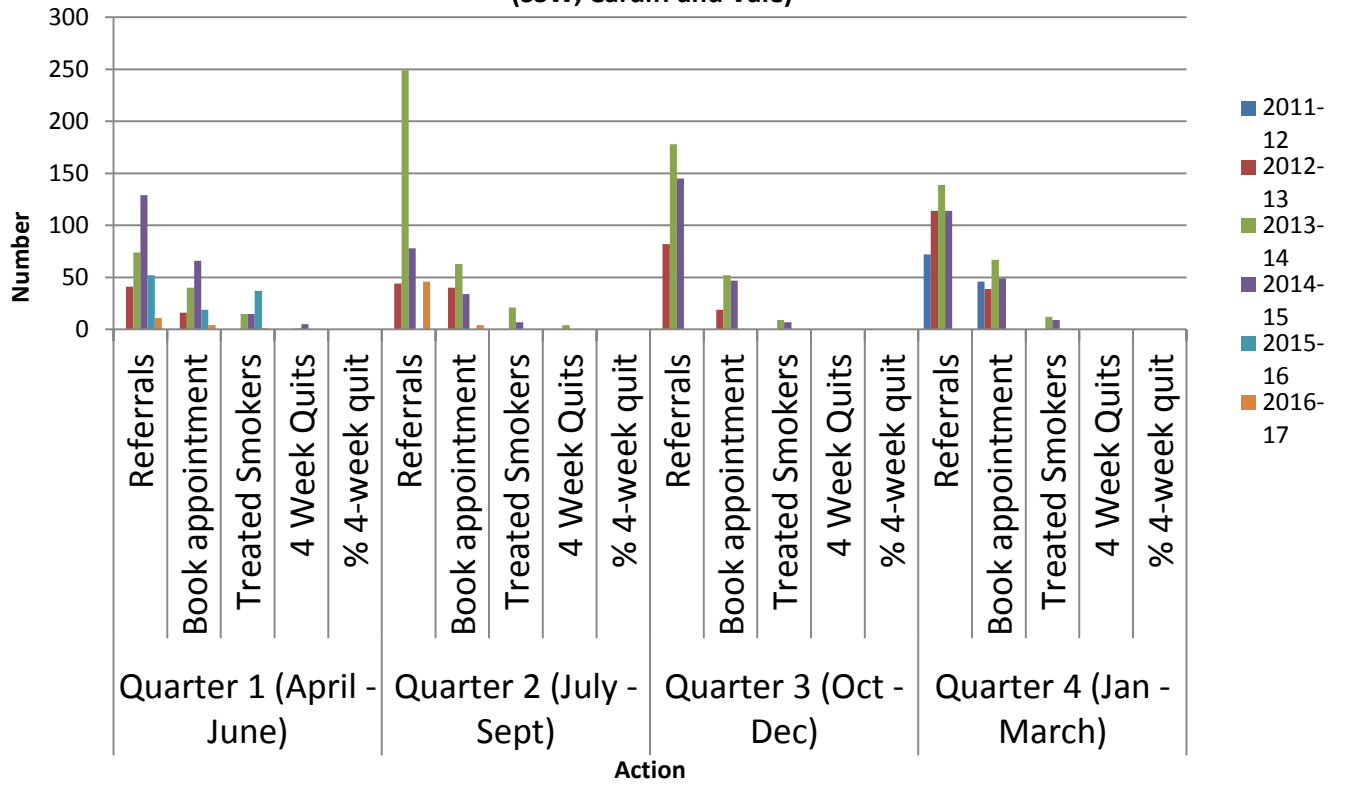
In Cardiff and the Vale 14.6% women smoked during pregnancy in 2014/15, this was the second lowest rate in Wales.

Referrals to Stop Smoking Wales from midwives have been amongst the highest in Wales during 2014 and 2015. However, changes to the referral pathway and data collection have resulted in numbers dropping and a review of procedures.

Whilst referral numbers are high, it has to be recognised that on contacting clients, many pregnant women decline an appointment, and for those booked, high numbers fail to attend. For those smokers motivated to quit, 4 week quit rates have been higher than other health board areas



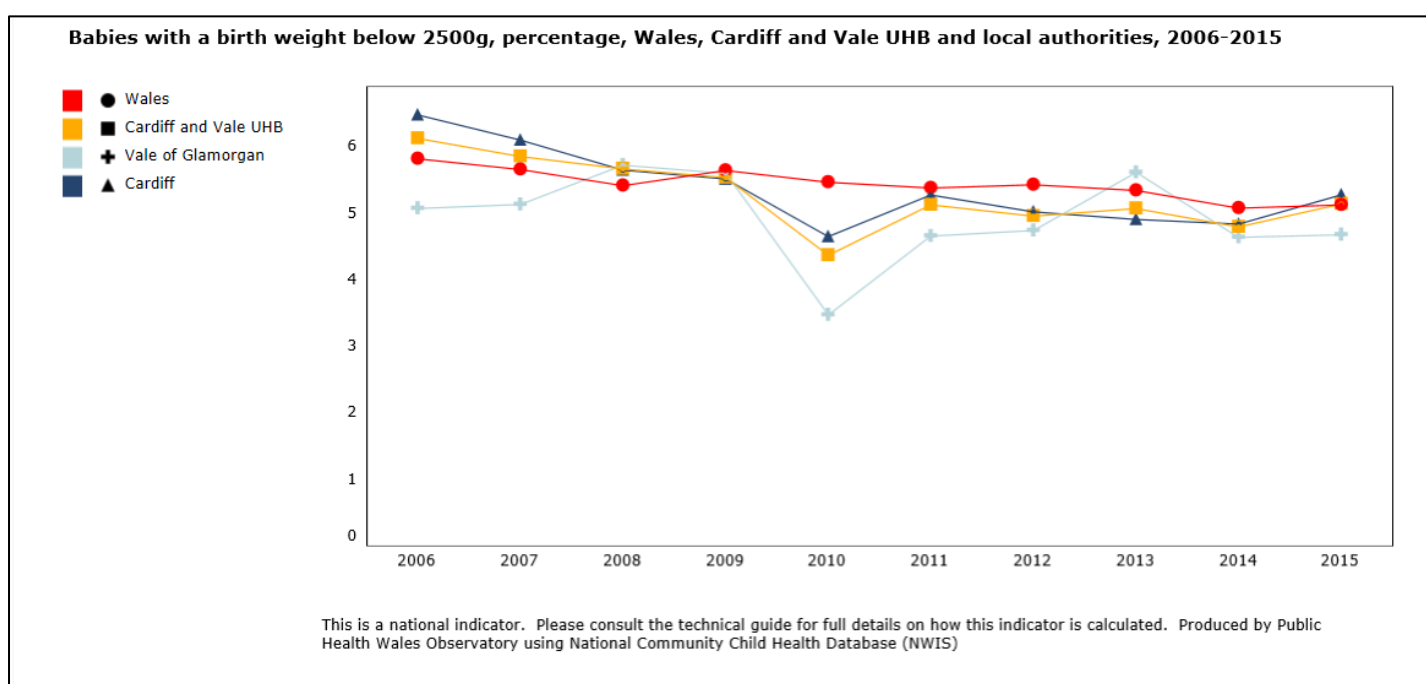
Number of maternity referrals, treated smokers, and 4 week quits by quarter, 2011-2016
(SSW, Cardiff and Vale)



Low Birth Weight Babies

Evidence suggests that low birth rate is linked to the mother's lifestyle and health. Low birth rate can also cause problems for a baby in later life increasing the risk of chronic diseases.

The rate of singleton low birth weight babies in the Vale is low, although there are variations by area. The lowest rates for 2005-2014 were found in Baruc 3 (2.1) and Illtyd (2.6) with Gibbonsdown 1 (8.1), 2 (7.5) and Court 3 (8) showing higher than average rates. When considering data in relation to low birth weight below local authority level it is important to note that in some areas the number of live births is low which can lead to random fluctuations in data when the percentage of live births that were low birth weight is calculated.



Childhood Immunisations

In the Vale of Glamorgan the percentage of all children up to date with scheduled immunisations by age four has fallen over recent years from 91.6% in 2010-11 to 88.1% in 2014-15. This follows the same trend that has been observed nationally where the percentage has decreased slightly in recent years. The Vale remains above the Welsh average.

As highlighted, the Flying Start programme covers more deprived areas of a local authority. In the Vale of Glamorgan, in 2014/15 85% of children in the Flying Start area were up to date with their scheduled vaccinations at aged 4 compared to 88% of non-Flying Start children. The vaccinations included are Diphtheria, Tetanus, Pertussis, Polio, Haemophilus influenzae (Hib), Measles, Mumps, Rubella, Meningitis C and Pneumococcal infection

(PCV).The differences in vaccination cover are generally in line with the rest of Wales with a Welsh average of 83% of Flying Start children being up to date with their vaccinations at age 4 compared to 87% of non-Flying Start children.

More information about immunisations can be found in the ‘Healthy Actions’ section of this document.

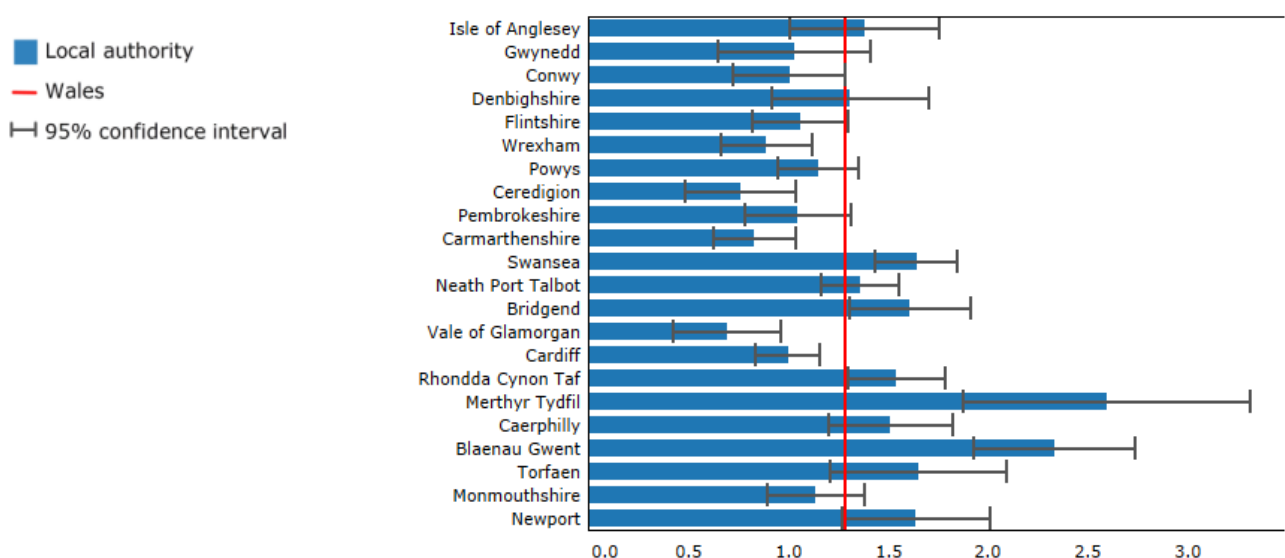
Oral Health

Oral health was defined by the Department of Health in 1994 as “the standard of health of the oral and related tissues which enables an individual to eat, speak and socialise without active disease, discomfort or embarrassment and which contributes to general well-being”.

Designed to Smile is a national Oral Health Improvement programme to improve the dental health of children in Wales; its overall aim is to reduce inequalities in oral health. Designed to Smile adopts a multi-agency approach using nursery and schools settings. Schools and nurseries that participate in Designed to Smile take part in preventive programmes such as twice yearly fluoride varnishing. Toothbrushing activities are also offered in addition to health promoting policies such as healthy food and drinks.

The most recent data available in relation to the average number of decayed, missing or filled teeth in children aged 5 years for 2014-15 showed the Vale of Glamorgan to have the lowest rate in Wales of 0.7. This has reduced in recent years with an average of 0.92 observed in 2007-08 and 0.91 observed in 2011-12. The Vale is therefore significantly below the Welsh average of 1.29.

Decayed, missing or filled teeth (dmft), average, children aged 5 years, Wales and local authorities, 2014-2015

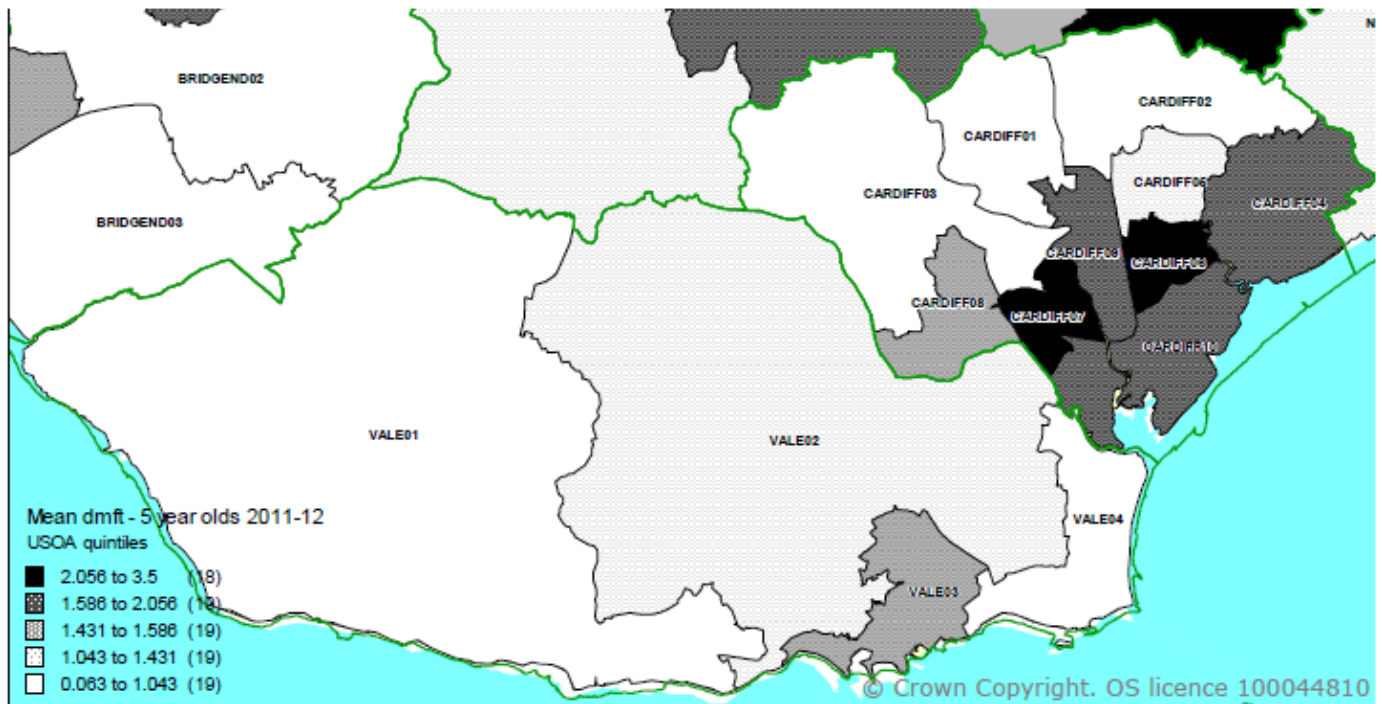


Please consult the technical guide for full details on how this indicator is calculated. Produced by Public Health Wales Observatory, using Welsh Dental Survey (WOHIU)

Although the Vale of Glamorgan appears to have better oral health than the Welsh average differences can be observed by area.

The range in dmft experienced by the 4 USOAs in the Vale of Glamorgan in 2011/12 was 0.1 in Vale of Glamorgan 04 to 1.5 in Vale of Glamorgan 03. Vale of Glamorgan 04 experienced a significant reduction in dmft between 2007/08 and 2011/12 from 0.8 to 0.1.

Figure 12 Average dmft for 5 year olds in Cardiff and Vale University HB USOAs, as at 2011/12



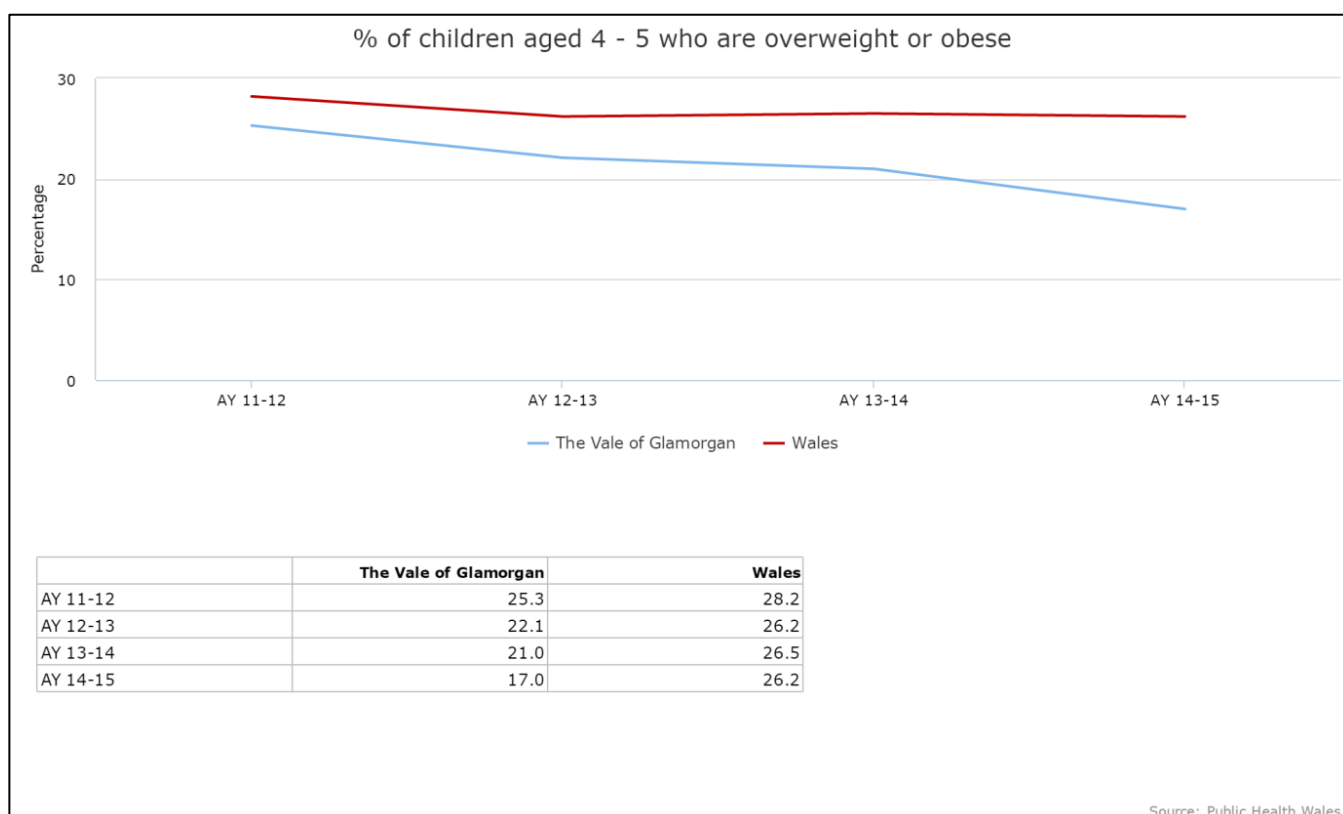
Dental caries is a preventable disease; two fifths of children aged 5 in the health board area still experience decay. Improvements need to be made to mirror the decay experience of children in similar areas of Scotland – where the Child Smile initiative appears to be reaping benefits.

Researchers at Cardiff University have been carrying out a project Modelling NHS Primary Dental Care Provision in Wales. They have reported on the use of non-orthodontic GDS and PDS NHS dental services for the period April 2008 to March 20104. Research showed there was no clear relationship between area dentist attendance rates and deprivation.

Obesity

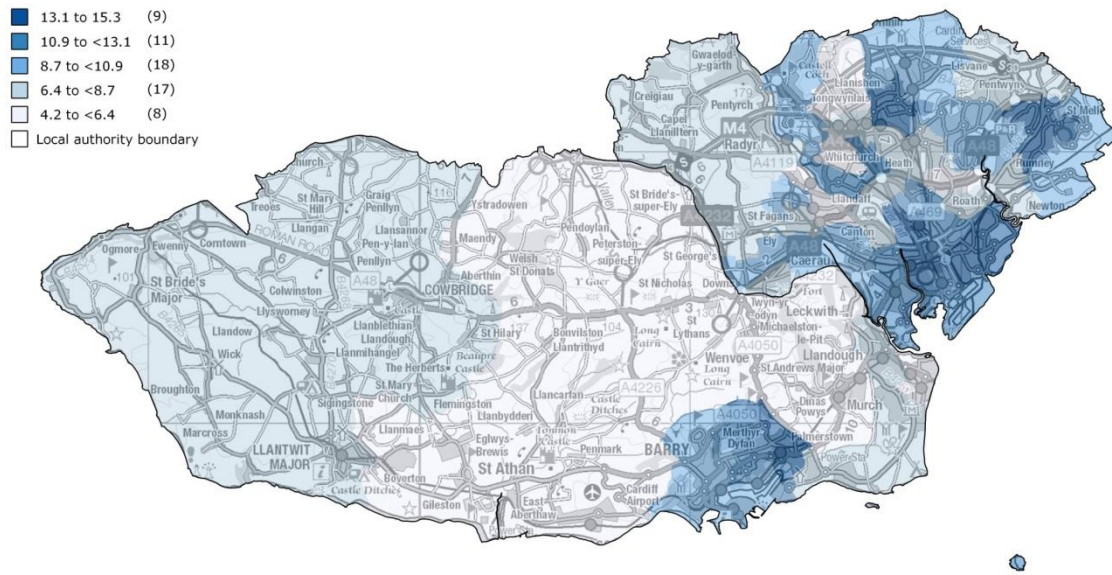
For children aged 4 – 5 the percentage overweight or obese has declined in recent years in the Vale of Glamorgan and is ‘turning the curve’ when compared to the national trend which has remained steady. However, Public Health Wales highlight that it is important to consider that there could possibly be bias in regards to which schools have participated in the Child Measurement Programme which is used to collect this data. It is also highlighted that this rate is still higher than it should be in order to protect the health of future generations.

Breakdown of the 2014-15 data also shows that the Vale of Glamorgan had the lowest percentage of 4-5 year olds in the ‘obese’ weight range of all local authorities in Wales. Slightly more boys were classed as overweight or obese than girls.



Within Flying Start areas, the latest data available shows that for 2012/13 and 2013/14, 73.4% of children aged 4-5 living in a Flying Start area in the Vale were of a healthy weight, compared to 79.1% of children in non-Flying Start area. However the percentage of children of a healthy weight in both areas is above the Welsh average and one of the highest in Wales. A similar trend is observed when considering differences between boys and girls with more children in non-flying start areas being of a healthy weight than those in Flying Start areas. For children in Flying Start and non-Flying Start areas, a higher percentage of girls were of a healthy weight than boys, a trend which is observed across other areas of Wales.

It is important to note that this data is based on the 2012 Flying Start areas and therefore does not include the expansion area. It is also important to consider that children not of a healthy weight does not necessarily mean these children are overweight or obese, they could also be underweight.



Due to smaller sample sizes at MSOA level, caution should be taken when making comparisons between areas.

Produced by Public Health Wales Observatory using CMP data (NWIS)
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Public Health Wales has launched its 10 Steps to a Healthy Weight initiative which provides key information on reducing obesity in children, addressing issues from pre-conceptual planning and breastfeeding to healthy eating advice and guidance on increasing physical activity and limiting screen time.

The Healthy and Sustainable Pre-School Scheme is aimed at all pre-school childcare provision, including nurseries, playgroups, childminders and family centres. The scheme aims to actively promote health in the following areas:

- Nutrition and oral health
- Physical activity and active play
- Safety
- Hygiene
- Mental and emotional health, wellbeing and relationships
- Environment
- Workplace health

There are currently 20 pre-school settings in the Vale that are either working through or have completed, the Nutrition and Oral Health module.

Foundation Phase Development

The Foundation Phase Assessment for children aged 4-5 was introduced for academic year 2015/16 and assesses the development of children in Reception Year. It is made up of four Areas of Learning – Personal and Social Development (PSD); Language, Literacy and Communication (LLC); Mathematical Development (MD); and Physical Development (PD). The Foundation Phase Indicator is used to demonstrate the percentage of children reaching the expected outcome (outcome 5 or above) of development in PSD, LLC and MD combined.

In 2015/16 in the Vale of Glamorgan the percentage of children reaching the expected outcome or above across all of these areas of development combined was 91.2%. This was the highest across the Central South Education Consortium Area and was the 2nd highest in Wales behind Monmouthshire (91.7%). Slight differences can be observed when breaking the percentage reaching the expected outcome down by area of learning, with the Vale of Glamorgan ranking 1st for the percentage reaching the expected outcome for Mathematical Development. The lowest percentage reaching the expected outcome in the Vale was observed in the Language Literacy and Communication area and this is a trend that is also observed in other areas of Wales. In addition, within the LLC area of learning, a higher percentage reach the expected level of development for Welsh as opposed to English both in the Vale of Glamorgan and across other areas of Wales.

Differences can also be observed by gender. For boys, the area of learning where the highest percentage reached the expected outcome was PSD with 95.3% reaching this level, the 2nd highest in Wales. For MD, 93.4% of boys reached the expected outcome, the highest in Wales. Levels reaching the expected outcome in LLC were lower than the other areas of learning for boys.

For girls the area of learning where the highest percentage reached the expected outcome was also PSD with 98% reaching this level. However, as opposed to boys, for girls the percentage reaching the expected outcomes for LLC in English and Welsh were in line with the percentage reaching the expected outcomes for MD.

Healthy Behaviours – Our Findings

Smoking

The percentage of adults who report being a smoker in the Vale of Glamorgan is one of the lowest rates in Wales and the rate of adults smoking in the Vale has been below the Welsh average for a number of years. However the most recent data available for 2014-15 shows that the percentage for the Vale of Glamorgan has reached a plateau.

The Public Health Wales Observatory has produced a number of projections for a range of indicators in order to shift attention from describing the past to considering the future.

This includes projections for the estimated percentage of adults reported to be current smokers up until 2025. However when considering these projections it must be considered that health is a complex composite of many individual elements. Although we cannot rely on predictions to tell us what the future will be, we can use the past patterns to describe what might happen if in the future we continue down the same path.

Cardiff and Vale UHB level projections show that although the percentage of female smokers aged 45-64 has been consistently below Welsh average until the 2013-2015 period, the percentage of female smokers in this age group are increasing and set to remain higher than the Welsh average in 2025 unless current trends are changed.

Although the percentage of children aged 11-16 who reported as being a smoker in the Cardiff and Vale area is lower than in other parts of Wales, there are marked differences between sexes with girls more likely to report smoking than boys. However in relation to children and young people who report being a smoker, the Welsh Government 'Understanding Wales' Future' Report⁴ highlights that although the percentage who smoke tobacco is falling, Welsh 15 year olds generally compare poorly with 15 year olds in other European countries in terms of healthy lifestyles. It is important therefore to consider that although the Cardiff and Vale UHB level figures may compare favourably to the Welsh average, this national level average may not be a good indication of whether low smoking rates for children in the Vale can truly be considered successful.

Data collected by research into behavioural insights of young people and smoking carried out by Cardiff Metropolitan University in 2015 has shown that the strongest predictive factor of trying smoking is whether the mother smokes. Friends and siblings vaping was the most predictive factor in a child trying vaping and the findings also highlighted that young people who had not smoked previously were using e-cigarettes. There was no association between education on smoking and smoking behaviour and the perception of harm.

⁴ <http://gov.wales/statistics-and-research/understanding-wales-future/?lang=en>

The use of e-cigarettes is high in the Cardiff and Vale UHB area for both adults and children aged 11-16 with the research conducted by Cardiff Metropolitan University suggesting that young people are confused by the mixed messages around e-cigarettes as Government messages imply they are less harmful than tobacco and are easily accessible.

Drinking Alcohol

Harmful levels of alcohol consumption are associated with both short and long term health and social effects on individuals, families and communities. A binge drinking culture is often associated with anti-social behaviour - theft, abuse, violence and unwanted pregnancy as much as it is with ill-health. It is potentially a significant issue for the well-being of individuals and communities. The costs and social consequences are therefore multiplied.

Alcohol consumption across the Vale of Glamorgan and Cardiff and Vale UHB area for adults is higher than levels observed elsewhere in Wales. Analysis by age group and sex shows that the percentage of males and females aged 16-24 who drink above guidelines, binge and heavy drink are in line with each other. For all age bands over 25, consumption in males is higher than females.

This information is recorded through the Welsh Health Survey and it is therefore likely that some respondents will underestimate the amount of alcohol consumed. As highlighted by the Public Health Wales Observatory, survey data on alcohol consumption is known to be underestimated and likely to only capture about 60% of actual consumption.

Area based analysis shows that levels of binge and very heavy drinking amongst adults are highest in the more affluent areas of the Vale particularly rural areas in the Western Vale. According to a recent study undertaken by the NHS Information Service, people in executive professions are more likely to drink alcohol daily above recommended unit guidelines. In 2012, "17% of the adult population working in managerial and professional households had an alcoholic drink on five or more days in the past week, in comparison to 11% of adults in routine and manual households". It is now being recognised that professional or middle class drink problems exist with often greater quantities consumed 'behind closed doors' and this pattern is evident within the Vale of Glamorgan.

However, the Marmot Review highlights that "while people with lower socioeconomic status are more likely to abstain altogether, if they do consume alcohol, they are more likely to have problematic drinking patterns and dependence than people higher up the scale." This can be evidenced in the Vale of Glamorgan in relation to alcohol-specific hospital admissions and alcohol-specific mortality rates which show a higher rate around the more deprived areas within Barry.

Data from the Health Behaviour in School-Aged Children study shows that the percentage of children aged 11-16 using alcohol at least once a week is the joint lowest in Wales in the

Cardiff and Vale UHB area. This is also true when considering this data by gender although there is a higher percentage of boys who report using alcohol than girls across Cardiff and the Vale.

A report by the Wallich in 2014 'Alcohol and Older People' researching the use of alcohol by older people across Cardiff and the Vale of Glamorgan revealed that there are a significant number of older people (aged 60+) demonstrating potentially hazardous alcohol use (17.7% of the sample group, which is approximately 16,902 people when extrapolated). Of these, 3,342 people could be drinking at a level which would suggest that they should engage with a treatment service.

Substance Misuse

The top 3 most prevalent substances used in Cardiff and the Vale of Glamorgan continue to be alcohol, cannabis and heroin with alcohol by far the most prevalent substance.

Recent data shows that drug related deaths have increased in the Vale of Glamorgan and tackling this is a key responsibility of the Area Planning Board (APB). The APB has a Commissioning Strategy and Action Plan in place to address these findings.

The APB has recognised a number of factors to take into account when planning future services including an increasingly older population, a larger population due to new developments planned through the Local Development Plan and the need to consider new innovative technology and social media to help promote and deliver some services.

Immunisations

Vaccination is a safe and effective way to prevent life-threatening and disabling illnesses. For many diseases, when around 95% of a population is fully immunised, the spread of disease can be significantly reduced. This is the so called 'herd immunity'. Targets for the uptake of many childhood immunisations are therefore set at 95% and are part of the Tier 1 target for the NHS in Wales.

To protect future health it is important that all babies, children and young people are immunised against vaccine preventable diseases. In the Vale of Glamorgan the percentage of all children up to date with immunisations by age four has fallen over recent years from 91.6% in 2010-11 to 88.1 in 2014-15. This follows the same trend that has been observed nationally where the percentage has decreased slightly in recent years although the Vale remains above the Welsh average.

Data for 'children in need', that is children who receive social services from their local authorities, including children looked after by local authorities and those on the Child Protection Register, shows that for 2015, of the 480 children immunisation data was

available for, 430 were up to date with the immunisations they should have received based on their age group.

In addition to vaccinations for children and young people, influenza vaccinations are offered on an annual basis to adults over 65, those considered to be in 'at risk' groups and health and social care professionals. Data for 2015-16 shows that uptake rates for flu vaccinations in the Vale of Glamorgan for over 65 year olds are slightly above the average rate for the Cardiff and Vale UHB area and the Welsh average.

However uptake rates for Vale of Glamorgan patients aged under-65 in 'at-risk' groups are in line with the Welsh average and remain considerably below target levels. The rate in the Vale of Glamorgan for 2015-16 of 46.8% has decreased from uptake rates observed in previous years with a rate of 49.2% being recorded in 2014-15 and 53.4% being recorded in 2013-14. The falling uptake rates in this group are a concern at a national level and particularly in the Vale of Glamorgan.

Uptake rates for both adult and childhood vaccinations vary significantly within the Vale of Glamorgan with consistently lower uptake rates observed in the Western Vale. Increasing rates in this area has been identified as a priority through GP Cluster Plans.

Obesity

Obesity, in addition to causing obvious physical changes, can lead to a number of serious and potentially life-threatening conditions such as type 2 diabetes, heart disease, cancer and stroke. Obesity can also affect quality of life and lead to psychological problems such as depression and low self-esteem. It is therefore clear that becoming overweight/ obese can have huge implications for a person's well-being.

Overall the level of obesity in the Vale of Glamorgan is decreasing for both adults and children and is below the Welsh average, despite this in 2014/15 just over half (52%) of adults in the Vale were still classed as overweight or obese. Inequalities can also be observed within the Vale of Glamorgan with the more deprived LSOAs within Barry displaying a higher number of adults who are overweight or obese.

Healthy Eating

In order to maintain a healthy weight eating a balanced diet is essential. Although not the only contributory factor to having a healthy diet, eating 5 or more portions of fruit and vegetables daily is key to achieving a healthy balanced diet. The World Health Organisation recommends eating a minimum of 400g of fruit and vegetables a day to lower the risk of serious health problems, such as heart disease, stroke and some cancers.

Welsh Health Survey results for 2014-15 show that in the Vale of Glamorgan 31.9% of adults reported eating five or more portions of fruit and vegetables on the previous day. This is in line with the Welsh average of 32.2. The Vale ranks 12th in Wales with the highest levels of

consumption observed in Ceredigion (39.1) although the percentage for the Vale has increased in recent years.

The lowest levels of fruit and vegetable consumption are found in Barry and this corresponds to the same LSOAs that are the most deprived as according to WIMD 2014, these areas also correspond to those where the highest levels of obesity are found.

The Marmot Report highlights how “low income and area deprivation are both barriers to purchasing fresh or unfamiliar foods, while lower income households are the harder hit by food price fluctuations.” In order to try and address these issues the Cardiff and Vale Eating Well Action Plan identifies the key partnership actions required to support the population to eat a varied and balanced diet to improve their health and well-being. The aim of the plan is to develop and deliver actions that support more deprived communities to eat more healthily, therefore increasing the number of children and adults who are within the normal weight range, thus contributing to reducing inequalities in health.

Consumption of fizzy and sugary drinks by children in Cardiff and the Vale of Glamorgan is higher than in other areas, with approximately 1 in 5 children aged 11-16 drinking sugary drinks such as Coke at least once a day. Similarly the percentage eating sweets once or more a day is also above the Welsh average.

The findings from the Health Behaviours in School-aged Children survey results for consumption of sugary drinks across the Cardiff and Vale UHB area are also backed up at a local level by the School Survey that was undertaken in the Vale of Glamorgan in 2013. Results from this survey shows that from various categories of ‘junk food’, fizzy drinks are the item children are most likely to report consuming 5 or more times a day.

Our evidence sets out a range of initiatives in place in order to help create a healthier food environment in the Vale of Glamorgan which can be seen as essential in helping to improve our residents’ well-being. For example the Vale of Glamorgan Local Development Plan Health Impact Assessment 2013 identifies the positive health effects that come from protecting allotments. In relation to considering healthy eating in the future, the Health Impact Assessment also takes into account and recognises the potentially negative effects from change of use proposals which would involve the creation of hot food takeaways in retail centres.

The UK Climate Change Risk Assessment (CCRA) 2017 Evidence Report – Summary for Wales⁵ identifies a number of risks for Wales that may arise from climate change. A number of risks in relation to Wales’ food environment are identified as follows:

- Risks from weather-related shocks to international food production and trade

⁵ <https://www.theccc.org.uk/wp-content/uploads/2016/07/UK-CCRA-2017-Wales-National-Summary.pdf>

- Imported food safety risks
- Risks and opportunities from long-term, climate-related changes in global food production

The CCRA identifies that “food security encompasses availability, price and access to a healthy diet. The key issue surrounding food security in Wales, as it is for the rest of the UK, is not an absence of food, but issues related to price.”

Our evidence shows that those in the more deprived areas of the Vale of Glamorgan eat less fruit and vegetables than those in the least deprived areas. It may be suggested that the consumption of fresh fruit and vegetables in these areas is affected by the affordability of such products compared to cheaper convenience foods. In addition data shows that those in the most deprived areas are less likely to own a car and be able to travel to purchase such products, this can therefore leave no option but to rely to more expensive ‘corner shops’ where availability of fresh produce can be limited.

Therefore price rises relating to climate change pose a further risk to the Vale’s food environment but present an opportunity to champion a ‘fresh and local’ agenda. The Cardiff and Vale Public Health team has recently established a Vale Food Network and an action plan is being drafted. The network will work towards achieving a ‘Sustainable Food Cities Award’ and will refresh a previously undertaken exercise to map good food assets that exist in the Vale. For example the Food Co-op run by residents of the Ty Iolo Hostel in Barry, where individuals can buy reduced price fresh fruit and veg from a local supplier.

Physical Activity

In addition to healthy eating being physically active can have a large impact on levels of obesity along with bringing a wide range of other health benefits and contributing to a person’s well-being.

The percentage of adults meeting physical activity guidelines in the Vale of Glamorgan is slightly below average. However in relation to participation in sport the Vale has an active population with a higher than average percentage of adults ‘hooked on sport’ which is defined as participating three or more times a week. Males are more likely to participate than females and Welsh speakers are also more likely to participate in sport than non-Welsh speakers. When asked whether they had participated in sport in the last 4 weeks, 93.8% of respondents to the Sport Wales Active Adults Survey 2014 from Cardiff and the Vale who were Welsh speakers responded that they had compared to 78.8% of respondents who don’t speak Welsh. A similar trend is observed across other areas of Wales.

Boys are also more likely to be active than girls. However it is pleasing that girls in the Vale are less likely to become disengaged with sport as they grow older than in other areas of

Wales with the percentage of girls 'hooked on sport' in the Vale remaining the same for both primary and secondary school pupils. This decreases for girls in secondary schools in other areas. The Vale Council's Sport and Play development team have been consulting with secondary school girls to find out the types of activities they want to take part in.

The natural environment plays an important role in keeping Vale residents active particularly in relation to the Western Vale where adults are likely to use their natural environment to keep physically active as opposed to visiting a leisure centre or gym. There are also less organised sports clubs in the local vicinity. More children in the Vale have participated in water based activities compared to the Welsh average which highlights how our natural environment can be used to promote a healthy and active lifestyle so long as this is done in a sustainable manner.

The Vale of Glamorgan has a wealth of natural assets including the sea, beaches, country parks, lakes, woodland areas and includes seven green flag parks which can enhance well-being. The Marmot Report highlights how "numerous studies point to the direct benefits of green space to both physical and mental well-being. Green spaces have been associated with a decrease in health complaints ...improved mental health and reduced stress levels, perceived better general health and the ability to face problems."

This is reflected in the findings of the Active Adults Survey 2014 which found that across Wales those with a physical or mental condition were more likely to have visited the countryside or the seaside/ coast than taken part in any other type of physical activity. This again emphasises the importance of utilising the Vale's natural assets in a sustainable manner to improve well-being. During our engagement campaign, many residents commented on the Vale's parks and beaches as being important to both their mental and physical well-being and how things such as walking the dog on the beach were so important in keeping them active.

The use of the natural environment to promote physical activity is recognised in the CCRA Summary for Wales with increased opportunities for outdoor activities arising from warmer temperatures. The CCRA states "Climate change is increasingly recognised as a factor that may influence the recreational use of outdoor environments. The effects of climate change on outdoor recreation have only recently been studied in detail, and very little evidence is available for the UK. Climate change would have differing impacts depending on the activity. For example, the number of people partaking in certain outdoor recreational activities-such as boating, golfing and beach recreation is estimated, under medium emissions scenarios, to increase by 14 to 36% in the next few decades." However as stated, evidence at a UK level is limited at present and other associated risks of climate change on our natural environment and its use as an asset should not be ignored.

Our engagement showed that time is the biggest barrier to increased participation in sport for both adults and children.

The Natural Resources Wales Welsh Outdoor Recreation Survey 2014⁶ highlights how demographics have a greater impact on participation in physical activity than deprivation does. This is reflected in the Vale of Glamorgan where there is a less clear link between deprivation and lower levels of physical activity whereas there is a much stronger link for other poor health behaviours such as higher levels of obesity, smoking and lower levels of consumption of fruit and vegetables in more deprived areas. The most deprived areas of the Vale are found around Barry where there is the highest concentration of sports clubs and facilities to allow for participation. However, ill health being a barrier to participation in sport is more common in the more deprived LSOAs within Barry which is a likely result of other unhealthy lifestyle behaviours.

Levels of physical activity were also found to be lowest in parts of the Eastern and Western Vale where there is an older population who are less likely to be physically active, supporting the above that demographic factors have more influence on activity levels than deprivation.

Play

Article 31 of the United Nations Convention on the Rights of the Child, states that “Children have the right to relax and play, and to join in a wide range of cultural, artistic and other recreational activities.”

Play is the means by which children explore their environment, their world, their roles and relationships; supporting positive mental health in our future generations.

Play can have a big effect on a child’s development including on a range of other healthy lifestyle behaviours and is particularly linked to physical activity in keeping children healthy and active. In order to assess play within the Vale of Glamorgan, in 2016 the Vale of Glamorgan Council undertook a Play Sufficiency Assessment (PSA).

The Vale of Glamorgan Play Sufficiency Assessment 2016 found that there has been a decline in the number of structured play activities offered in the Vale of Glamorgan due to increasing funding pressures. The use of natural assets and increasing our communities understanding of areas where people perceive children can play and what ‘play’ really means is seen as essential in future planning of provision.

⁶ <https://naturalresources.wales/media/4757/wales-outdoor-recreation-survey-2014-final-report.pdf>

There are already a range of examples of activities being promoted in the Vale utilising the natural assets found in the area. Llantwit Major Town Council, Penarth Town Council and Wick Community Council have funded Play Ranger sessions in their respective areas which encouraged children, young people and their families to utilise the outdoor space in their communities for outdoor play. It is hoped this type of provision will encourage them to continue to use the fantastic natural resources the Vale has to offer to undertake play without the support of play staff. Low cost initiatives are also being undertaken in more built up areas of the Vale in order to promote play and develop more sustainable, free or low cost provision such as the Wheelie Bin project.

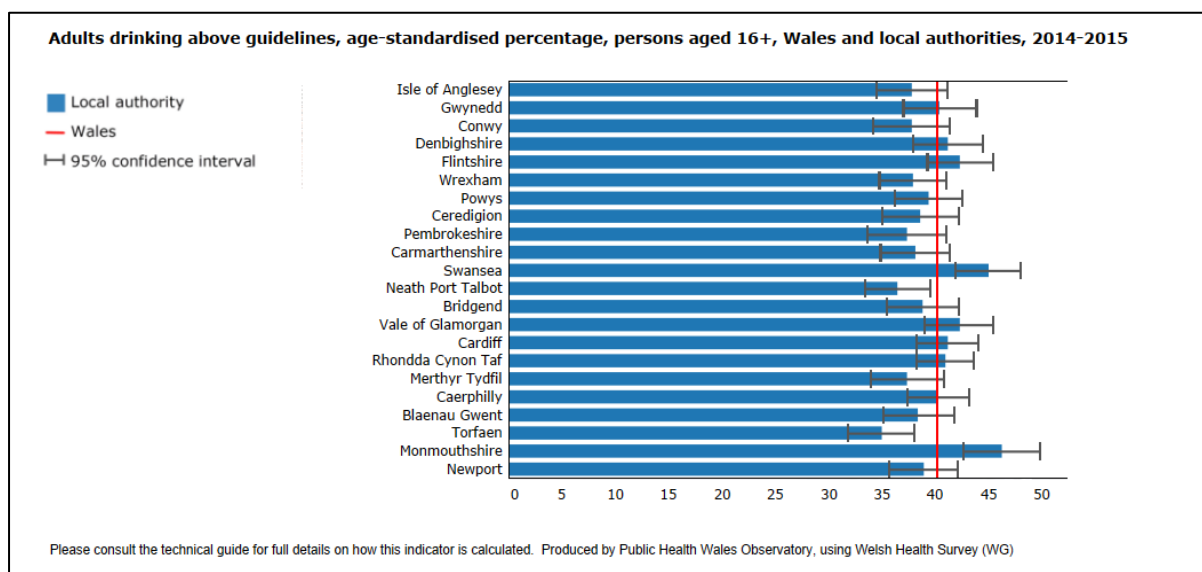
Sustainable use of natural assets to facilitate play is essential to future planning of play activities across the Vale. Similarly more involvement from local individuals and community groups can be seen as a solution to increasing budget pressures. An example of this already happening is in St. Athan where an extensive asset mapping project to identify the services in the area was undertaken by the Creative Rural Communities partnership. The project considered not only physical assets but the community networks in the area which could prove invaluable in helping to identify alternative ways of delivering non-statutory services and through detailed engagement with residents identified that better play areas were one of the services most residents felt was needed in St. Athan. The Friends of St Athan Play Areas community group was established and are working in partnership with the Council's Play Development Officer to increase their knowledge around the delivery of play activities and the volunteers are receiving informal mentoring to assist them with developing play provision in the area.

Healthy Behaviours – Our Evidence

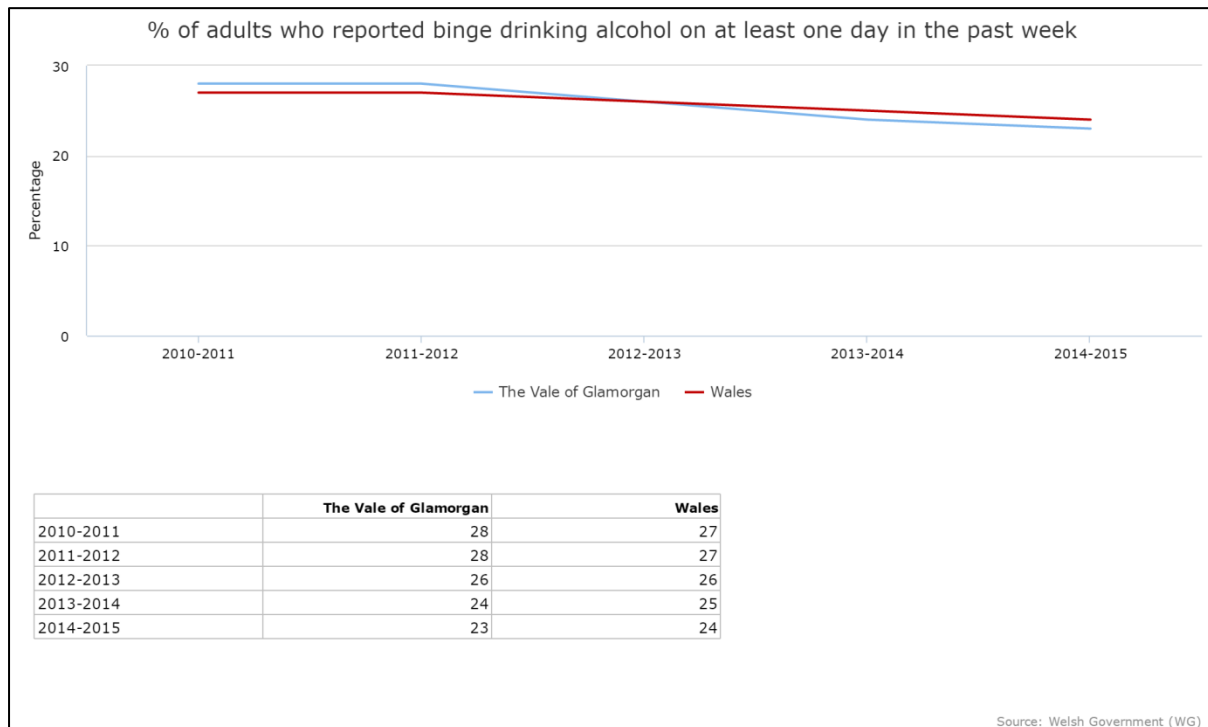
Drinking Alcohol

Harmful levels of alcohol consumption are associated with both short and long term health and social effects on individuals, families and communities. A binge drinking culture is often associated with anti-social behaviour - theft, abuse, and unwanted pregnancy as much as it is with ill-health. It is potentially a significant issue for the well-being of individuals and communities. The costs and social consequences are therefore multiplied. Consumption of alcohol above guidelines has been recognised as an issue within the Vale, and GP Cluster Plans for 2015/16 for the Vale of Glamorgan have highlighted the need to improve alcohol awareness.

In relation to adults (over 16 year olds) drinking above recommended guidelines the Vale of Glamorgan is above the Welsh average as highlighted in the chart below. In 2014-15 42.3% of adults reported drinking above guidelines and the Vale has consistently been above the Welsh average. It is important to note that these figures refer to pre-2016 guidelines which were that males should not drink more than 3-4 units per day, and females not more than 2-3 units per day. New weekly guidelines were issued by the Department of Health in January 2016 .It is also important to consider that this information is recorded through the Welsh Health Survey and it is therefore likely that some respondents will underestimate the amount of alcohol consumed. As highlighted by the Public Health Wales Observatory, survey data on alcohol consumption is known to be underestimated and likely to only capture about 60% of actual consumption. Furthermore it is important to consider than when asked about alcohol consumption on the heaviest drinking day in the past week this may be influenced by events that do not occur weekly e.g. birthday celebrations.



'Binge' drinking is defined as drinking over 8 units of alcohol for males and over 6 units for females in a day. In the Vale of Glamorgan The percentage of adults who reported binge drinking alcohol on at least one day in the past week has slowly declined over recent years as can be seen in the following chart and is now slightly below the Welsh average.



Very heavy drinking is defined as men drinking more than 12 units and women drinking more than 9 units. The percentage of Vale of Glamorgan residents who reported very heavy drinking in a day in the past week has again slowly declined over the 2008-2014 period and is now below the Welsh average. However when looking at breakdowns by sex, data for males reflects this pattern with the percentage reporting very heavy drinking on a day in the past week being 15% in the Vale compared to 17% across Wales in 2013-14. However data for females shows that following a period where the trend for females reporting very heavy drinking was declining and below the Welsh average, the rate has slightly increased again and was in line with the Welsh average in 2013-14.

What is most interesting when considering drinking alcohol above guidelines, binge drinking and very heavy drinking is that for all three circumstances there is a pattern across the Vale of Glamorgan showing that the highest levels are found in the Western Vale area.

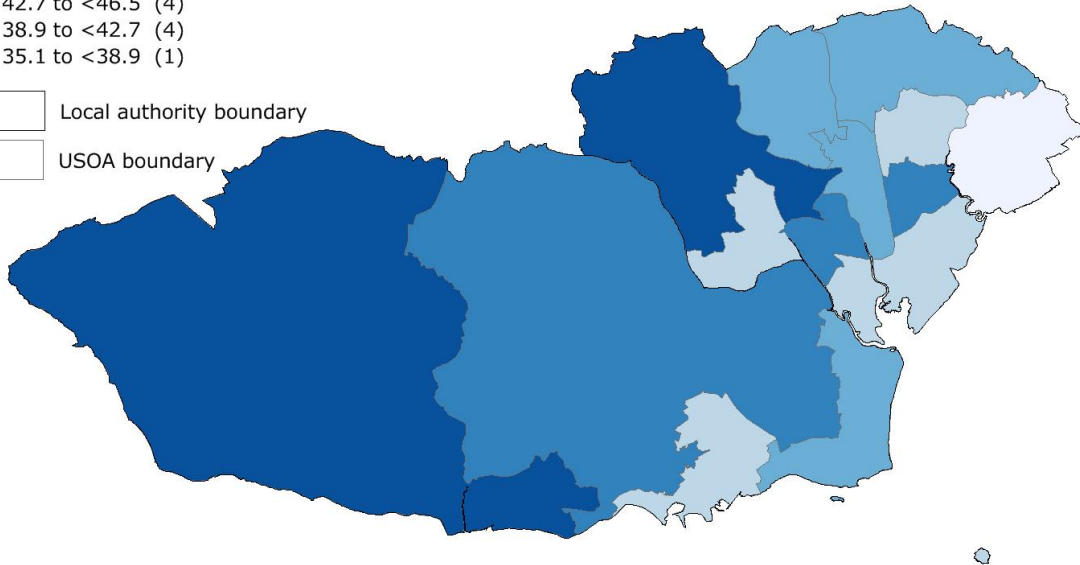
Percentage of adults reporting drinking above guidelines (males over 4 units, females over 3 units) on the heaviest drinking day in the past week, Cardiff and Vale UHB, 2008-12

USOA, age-standardised percentage*

- 50.3 to 53.9 (2)
- 46.5 to <50.3 (3)
- 42.7 to <46.5 (4)
- 38.9 to <42.7 (4)
- 35.1 to <38.9 (1)

Local authority boundary

USOA boundary



* Using aggregated weightings from the 2013 European Standard Population

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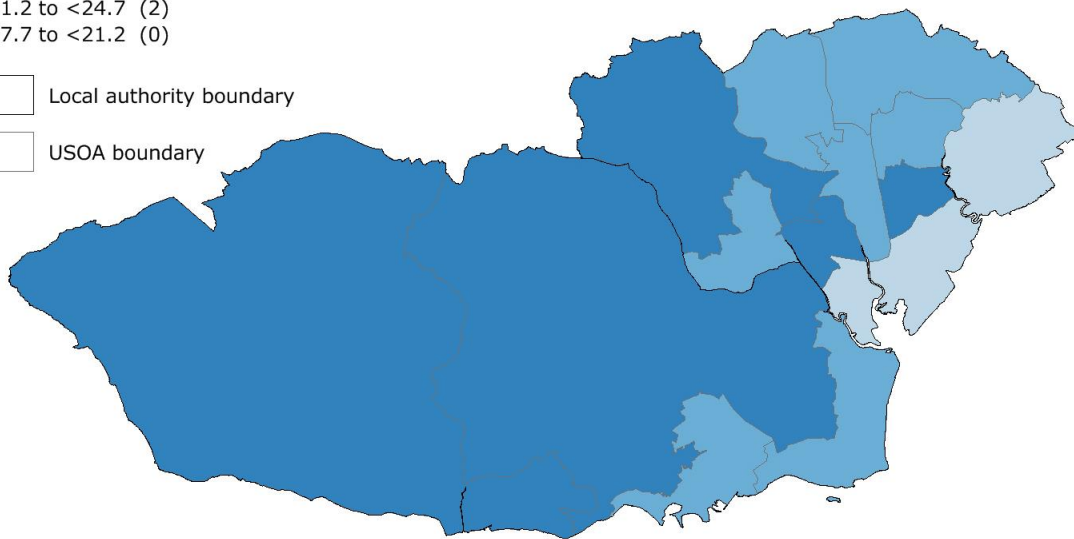
Percentage of adults reporting heavy (binge) drinking (males over 8 units, females over 6 units) on the heaviest drinking day in the past week, Cardiff and Vale UHB, 2008-12

USOA, age-standardised percentage*

- 31.7 to 35.4 (0)
- 28.2 to <31.7 (5)
- 24.7 to <28.2 (7)
- 21.2 to <24.7 (2)
- 17.7 to <21.2 (0)

Local authority boundary

USOA boundary



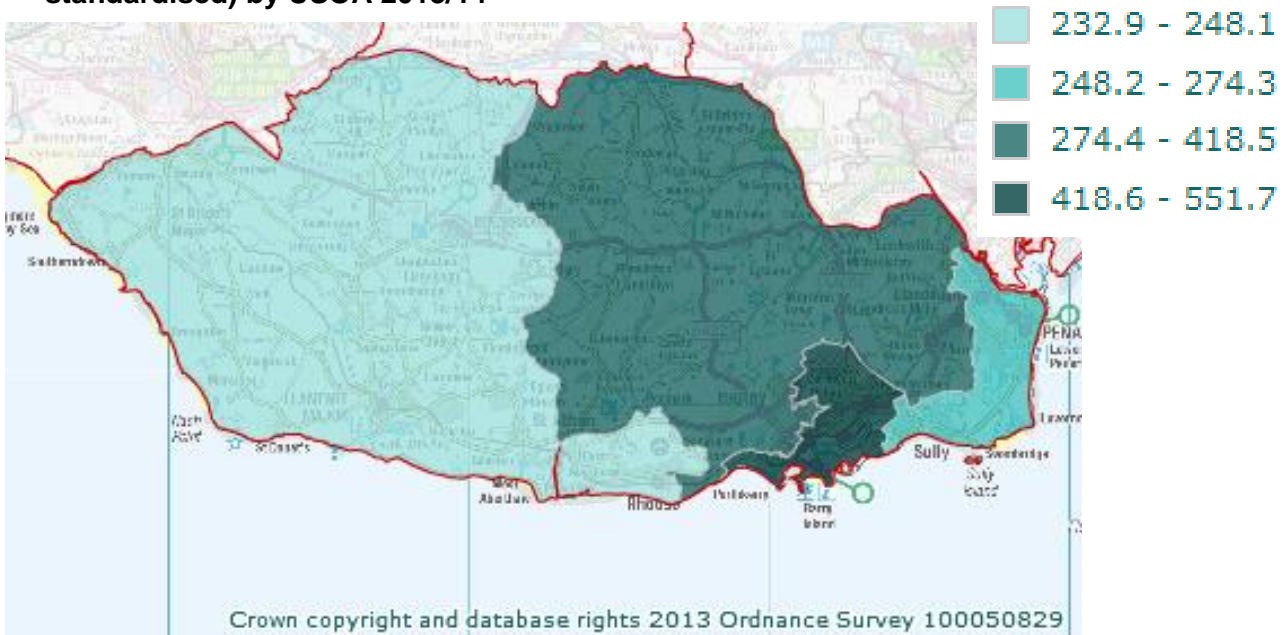
* Using aggregated weightings from the 2013 European Standard Population

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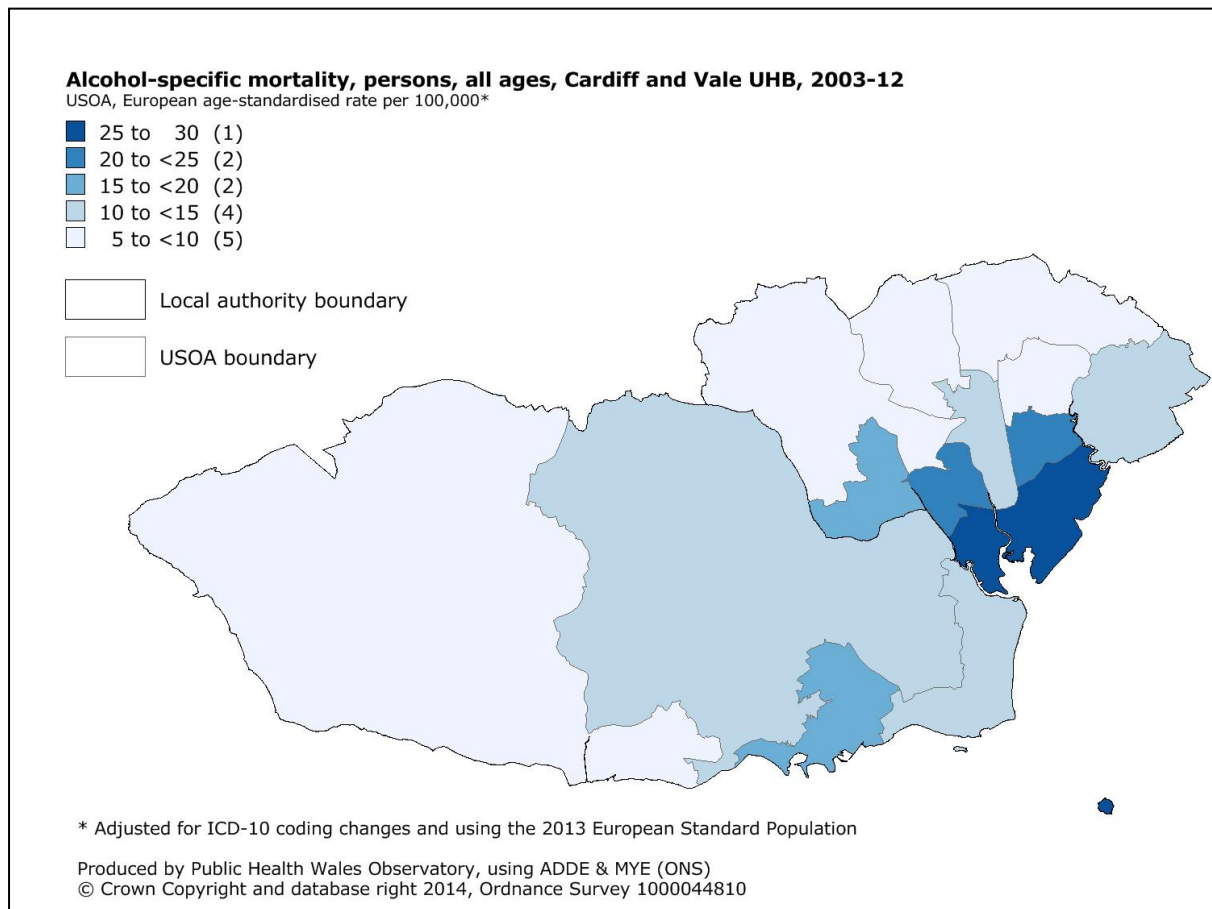
According to a recent study undertaken by the NHS Information Service, people in executive professions are more likely to drink alcohol daily above recommended unit guidelines. In 2012, “17% of the adult population working in managerial and professional households had an alcoholic drink on five or more days in the past week, in comparison to 11% of adults in routine and manual households”. Furthermore households with a gross income in excess of £1000 per week are “three times more likely to consume alcohol such as wines and spirits above unit guidelines, than those earning £200 per week who typically prefer to consume beers and lagers”. It is now being recognised that professional’ or middle class drink problems exist with often greater quantities consumed ‘behind closed doors’ and this pattern is evident within the Vale of Glamorgan.

However, the Marmot Review ‘Fair Society, Healthy Lives’ (reference needed) highlights that “while people with lower socioeconomic status are more likely to abstain altogether, if they do consume alcohol, they are more likely to have problematic drinking patterns and dependence than people higher up the scale.” This can be evidenced in the Vale of Glamorgan as shown in the following maps in relation to alcohol-specific hospital admissions and alcohol-specific mortality rates in the Vale of Glamorgan which show a clear higher rate around the more deprived area in Barry.

Rate of Alcohol Specific Hospital Admissions per 100,000 Population (age-standardised) by USOA 2013/14



Source: Health Maps Wales



The [Cardiff and Vale UHB Alcohol Liver Disease Plan \(ALDP\) 2015](#), suggests a clear correlation between deprivation and alcohol specific mortality as reflected above.

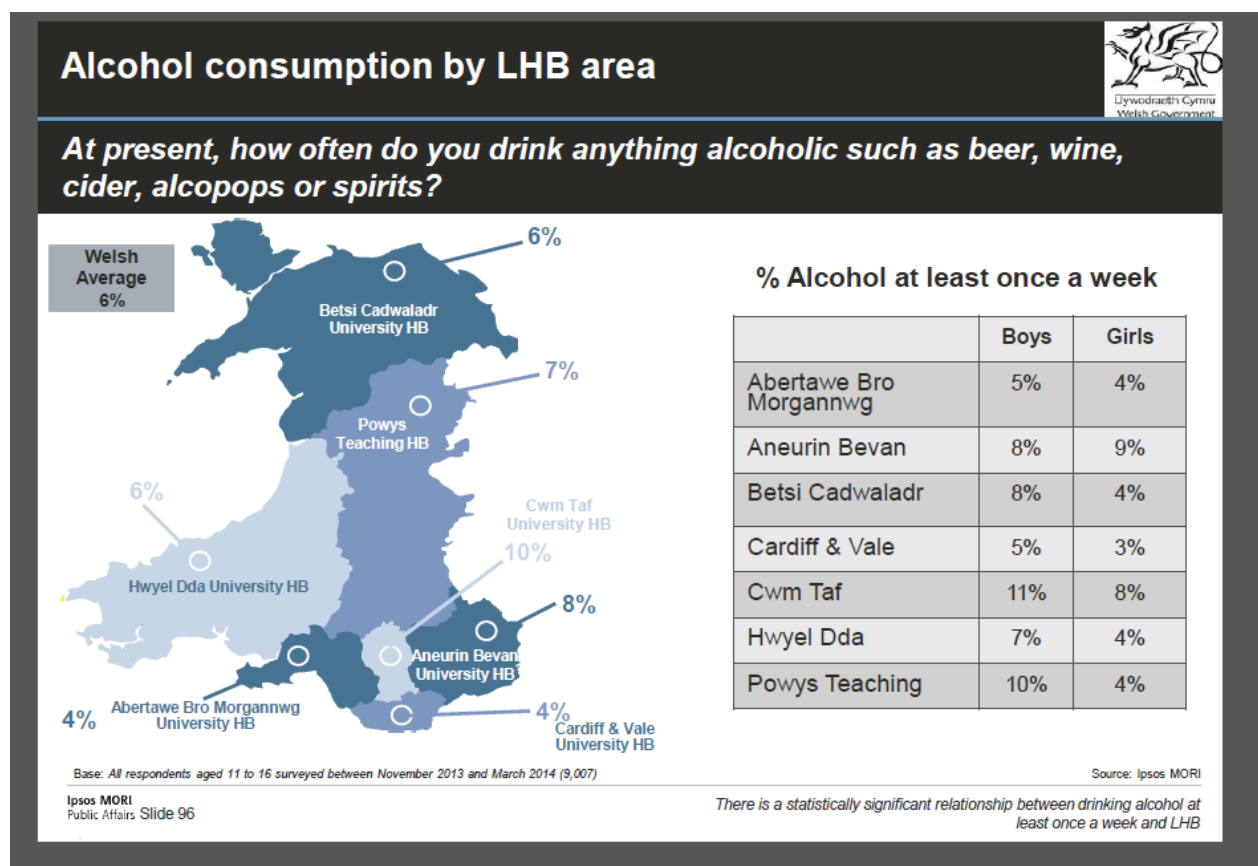
Every week in Cardiff and the Vale of Glamorgan there are approximately 138 alcohol attributable hospital admissions". Furthermore alcohol mortality rates for males living in the C&V UHB are the highest in Wales. According to the ALDP, Prolonged heavy drinking over a sustained period of time could inevitably lead to alcohol related liver disease. In Cardiff and Vale, approximately 55 people die every year from alcohol-specific conditions, primarily from liver disease (82% of deaths in males and 81% in females). The plan sets a number of priorities in order to reduce levels of alcohol consumption and the associated health conditions which impact upon services. National level recommendations include the introduction of health warning labels, restriction of selling times and only selling in designated areas, reducing the legal limit for blood alcohol concentration for drivers, prohibiting alcohol advertising and sponsorship, and implementing a minimum unit price for the sale of alcohol. The recommendations that Health Boards can implement locally include training of all health and social care professionals to routinely provide early identification

and brief alcohol advice to clients; routinely referring people who need support to specialist alcohol services and tackling the availability of alcohol through licensing legislation.

Heavy drinking and the misuse of other harmful substances is explored in further detail later in this chapter.

Although data in relation to alcohol consumption in the Vale of Glamorgan is generally higher than the Welsh average for adults, when exploring data on the number of adolescents using alcohol the Cardiff and Vale UHB area compares favourable against other areas in Wales.

Data from the Health Behaviour in School-Aged Children study shows that the percentage of children aged 11-16 using alcohol at least once a week is the joint lowest in Wales in the Cardiff and Vale UHB area. This is also true when considering this data by sex although there is a higher percentage of boys who report using alcohol than girls across Cardiff and the Vale.



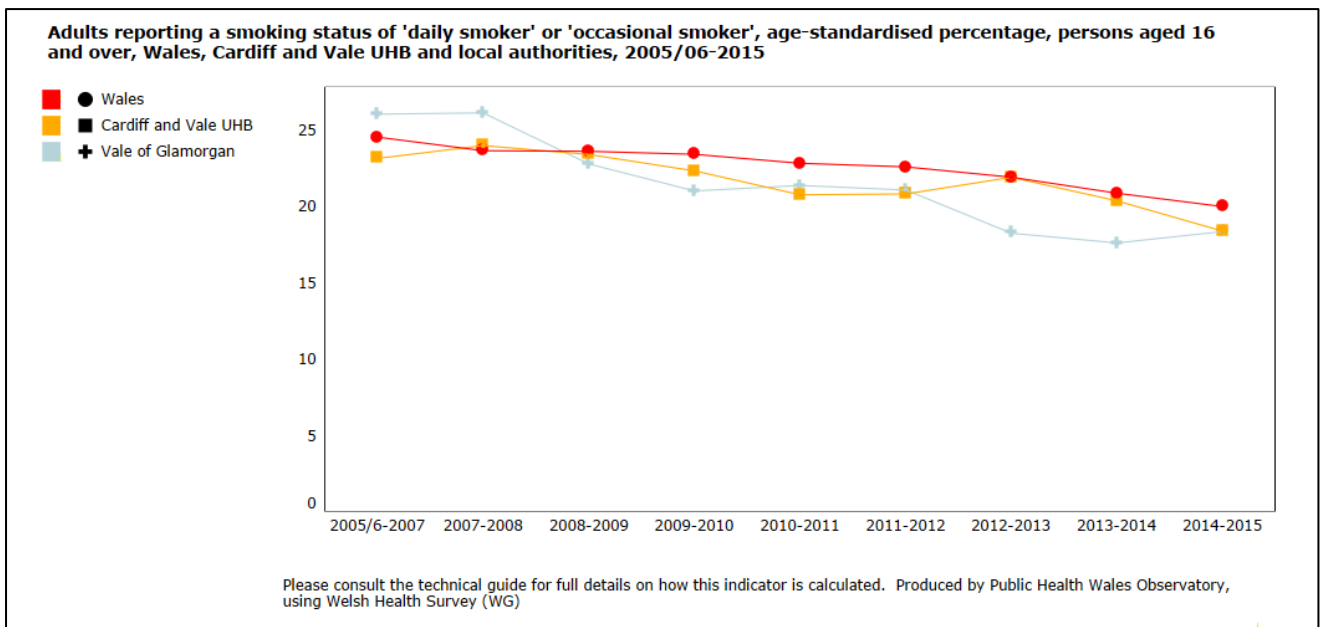
Analysis by age group and sex shows that the percentage of males and females aged 16-24 who drink above guidelines, binge and heavy drink are in line with each other. After this males rank higher than females across all age bands.

A report by the Wallich in 2014 'Alcohol and older people' revealed that there are a significant number of older people (aged 60+) demonstrating potentially hazardous alcohol use (17.7% of the sample group, which is approximately 16,902 people when extrapolated). Of these, 3,342 people could be drinking at a level which would suggest that they should engage with a treatment service.

Smoking

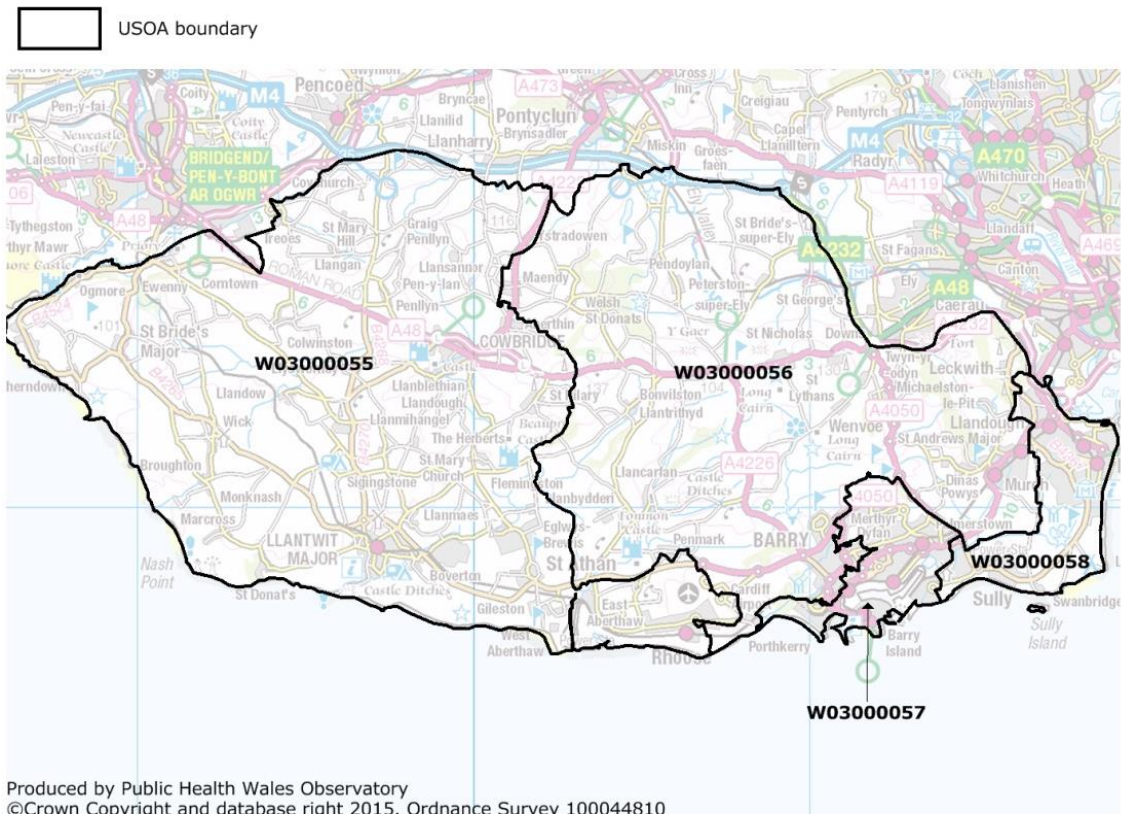
The percentage of adults who report being a current smoker in the Vale of Glamorgan was one of the lowest in Wales for 2014-15. The rate of adults smoking in the Vale has also been below the Welsh average for a number of years as shown in the below chart. However, whereas the Welsh average has consistently decreased fluctuations at a health board and local authority level can be observed. Following a significant decline in the number of adults reporting to be a 'daily' or 'occasional smoker' from 2011- 2014, the most recent data available for 2014-15 shows that the percentage for the Vale of Glamorgan has plateaued.

Despite this there has been a significant decrease observed from 2005 when previous figures for the Vale of Glamorgan were above both the Welsh and Cardiff and Vale UHB average levels, suggesting interventions in place in the Vale of Glamorgan have been successful.



In relation to smoking patterns within the Vale of Glamorgan the following map and table shows the percentage of adults who reported as being a current smoker at Upper Super Output level.

Upper Super Output Area (USOA) boundaries, Vale of Glamorgan



Upper super output areas (USOAs) have an average population of approximately 31,000 people but populations can vary between 24,000 and 47,000.

Vale of Glamorgan Upper Super Output Area	Percentage of adults who reported being a current smoker (age-standardised), 2008-2013	
W03000055	17%	-
W03000056	18%	-
W03000057	29%	+
W03000058	17%	-
Wales	23%	

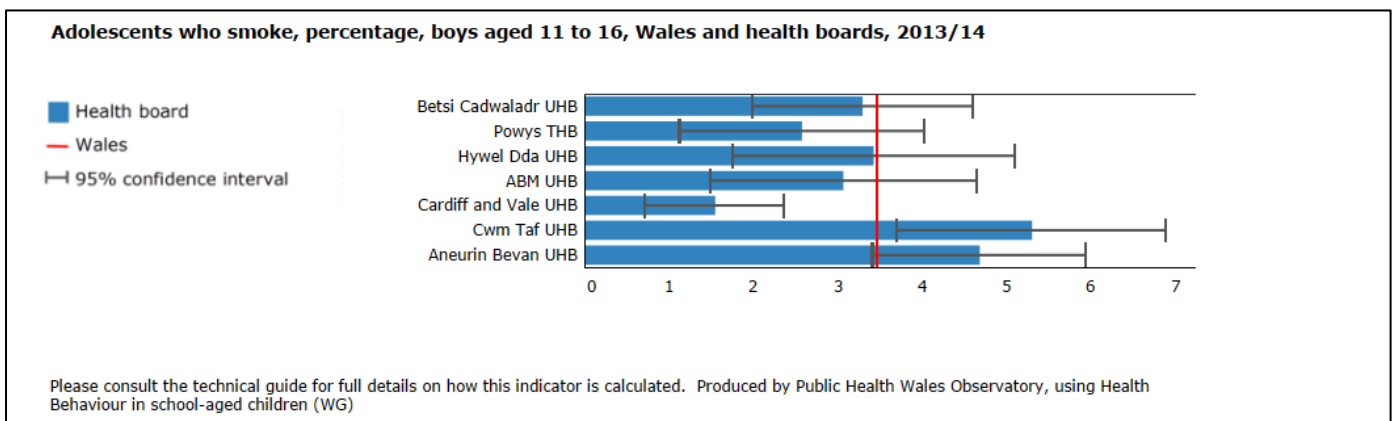
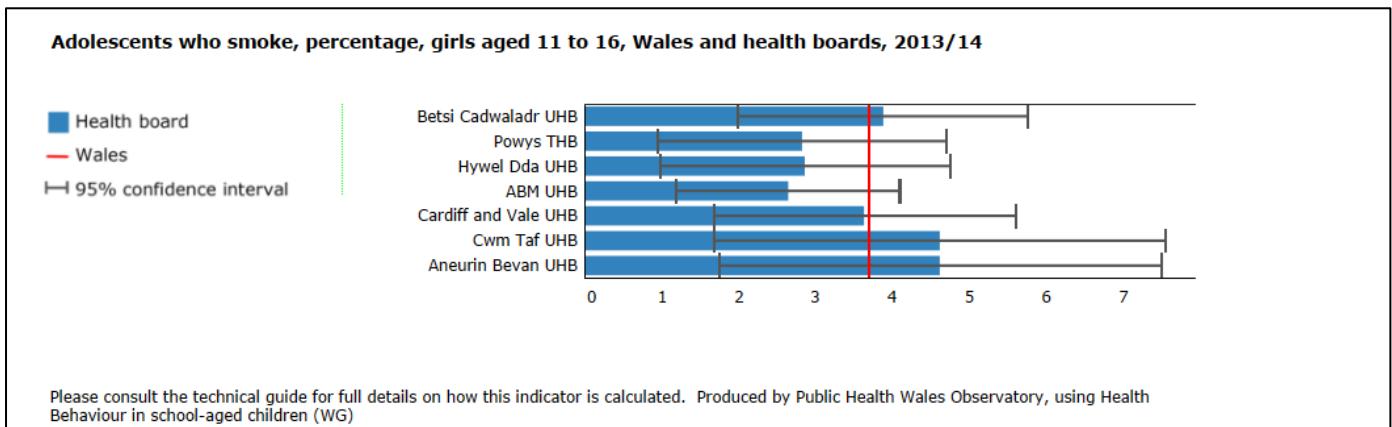
+ Value significantly higher than Welsh average
 - Value significantly lower than Welsh average

Source: Welsh Health Survey

There is a clear divide in relation to smoking rates within the Vale of Glamorgan between areas in Eastern Barry and the rest of the Vale of Glamorgan. The rate of smoking observed in other areas is in line with the average observed for the Vale; however rates in the area East of Barry are more than 10% higher and are above both the Welsh and Health Board level averages. This area corresponds to the areas of the Vale of Glamorgan identified as being the most deprived through the Welsh Index of Multiple Deprivation.

This may suggest that area based programmes would be best placed to tackle these differences and in Barry the Communities First Cluster area also corresponds to those areas which observe the highest rates of smoking. Community Wellbeing Coaches have been employed to refer clients directly into smoking cessation programmes and identify suitable venues to direct service provision. All community based smoking cessation support is targeted to those areas of higher deprivation and recently Wellbeing ‘Coaches’ have been employed to help increase referrals via GP Practices in Barry. Another initiative which may be linked to the successful reduction of smokers in the Vale of Glamorgan is the roll out of smoke free playgrounds across the authority. This initiative may also help prevent children and young people from smoking if they are less exposed to seeing adults do so at settings such as the playground.

In relation to children who report being a smoker, data at a Cardiff and Vale UHB level shows that for 11-16 year olds the Cardiff and Vale area is below the Welsh average and is one of the lowest in Wales alongside Powys. However breakdown by sex shows that far more girls in the area report being a smoker than boys as shown below.



In relation to children and young people who report being a smoker, the Welsh Government 'Understanding Wales' Future' Report highlights that although the percentage who smoke tobacco is falling, Welsh 15 year olds generally compare poorly with 15 year olds in other European countries in terms of healthy lifestyles. It is important therefore to consider that although the Cardiff and Vale UHB level figures may compare favourably to the Welsh average, this national level average may not be a good indication of whether low smoking rates for children in the Vale can truly be considered successful.

Data collected by research into behavioural insights of young people and smoking carried out by Cardiff Metropolitan University in 2015 has shown that the strongest predictive factor is taking up smoking is whether the mother smokes. The next influencing factors are whether their friends smoke or vape and whether they reside in lower socioeconomic areas. There was no association between education on smoking and smoking behaviour and the perception of harm. The findings also highlighted that young people who had not smoked previously were using e-cigarettes (17,2% of Year 9 pupils).

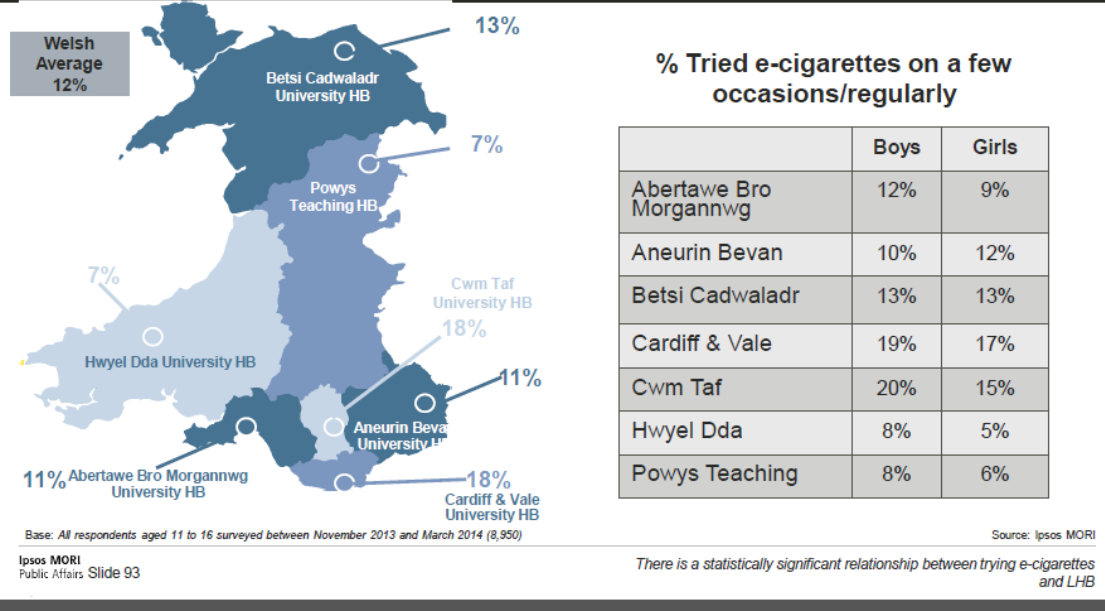
Young people are smoking in Year 7 and 9 and are able to purchase cigarettes and e-cigarettes despite current legislation and Government policy. They are also smoking in schools despite no smoking policies in schools. Young people are confused by the mixed messages around e-cigarettes as Government messages imply they are less harmful than tobacco and are easily accessible.

Although the level of children aged 11-16 reporting to smoke in the Cardiff and Vale UHB area is one of the lowest in Wales, data from the Health Behaviour in School-Aged Children study shows that the conversely the use of e-cigarettes in Cardiff and the Vale is joint highest in Wales with 18% of 11-16 year olds reporting to have tried an e-cigarette on a few occasions or regularly, above the Welsh average of 12%.

E-cigarette use by LHB



Have you ever used or tried electronic cigarettes (sometimes called an 'e-cigarette')?



In the case of e-cigarettes, boys in Cardiff and the Vale are more likely to have used them than girls, opposite to the trend observed in relation to tobacco where girls are more likely to report being a smoker. The level of e-cigarette use by children in the Vale is also reflected in trends for adult users of e-cigarettes. For example Welsh Health Survey data for 2014-15 showed that 9% of respondents in the Vale of Glamorgan were currently using an e-cigarette compared to 6% at a Wales level and 20% of respondents had ever used an e-cigarette compared to 15% at a Wales level.

The Public Health Wales Observatory has produced a number of projections for a range of indicators in order to shift attention from describing the past to considering the future. This includes projections for the estimated percentage of adults reported to be current smokers up until 2025. However when considering these projections it must be considered that Health is a complex composite of many individual elements. Although we cannot rely on predictions to tell us what the future will be, we can use the past patterns to describe what might happen if in the future we continue down the same path.

These projections reflect a continuation of the status quo, i.e. what will happen if the current trends within individual age groups and predicted population changes continue. However, if the status quo changes during the projection period, for example due to an intervention or change of practice, then the projections will become inaccurate. The further into the future you go, the higher the likelihood that something will change the status quo and push the projections off their predicted course therefore to improve the well-being of

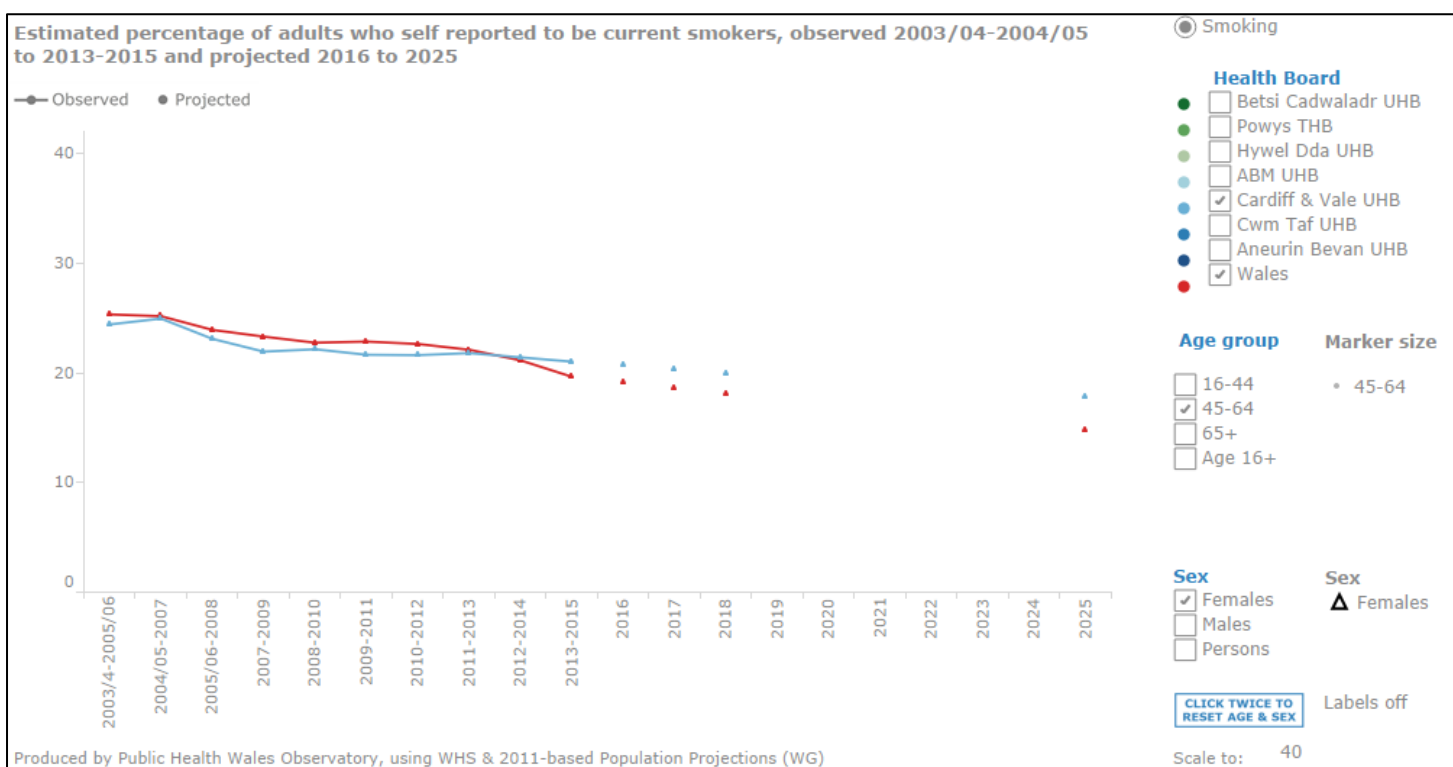
future generations we expect that we will work together to change the status quo for the better, thus making the projections inaccurate.

These projections can support the call for action to change the future and they provide the basis for highlighting changes in the future observed rates where more detailed evaluation would be beneficial.

In relation to the percentage of adults who report being a smoker across the Cardiff and Vale UHB area, the percentage of males age 16+ who report being a smoker is currently slightly above the Welsh average and it is predicted that this will continue in the future. Males aged 45-64 and males aged 65+ reported being a smoker are currently slightly below the Welsh average and again it is predicted that this will continue. The age category 16-44 is where the percentage of males reported being a smoker is slightly above the Welsh average and therefore influences the trend for males overall (across the age 16+ category), again this is set to continue unless the 'status quo' can be changed.

Different observations can be made in relation to females in the Cardiff and Vale UHB area predicted to be a smoker. Across all age ranges (aged 16+) the percentage is slightly below the Welsh average. For females aged 16-44 the percentage has consistently been around 4% below average and is set to continue to be so. It is interesting to consider that males in the same age category are slightly above average and the data in relation to children reporting being a smoker considered earlier. With girls aged 11-16 across Cardiff and the Vale more likely to report being a smoker it is interesting that from age 16-44 males are then more likely to smoke. Again it is important to consider that this information is self reported and projections may not be wholly accurate.

However, despite projections showing that females reporting being a smoker across Cardiff and the Vale in the 16-44 age group are set to remain below Welsh average by approximately 4%, projections for the 45-64 age range shows that the percentage of females reported being a smoker have increased above the Welsh average in the 2013-15 period and are set to increase to 3% above average by 2025 unless the 'status quo' can be changed. This is shown in the following chart.



Substance Misuse

The Cardiff and Vale Area Planning Board (APB) ensures the strategic direction and work programme for substance misuse services is consistent with and informed by evidence of need and evidence of effectiveness. The APB works across partner agencies to ensure that all substance misuse services form part of an integrated care pathway and holistic provision of service, based upon the needs of the population of Cardiff and the Vale and informed by national guidance.

The APB produces a commissioning strategy which is informed by a comprehensive assessment of need for the Cardiff and Vale area. This was last undertaken in 2015 and was used to inform the [Cardiff and Vale Area Planning Board Substance Misuse and Well-being Commissioning Strategy 2016-2020](#).

The APB works to ensure substance misuse services are appropriate to the needs to those who are dependent upon various harmful substances. A number of the key findings of the latest needs assessment undertaken by the APB are outlined below.

- The top 3 prevalent substances in Cardiff and the Vale of Glamorgan remain unchanged since the previous needs assessment was undertaken – Alcohol, Cannabis and Heroin.

- Despite the population census suggesting a greater number of females are dwelling in Cardiff and the Vale of Glamorgan, the number of males referred to substance misuse services is consistently higher than the number for females.
- Alcohol remains the most prevalent substance used. The focus of work going forward however has to be to address the settings and environments in which alcohol use and misuse is challenged and addressed. Developing generic public services, primary care settings and the wider health and social care system to enable the use of brief interventions, and the use of tools such as Making Every Contact Count (MECC) will be important tools in tackling alcohol use at a population level.
- Drug related deaths appear to be increasing, with data showing that the Vale of Glamorgan sustained a particularly high increase when compared to All-Wales data. The latest data available for drug related deaths produced by the Office for National Statistics relates to the 2013-15 period and is produced as an age-standardised rate and therefore is not comparable with previous years. However this shows that the Vale of Glamorgan had a high number of drug related deaths during this time period (26) in comparison to other local authorities with only Cardiff (48), RCT (50) and Swansea (64) experiencing more.
- Tackling drug related deaths, and reducing the number of fatalities is a key responsibility of the APB. It is recognised that very few fatal overdoses are not preceded by at least one non-fatal overdose and so capitalising on these events as an early warning, is an important measure in reducing the number of fatalities.
- There remains insufficient use of new aftercare provision, and the rate of treatment withdrawals as a reason for case closure remains high. Therefore, the APB will need to work with the aftercare service to establish a continuous presence and operational function within structured clinical treatment services in order to support the re-engagement of service users at risk of having their treatment withdrawn, and to promote the capacity of the aftercare service to enable those in treatment to work towards moving out of clinical services and into aftercare.
- Referral rates to treatment continue to decline. This is a positive reflection of the impact of increased service availability in both open access and aftercare, with reports from service providers demonstrating that the numbers of individuals within the treatment system at any one time is significantly higher. Whilst still early days, it does appear that the availability of early structured support in open access, and the capacity of aftercare services to reduce relapse is having an impact on the volume of demand on clinical treatment services.

VALE	2008/9	2009/10	2010/11	2011/12	2012/13	2013/14	2014/15	2015/16 (up to and including Feb 16)
<i>Alcohol</i>	831	622	611	580	534	607	349	216
<i>Heroin</i>	158	204	218	194	125	159	114	83
<i>Cannabis</i>	96	102	68	67	87	98	67	24
<i>Other Substances</i>	177	178	225	167	195	159	63	32
All Substances	1262	1106	1122	1008	941	1023	593	355

Referrals by Primary Substance: Vale

Source: Cardiff and Vale APB Commissioning Strategy 2016-2020

In addition to undertaking a comprehensive needs assessment, as per the key findings above, the APB Commissioning Strategy also considers achievements made against actions developed based on the findings of the previous strategy. This highlights that since 2013 identified gaps in services have been addressed with procurement exercises carried out for new Open Access services, Tier 2 services for young people, and for new Through-care and Aftercare services. However it has been recognised that the new Tier 2 service for young people has proved to have low access and take-up for structured treatment and support. It became apparent that for under-18s, substance misuse is often synonymous with a range of other well-being issues such as low self-esteem, self-harm, family and parental difficulties. To this end, the Tier 2 young persons' service was decommissioned in March 2016, and the resources were invested in partnership with Child and Adolescent Mental Health Services (CAMHS) funding into a new emotional well-being service that will enable a broader range of issues presented by young people to be addressed concurrently, rather than substance use related needs. Monitoring of the new service will be needed to ensure this is delivering the required outcomes.

The recognition that children experiencing substance misuse issues often experience a range of other well-being issues is supported by the [Early Intervention Foundation Report 'What Works to Enhance Inter-Parental Relationships and Improve Outcomes for Children'](#). These wider well-being implications not only in relation to children who experience substance misuse issues themselves but those who have witnessed parental substance misuse are highlighted within the report which states "both parental alcohol and substance misuse are associated with increased risk of poor child adjustment. Parental alcohol misuse is associated with increased risk of child internalising and externalising problems via inter-parental conflict and parenting difficulties, with inter-parental conflict also an influence on adult alcohol and substance misuse. Paternal substance abuse has been associated with increased emotional and behavioural problems, due to children witnessing a greater incidence of inter-parental conflict, as well as a higher frequency of physical violence in

families where a substance-abusing parent lived at home.” The move towards a more holistic emotional well-being service for children and young people can therefore be seen as a positive action.

There are a range of factors recognised by the APB which will influence the future planning of substance misuse services.

The changing population in relation to a growing older population (65+) and rising life expectancy in addition to widening local level inequalities will influence how future services are planned. Particularly in the Vale of Glamorgan the ageing population is an important factor. As identified in the APB Commissioning Strategy “the Wallich Alcohol Study revealed a growing number of older people drinking alcohol in excess of national guidelines due to perceived isolation, relaxed entrenched cultural norms and lack of awareness of information”. This is particularly reflected in the Vale where rural areas with an older population are the same areas where excessive alcohol consumption is high. Furthermore “the adult population aged over 50 years are more susceptible to greater harm caused by lower level use of substances than young people...acute alcohol withdrawal syndrome is [also] more protracted and severe in older people than in younger people with drinking problems of equal severity” (Welsh Government, 2014). The APB recognises that where possible outreach services would benefit this cohort who are otherwise hard to engage, again the rural nature of areas where excessive consumption is high in the Vale and where public transport links are limited would reflect a need for such services.

Within the Commissioning Strategy the APB acknowledge the need to ensure commissioning decisions respond to the need to produce age appropriate materials and approaches in delivery of treatment and support. Increasing populations as a result of developments outlined in Local Development Plans also present the opportunity to ensure that health services for these localities have the information and capacity to address substance misuse related needs.

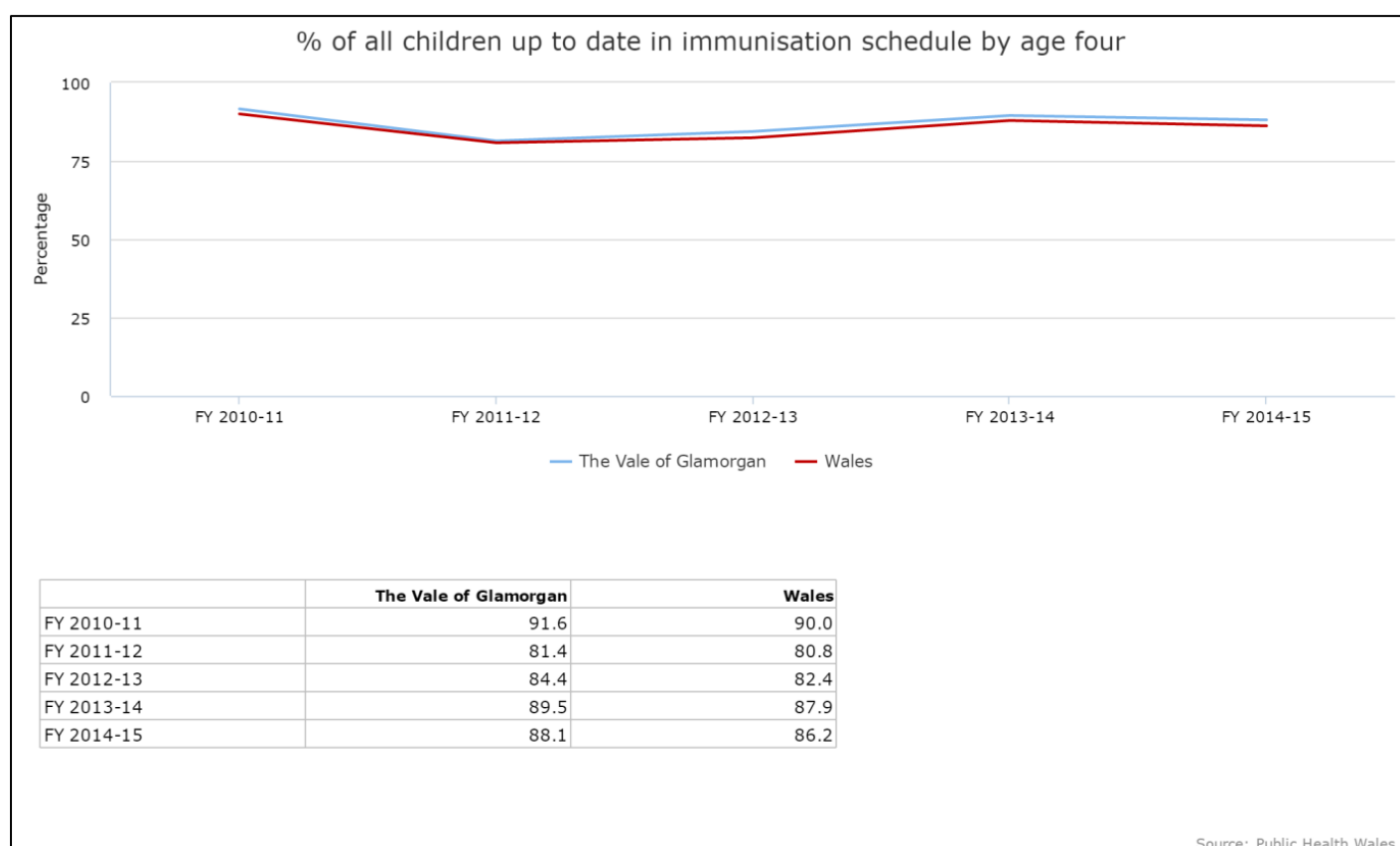
It is also recognised that more data is needed on barriers to access services in particular among different LGBT groups where greater knowledge and understanding of LGBT specific issues is required.

Finally there is recognition that the internet is continuing to revolutionise capacity to communicate targeted information to large cohorts of people in a reasonably cost effective way. The APB therefore recommend that new innovative technology and social media is considered in the delivery of therapeutic interventions and structured support within the home. The use of ‘Breaking Free Online’ e-learning materials to address issues with substance misuse shows that the majority of people accessing information in this way are of working age.

Immunisations

Vaccination is a safe and effective way to prevent life-threatening and disabling illnesses. For many diseases when around 95% of a population is fully immunised, the spread of disease can be significantly reduced. This is the so called 'herd immunity'. Targets for the uptake of many childhood immunisations are therefore set at 95% and are part of the Tier 1 target for the NHS in Wales.

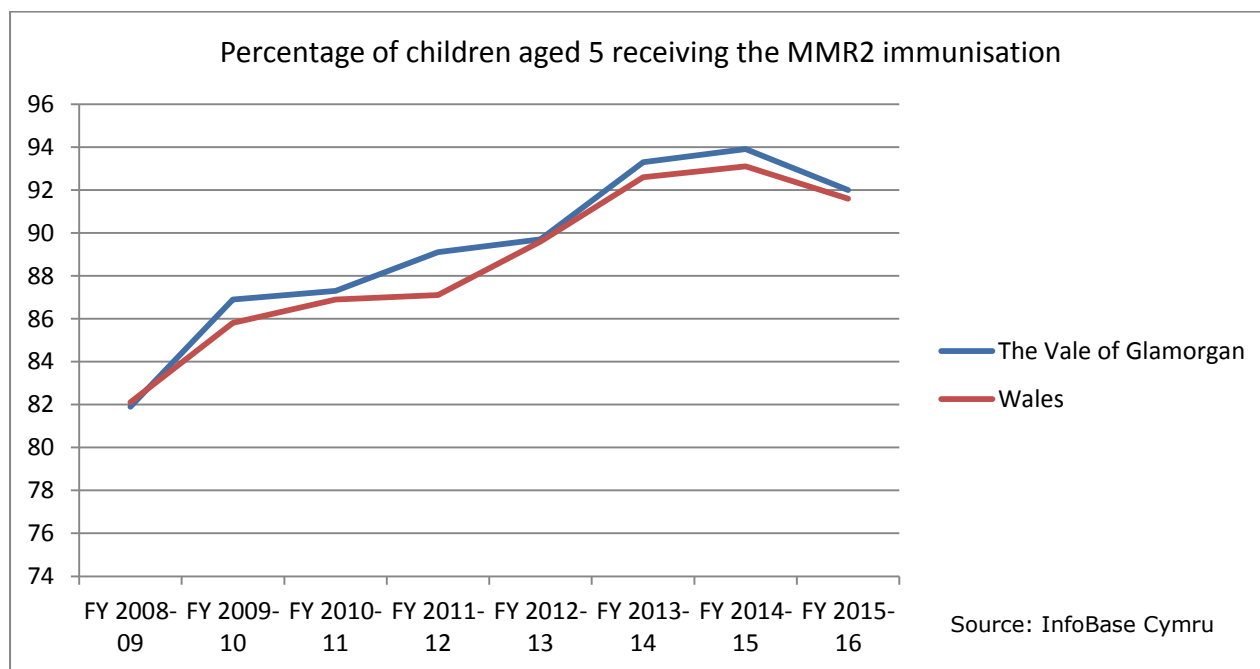
As previously highlighted it is important that all babies, children and young people are immunised against vaccine preventable diseases. In the Vale of Glamorgan the percentage of all children up to date with immunisations by age four has fallen over recent years from 91.6% in 2010-11 to 88.1 in 2014-15. This follows the same trend that has been observed nationally where the percentage has decreased slightly in recent years although the Vale remains above the Welsh average.



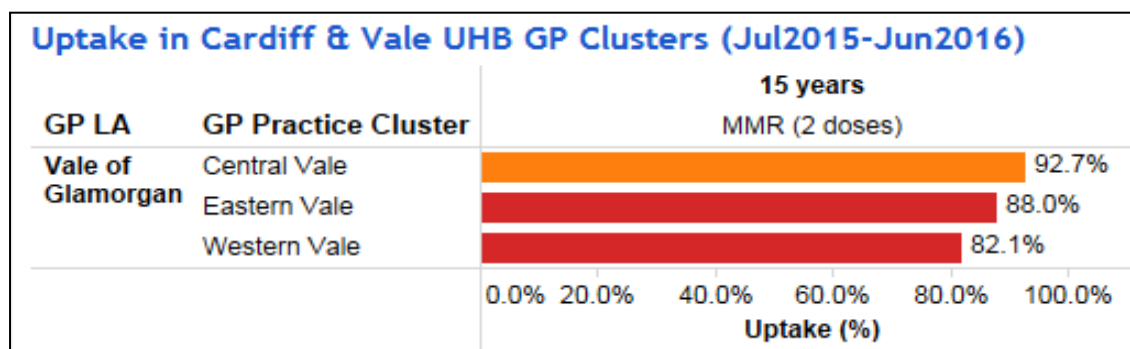
Data for 'children in need', that is children who receive social services from their local authorities, including children looked after by local authorities and those on the Child Protection Register, shows that for 2015, of the 480 children immunisation data was available for, 430 were up to date with the immunisations they should have received based on their age group.

In 2015-16, the percentage of children aged 5 receiving the MMR2 immunisation was 92%, slightly above the Welsh average of 91.6%. However the following chart shows that this has

decreased slightly in recent years after almost reaching 95% target levels following a significant increase from 2012 to 2014. This may be attributed to the focus on MMR2 following the 2013 measles epidemic in Swansea.



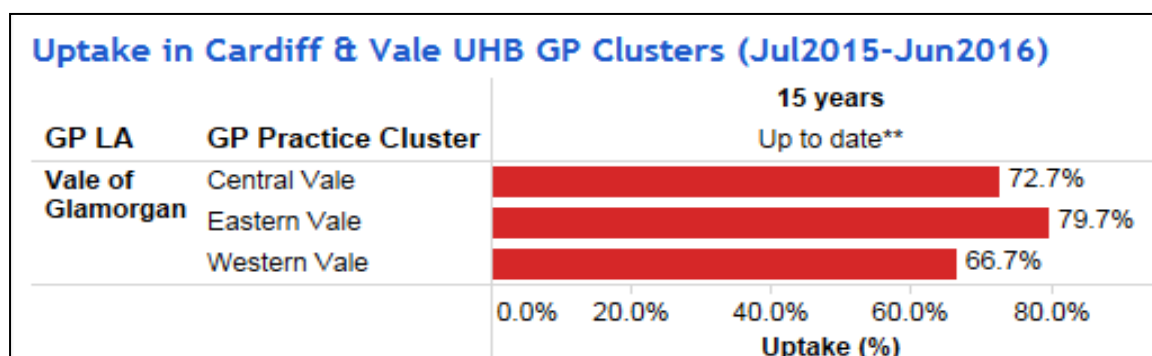
When considering uptake rates in relation to a range of vaccinations, differences can be observed across areas of the Vale of Glamorgan. The MMR2 vaccine is offered and administered in GP surgeries on a call and recall basis at 3 years and 4 months and should then be offered again if missing at 13 years and 4 months along with the teenage booster. The chart below demonstrates the differences in uptake rates across the Vale of Glamorgan by GP cluster area in relation to children who have had the MMR2 vaccine by aged 15 years.



The chart shows that uptake rates are highest in the Central Vale which is primarily comprised of GPs in the Barry area. The Western Vale displayed the lowest uptake rates in the Vale, and a similar trend can be observed for other vaccines. This may be attributable to the longer travel times involved in accessing GP services in the Western Vale. Uptake rates by GP practice also show variations within these cluster areas with uptake of MMR2 in Central Vale practices ranging from 89.7% to 96.9%, from 84.8% to 91.6% in the Eastern

Vale and from 71.4% to 87.8% in the Western Vale. The Welsh average uptake rate for MMR2 by aged 15 was 89%.

A similar trend is observed when considering the percentage of children aged 15 in the Vale of Glamorgan who have completed all of their immunisations as required by the national programme which includes the teenage booster. The average for the Vale of Glamorgan as a whole was 73% compared to the national average of 82.7%. Within the Cardiff and Vale Health Board area the teenage booster is administered in GP surgeries whereas all other health boards deliver this vaccination as part of the School Immunisation Programme.



Again the percentage varies within the Vale of Glamorgan with the Western Vale again displaying the lowest rate of 66.7%. As opposed to looking at only MMR2 rates, the Eastern Vale has a higher rate than the Central Vale area for 15 year olds up to date with all vaccinations. Vale of Glamorgan GP Cluster plans for 2015-16 identified increasing uptake rates for vaccinations in the Western Vale as a priority area for focus.

In addition to vaccinations for children and young people, influenza vaccinations are offered on annual basis to adults over 65, those considered to be in 'at risk' groups and health and social care professionals. Data for 2015-16 shows that uptake rates for flu vaccinations in the Vale of Glamorgan for over 65 year olds are slightly above the average rate for the Cardiff and Vale UHB area and the Welsh average.

Summary by Health Board and Local Authority (12apr2016)

		65y and older			Clinical risk <65y		
		Pop (n)	Imm'd (n)	Uptake (%)	Pop (n)	Imm'd (n)	Uptake (%)
Cardiff and Vale UHB	Cardiff	49,676	33,936	68.3%	39,228	19,122	48.7%
	Vale of Glam	25,133	17,606	70.1%	14,022	6,561	46.8%
	C&V Total	74,809	51,542	68.9%	53,250	25,683	48.2%
Wales	Wales	634,741	422,725	66.6%	364,317	170,664	46.8%

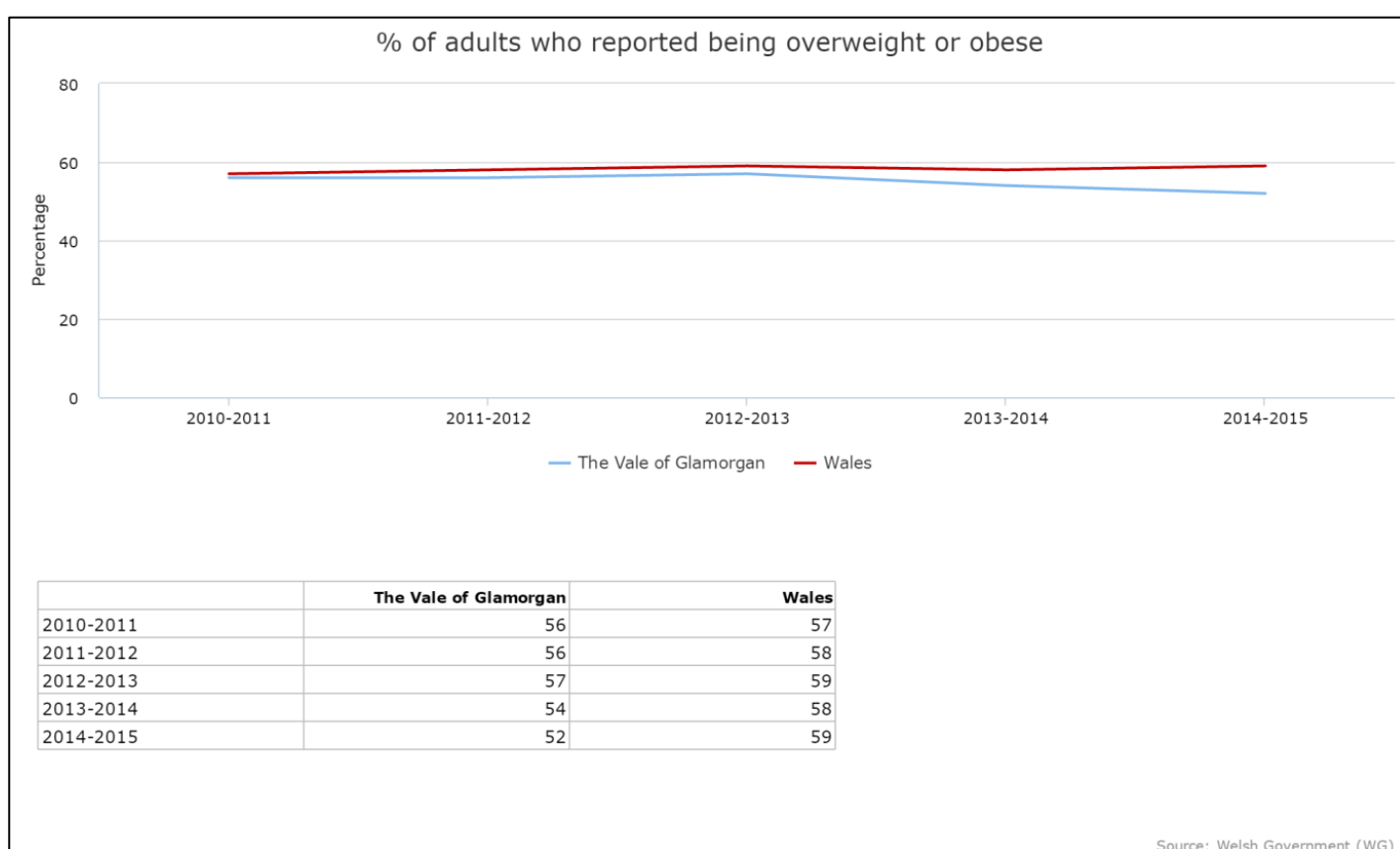
However uptake rates for Vale of Glamorgan patients aged under-65 in 'at-risk' groups are in line with the Welsh average and remain considerably below target levels. The rate in the Vale of Glamorgan for 2015-16 of 46.8% has decreased from uptake rates observed in previous years with a rate of 49.2% being recorded in 2014-15 and 53.4% being recorded in 2013-14. The falling uptake rates in this group are a concern at a national level and particularly in the Vale of Glamorgan as this is the one area in relation to immunisation uptake rates where the Vale perform worse than Cardiff. Again Vale of Glamorgan GP Cluster Plans for 2015-16 identified increasing uptake rates of flu vaccinations in 'at-risk' groups under 65 as a priority.

A breakdown of uptake rates within the 'at-risk' groups for the Vale of Glamorgan shows that the lowest uptake was amongst individuals with neurological disease (44.5%) and the highest uptake was amongst patients with diabetes (63.7%). It should be noted that the data included for uptake among pregnant women which contributes to the overall uptake rate in this group is not considered robust for 2015-16 and could therefore slightly impact the overall rate.

Obesity

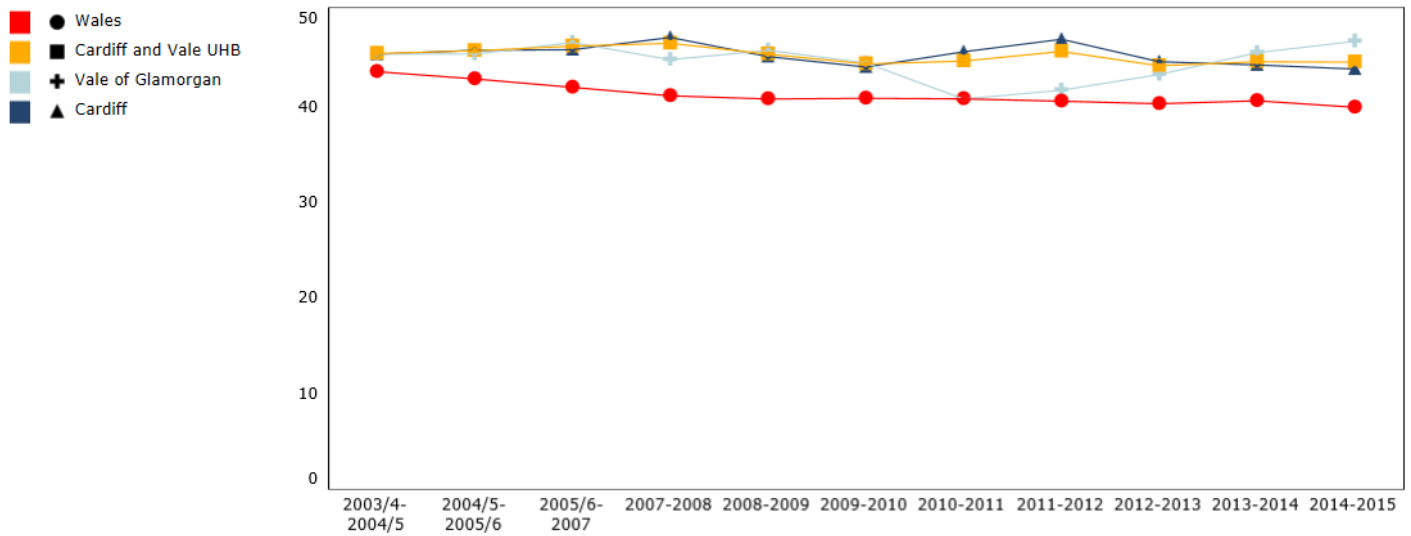
One impact of eating a poor diet and not exercising to the recommended levels is becoming overweight or obese. Healthy eating and physical activity will be explored in more detail later in this chapter.

Obesity, in addition to causing obvious physical changes, can lead to a number of serious and potentially life-threatening conditions such as type 2 diabetes, heart disease, cancer and stroke. Obesity can also affect quality of life and lead to psychological problems such as depression and low self-esteem. It is therefore clear that becoming overweight/ obese can have huge implications for a person's well-being and places a huge burden on health and other public sector services.



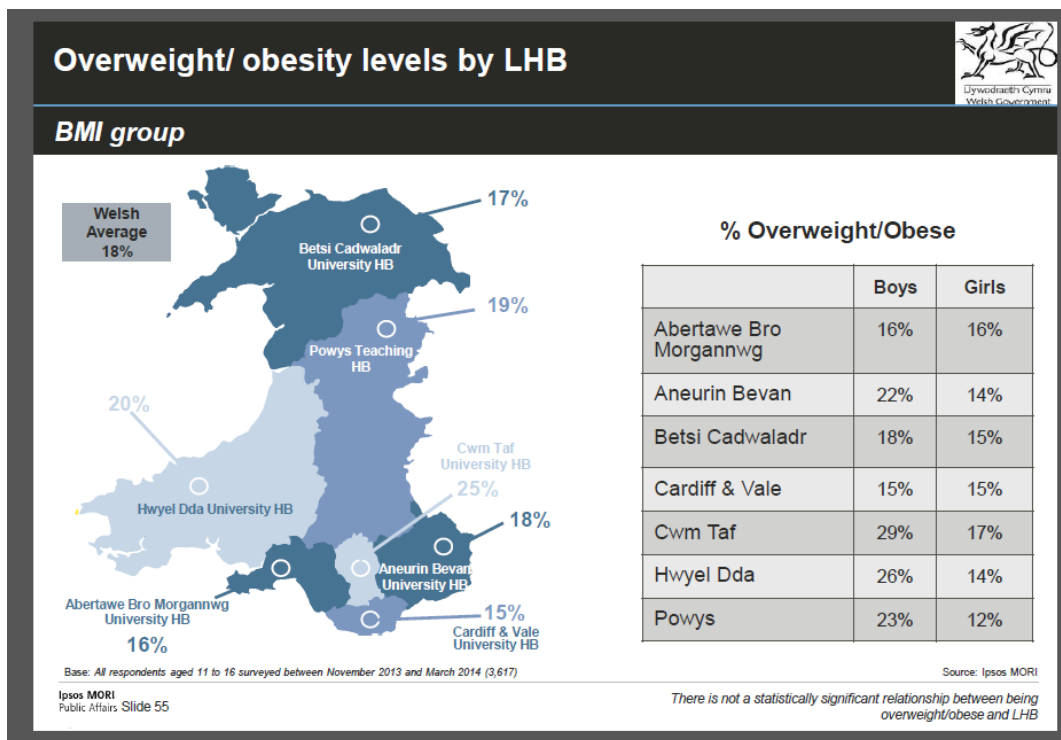
The percentage of adults who reported being overweight or obese in the Vale of Glamorgan has slightly decreased in recent years as opposed to the national trend where there has been a slight increase. The Vale of Glamorgan is below the Welsh average for adults reporting being overweight or obese; and a similar trend can be observed for children.

Working age adults of healthy weight, age-standardised percentage, all persons aged 16-64 Wales, Cardiff and Vale UHB and local authorities, 2003/04-2015



Source: Public Health Outcomes Framework

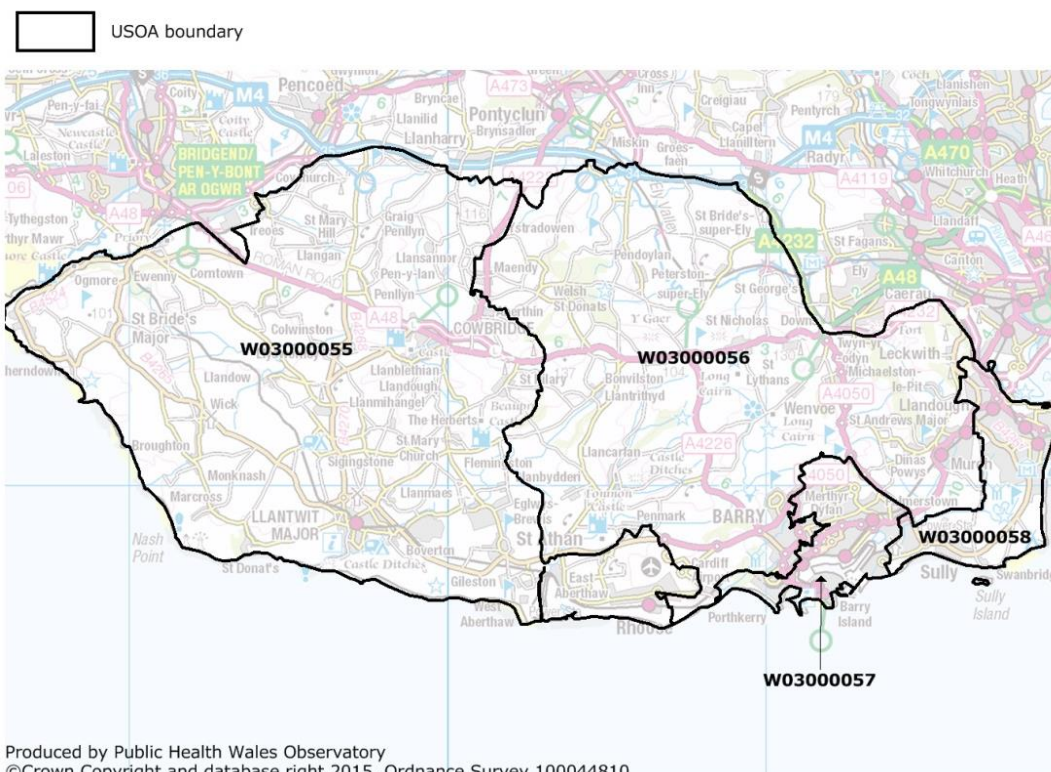
The Health Behaviour in School-aged Children in Wales survey 2013/14 found that the Cardiff and Vale Health Board area had the lowest percentage of children aged 11-16 who were overweight or obese at 15%, below the Welsh average of 18%. However it is interesting to note that although the percentage for boys is the lowest in Wales, the percentage for girls is higher than in some other areas.



In addition to adults and children aged 11-16, the percentage of reception aged children (4 to 5 year olds) who are overweight or obese in the Vale of Glamorgan is also below the Welsh average as shown in the 'Healthy Start' section of this document. For children aged 4 – 5 the percentage overweight or obese has declined in recent years in the Vale of Glamorgan and is 'turning the curve' when compared to the national trend which has remained steady. However, Public Health Wales highlight that it is important to consider that there could possibly be bias in regards to which schools have participated in the Child Measurement Programme which is used to collect this data. It is also highlighted that this rate is still higher than it should be in order to protect the health of future generations.

It is also important to consider that differences in levels of obesity can be observed across areas within the Vale of Glamorgan. The 'Understanding Wales' Future' report found that the "incidence of obesity decreases with income but levels among the richest is still a cause for concern: in line with the Marmot Report we need to both improve across the board and also target extra help on the poorest". The links between deprivation and increased levels of obesity can be observed within the Vale of Glamorgan as shown below.

Upper Super Output Area (USOA) boundaries, Vale of Glamorgan



Upper super output areas (USOAs) have an average population of approximately 31,000 people but populations can vary between 24,000 and 47,000.

Vale of Glamorgan Upper Super Output Area	Percentage of adults who were overweight or obese (age-standardised), 2008-2013	
W03000055	53%	-
W03000056	56%	
W03000057	61%	
W03000058	51%	-
Wales	58%	

+ Value significantly higher than Welsh average
 - Value significantly lower than Welsh average

Source: Welsh Health Survey

The chart and map above shows that levels of obesity are higher in the area to the east of Barry and it is interesting to note that a similar trend was observed earlier in relation to increased smoking levels in this area compared to the rest of the Vale of Glamorgan. Again this area correlates to those areas identified as the most deprived in the Vale of Glamorgan according to WIMD 2014. The Eastern Vale area has the lowest percentage of adults overweight or obese in the Vale of Glamorgan.

The following map shows a similar pattern in relation to children aged 4 to 5 years old who are overweight or obese with the highest rates being observed in the Barry area.

Percentage of children aged 4 to 5 years who are overweight or obese



Due to smaller sample sizes at Middle super output area level, caution should be taken when making comparisons between areas. Produced by Public Health Wales Observatory, using CMP data (NWIS) © Crown copyright and database right 2015. Ordnance Survey 1000044810

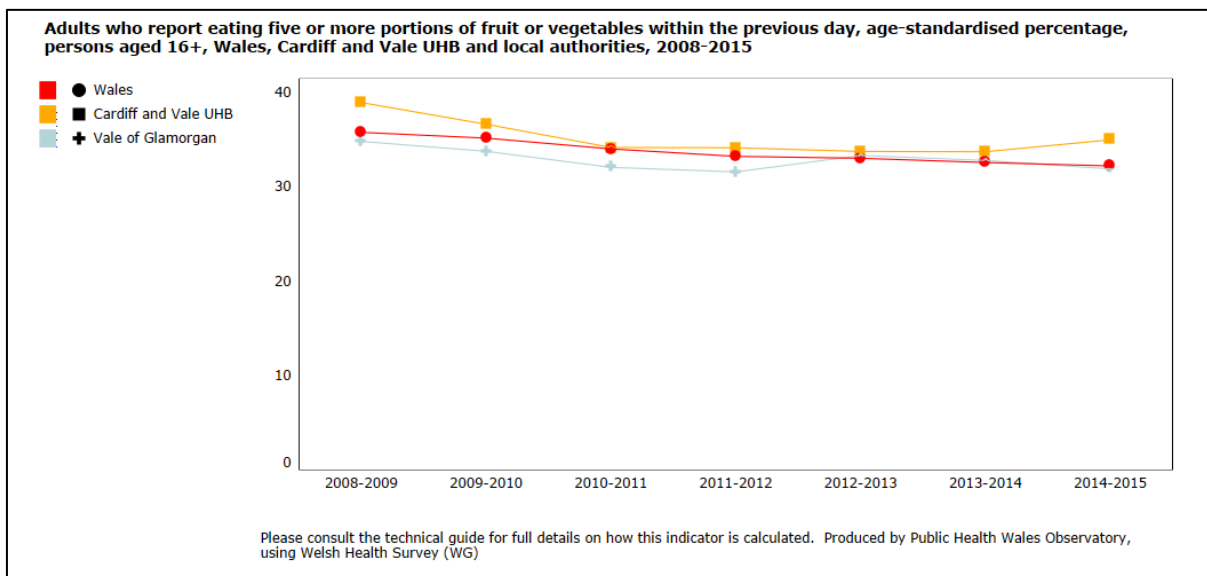
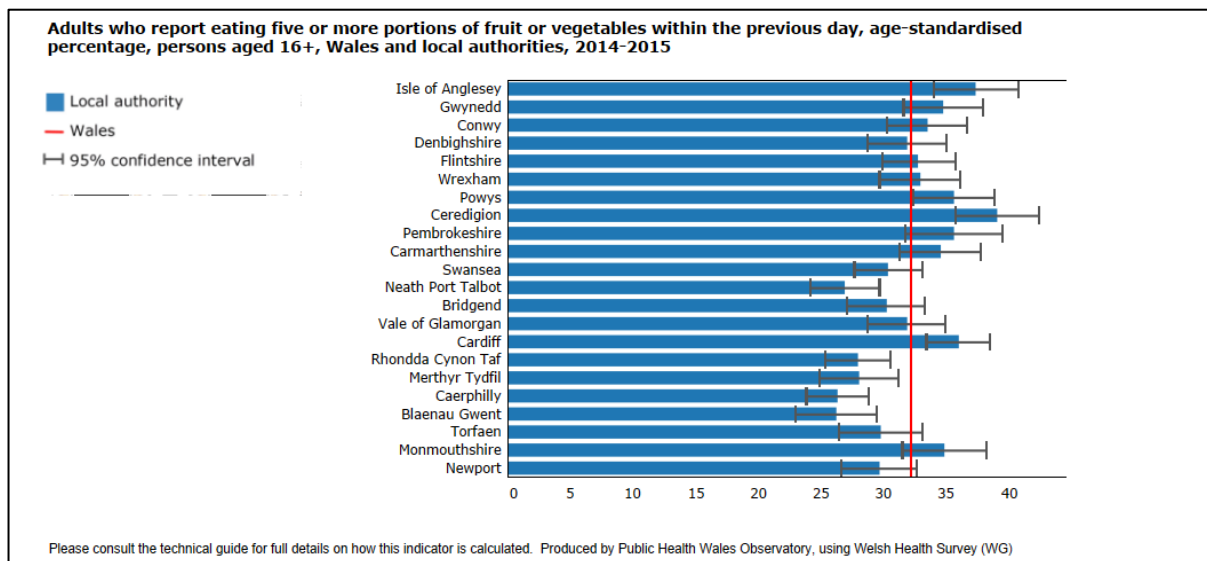
Public Health Wales Observatory projections up to 2025 estimate that the number of females aged 16+ who will be overweight/obese in the Cardiff and Vale UHB area will very slightly increase but remain below the Welsh average. For males in the Cardiff and Vale UHB area again it is estimated that there will be slight increase in the percentage of males age 16+ who are overweight or obese up to 2025. However breakdowns by age group show that for males aged 45-64 there is predicted to be an increase of approximately 5% and should the current status quo continue, by 2025 77% of males aged 45-64 in Cardiff and the Vale of Glamorgan will be overweight or obese.

Healthy Eating

In order to maintain a healthy weight eating a balanced diet is essential. Although not the only contributory factor to having a healthy diet, eating 5 or more portions of fruit and vegetables daily is key to achieving a healthy balanced diet. The World Health Organisation recommends eating a minimum of 400g of fruit and vegetables a day to lower the risk of serious health problems, such as heart disease, stroke and some cancers.

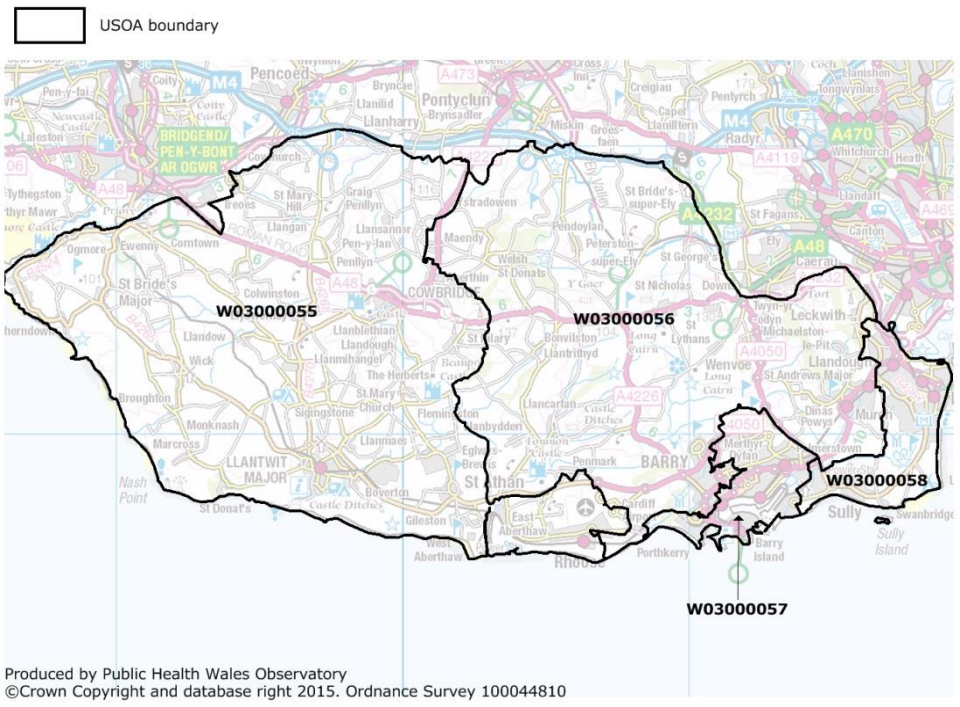
Welsh Health Survey results for 2014-15 show that in the Vale of Glamorgan 31.9% of adults reported eating five or more portions of fruit and vegetables on the previous day. This is in

line the Welsh average of 32.2. The Vale ranks 12th in Wales with the highest levels of consumption observed in Ceredigion (39.1) although the percentage for the Vale has increased in recent years as shown in the charts below.



As with other healthy behaviours, there is a marked difference between different areas of the Vale. As shown in the following chart, similar for trends in higher levels of smoking and obesity, the areas of Barry which are most deprived as according to WIMD 2014 display the lowest percentages of adults eating five or more portions of fruit and vegetables on the previous day. The Eastern Vale area has the highest percentage which is slightly above the Welsh average.

Upper Super Output Area (USOA) boundaries, Vale of Glamorgan



Upper super output areas (USOAs) have an average population of approximately 31,000 people but populations can vary between 24,000 and 47,000.

Vale of Glamorgan Upper Super Output Area	Percentage of adults who reported eating five or more portions of fruit and vegetables the previous day (age-standardised), 2008-2013
W03000055	36%
W03000056	34%
W03000057	28% -
W03000058	37%
Wales	34%

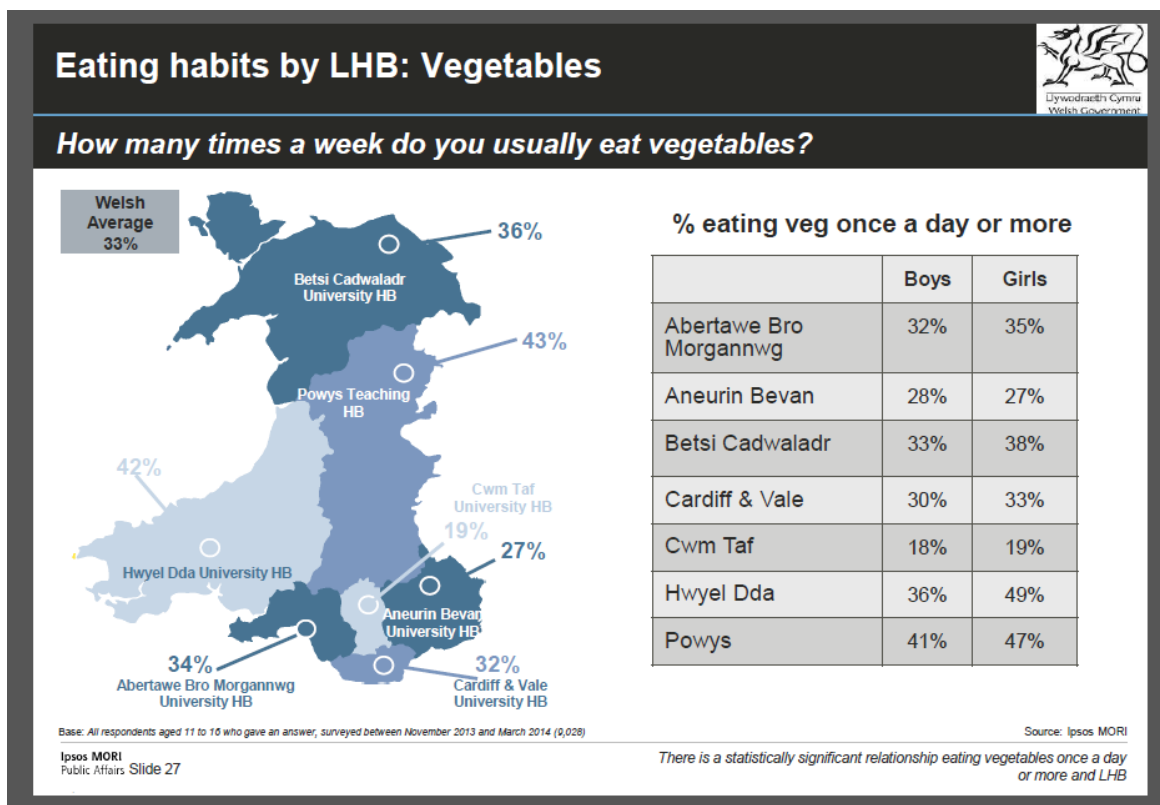
+ Value significantly higher than Welsh average
- Value significantly lower than Welsh average

Source: Welsh Health Survey

It should be acknowledged that those living in lower income households may find it more difficult to access fresh fruit and vegetables in order to maintain a healthy diet and rely more on often cheaper convenience foods. The Marmot Report highlights how “low income and area deprivation are both barriers to purchasing fresh or unfamiliar foods, while lower income households are the harder hit by food price fluctuations.” These issues in relation to accessing healthy food are explored in more detail in the Financial Inclusion chapter of this assessment.

In order to try and address these issues the Cardiff and Vale Eating Well Action Plan identifies the key partnership actions required to support the population to eat a varied and balanced diet to improve their health and well-being. The aim of the plan is to develop and deliver actions that support more deprived communities to eat more healthily, therefore increasing the number of children and adults who are within the normal weight range, thus contributing to reducing inequalities in health.

Similarly to adults, the percentage of children aged 11-16 who reported eating vegetables once a day or more was slightly below the Welsh average. According to the Health Behaviour in School-aged Children in Wales survey 2013/14 32% of 11-16 year olds reported eating vegetables in the Cardiff and Vale UHB area compared to the Welsh average of 33%. Across Wales girls reported consuming more vegetables than boys. Children in the more rural areas of Wales also reported a significantly higher level of vegetable consumption.



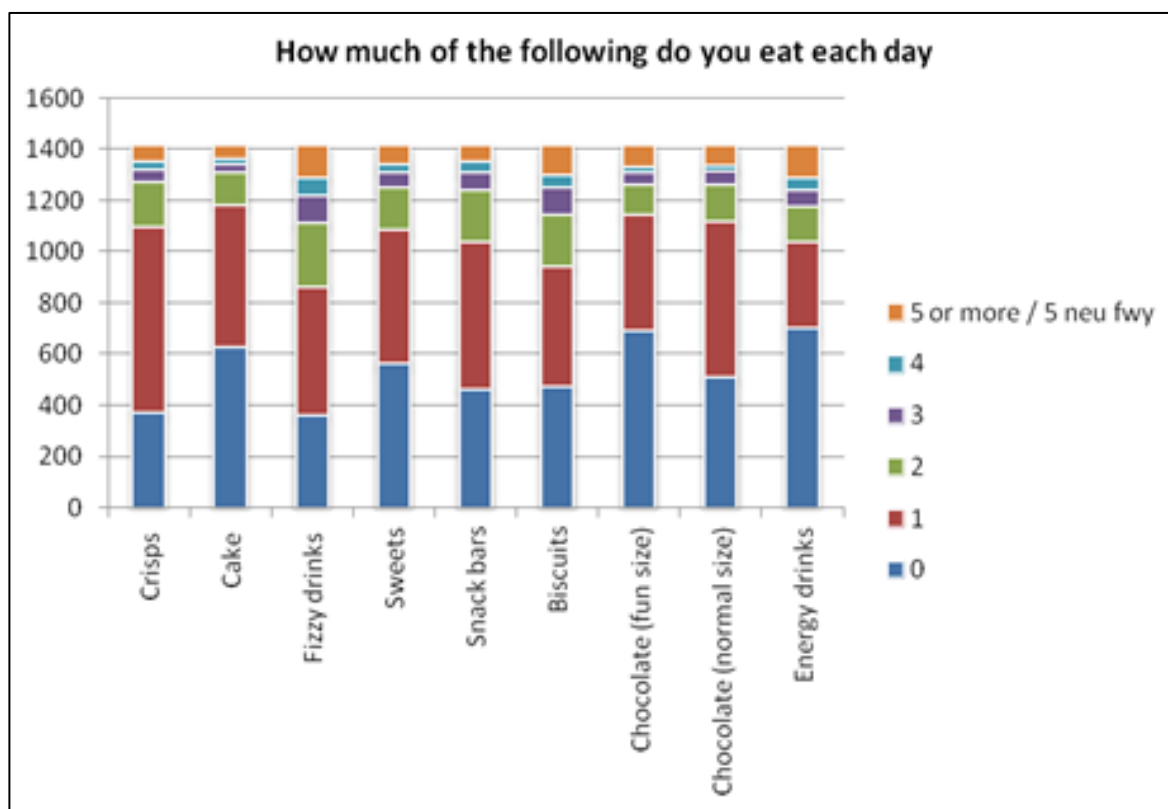
The survey also showed that in the Cardiff and Vale UHB area girls aged 11-16 who reported eating breakfast was 42%. This is the joint lowest in Wales and is 20% less than boys in Cardiff and the Vale where 62% reported eating breakfast. The importance of eating a healthy breakfast before school has been well documented.

The survey also found that consumption of sugary and energy drinks in the Cardiff and Vale area is higher than the Welsh average, with approximately 1 in 5 children aged 11-16 drinking sugary drinks such as Coke at least once a day. Similarly the percentage eating

sweets once or more a day is also above the Welsh average. Across Wales the more rural areas such as mid and west Wales display lower consumption levels of sweets and sugary drinks compared to more urban areas where these products may be easier to access for children on their way to school for instance.

The findings from the Health Behaviours in School-aged Children survey results for consumption of sugary drinks across the Cardiff and Vale UHB area are also backed up at a local level by the School Survey that was undertaken in the Vale of Glamorgan in 2013. Results from this survey shows that from various categories of ‘junk food’, fizzy drinks are the item children are least likely to report they ‘never’ consume and most likely to report consuming 5 or more times a day. In addition to the health impacts of increase risk of obesity and poor oral health, high levels of consumption of sugary drinks can have significant impacts of children’s ability to concentrate and learn at school and can therefore have a range of knock on effects to children’s future well-being.

Amount of ‘junk food’ eaten in a normal day, secondary school pupils – Vale of Glamorgan School Pupils Needs Assessment 2013.



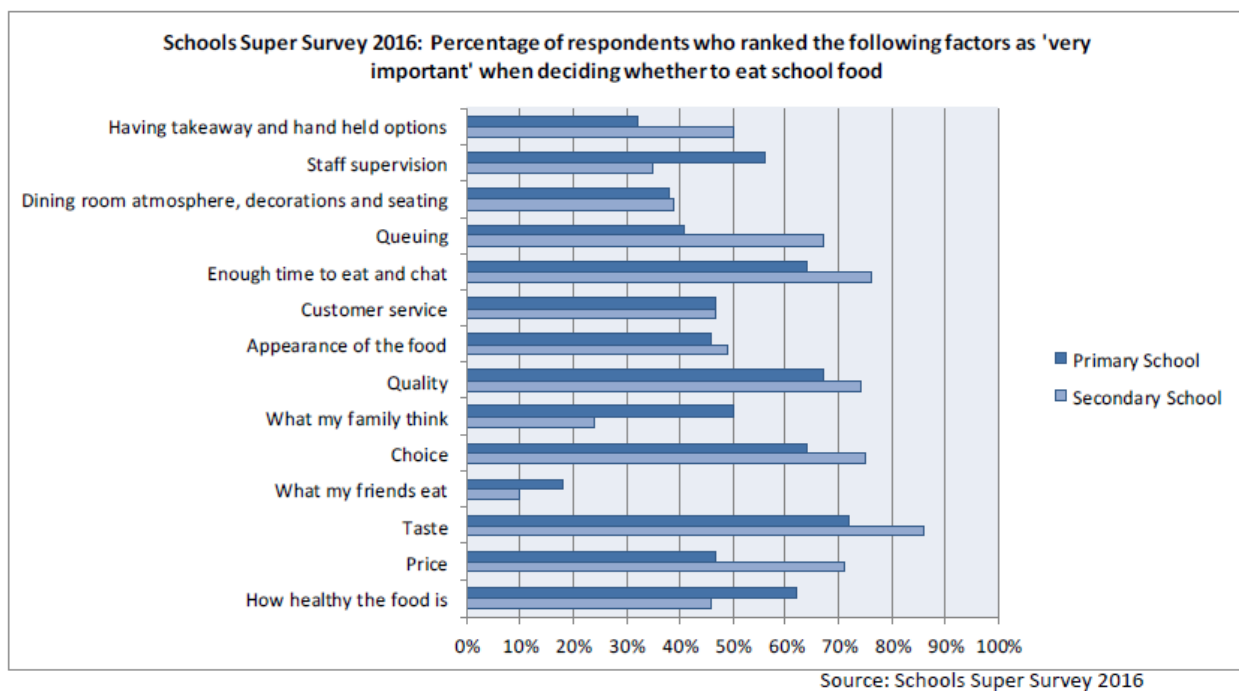
The more recent 2016 Schools Super Survey undertaken through the Children and Young People’s Partnership asked school pupils whether they regularly ate food at school. Pupils were then asked to rate how important a range of factors were to them in deciding whether to eat in school. 87% of respondents from secondary schools said ‘how healthy the food is’

was either very or fairly important to them in making the decision whether to eat school food.

However, when considering only the responses for factors being ‘very important’, a higher percentage of secondary school pupils identified other factors as being ‘very important’ than how healthy the food is. This may suggest that in making a decision on whether to eat at school, and what they chose to eat, how healthy the options available are is less important to secondary school pupils than factors such as price, taste and quality.

Conversely, results for primary school pupils showed that the percentage of pupils rating the food ‘being healthy’ as a very important factor in deciding whether to eat at school was in line with other factors such as choice and quality. Being healthy was also a very important factor to a higher percentage of primary school pupils than price, this is likely to be attributed to primary school pupils not being responsible for purchasing food at school.

These results are displayed in the following chart and it should be noted that pupils could rank more than one option as being ‘very important’ to them.



In order to help promote a healthy diet to children there are a range of initiatives in place. The Welsh Network of Healthy School Schemes (WNHSS) was launched in 1999 to encourage the development of local healthy school schemes within a national framework. The WNHSS describes a health promoting school as one which ‘actively promotes, protects and embeds the physical, mental and social health and well being of its community through positive action’. This can be achieved through policy, strategic planning,

staff development, curriculum, ethos, physical environment and community relations. The Vale Healthy Schools Scheme was launched in 2000 and is one of 22 local schemes accredited as part of the WNHSS. The Scheme is funded by Welsh Government, managed by Public Health Wales, and actively supported by Cardiff and Vale University Health Board and the local Education Authority. The Scheme works in partnership with local and national organisations to ensure a coordinated and multi-faceted approach to health within schools.

Work surrounding food and nutrition includes supporting schools to do a wide variety of activities e.g. supporting School Nutrition Action Groups, promoting cookery in schools, promoting healthy lunchbox choices, encouraging a whole school approach to food and nutrition.

Free School Meals and Free Breakfast Club schemes also operate within the Vale in order to ensure pupils from more deprived backgrounds have access to nutritious food each day. It has been identified that children from more deprived areas often go without a healthy nutritious meal during the school holidays where having to provide an additional meal when children are not in school can prove a struggle for low income families. This is often referred to as 'holiday hunger' and in the Vale of Glamorgan the School Holiday Enrichment Programme was established in summer 2016 in order to help alleviate these issues.

In addition to initiatives run through schools for children from deprived backgrounds, to help promote healthy eating to adults from more deprived areas the Barry Communities First Cluster deliver a range of programmes including:

- Foodwise for Life – Public Health Wales Weight Management Programme;
- Healthy Eating Transition Toolkit – A healthy eating programme delivered to Year 6 pupils within the classroom;
- Get Cooking – Practical healthy eating cooking sessions; and
- Running courses such as the 'Community Food and Nutrition Aged Level 1 Course' where participants learn the basics of nutrition and what entails a balanced diet.

Creating a healthy food environment in the Vale of Glamorgan can be seen as essential in helping to improve our residents' well-being. There are a number of allotment sites across the local authority and the Vale of Glamorgan Local Development Plan Health Impact Assessment 2013 identifies the positive health effects that come from protecting allotments. In relation to considering healthy eating in the future the Health Impact Assessment also takes into account and recognises the potentially negative effects from change of use proposals which would involve the creation of hot food takeaways in retail centres.

The UK Climate Change Risk Assessment (CCRA) 2017 Evidence Report – Summary for Wales¹³ identifies a number of risks for Wales that may arise from climate change. A number of risks in relation to Wales' food environment are identified as follows:

- Risks from weather-related shocks to international food production and trade
- Imported food safety risks
- Risks and opportunities from long-term, climate-related changes in global food production

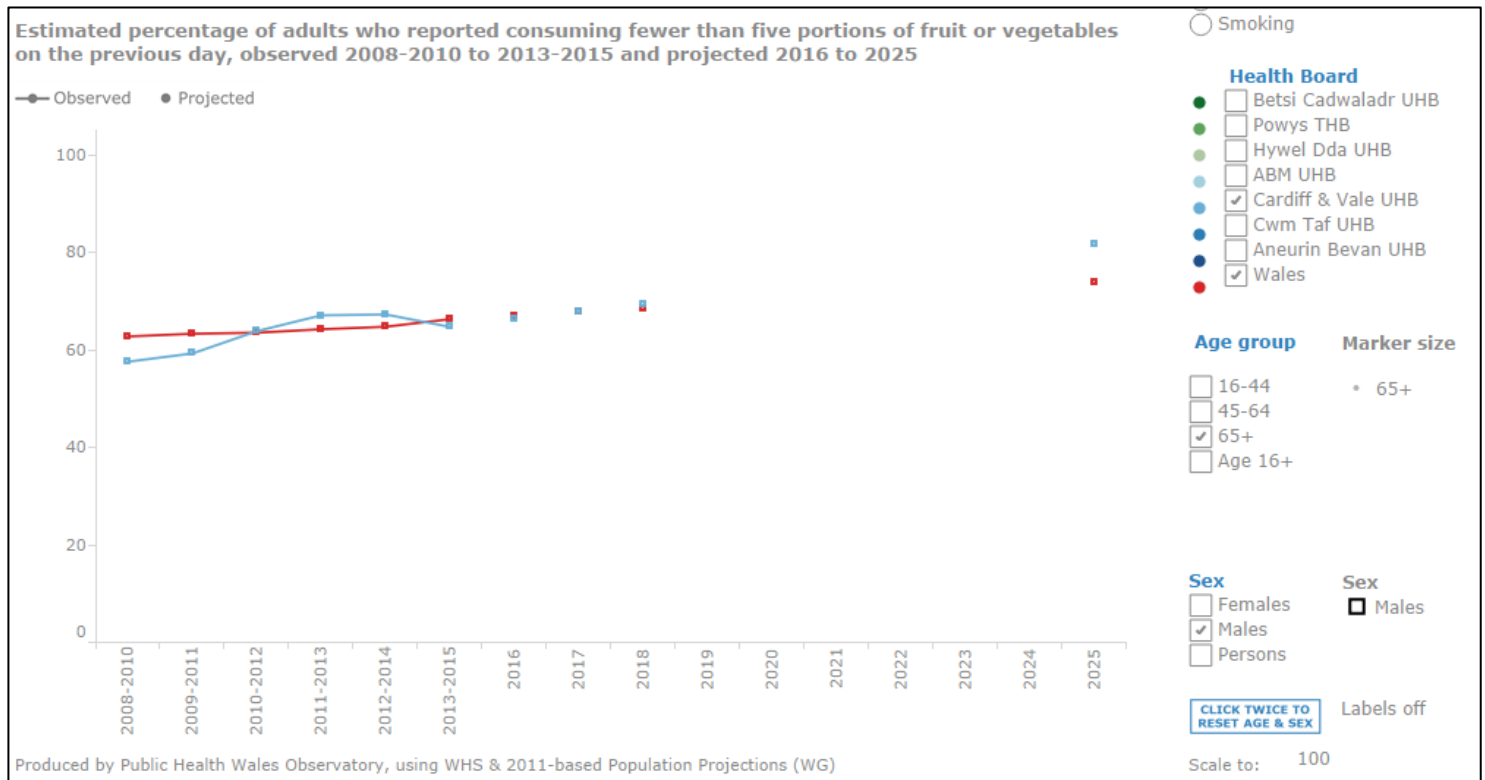
The CCRA identifies that “food security encompasses availability, price and access to a healthy diet. The key issue surrounding food security in Wales, as it is for the rest of the UK, is not an absence of food, but issues related to price.”

Our evidence shows that those in the more deprived areas of the Vale of Glamorgan eat less fruit and vegetables than those in the least deprived areas. It may be suggested that the consumption of fresh fruit and vegetables in these areas is affected by the affordability of such products compared to cheaper convenience foods. In addition data shows that those in the most deprived areas are less likely to own a car and be able to travel to purchase such products, this can therefore leave no option but to rely to more expensive ‘corner shops’ where availability of fresh produce can be limited.

Therefore price rises relating to climate change pose a further risk to the Vale’s food environment but present an opportunity to champion a ‘fresh and local’ agenda. The Cardiff and Vale Public Health team has recently established a Vale Food Network and an action plan is being drafted. The network will work towards achieving a ‘Sustainable Food Cities Award’ and will refresh a previously undertaken exercise to map good food assets that exist in the Vale. For example the Food Co-op run by residents of the Ty Iolo Hostel in Barry, where individuals can buy reduced price fresh fruit and veg from a local supplier.

Public Health Wales Observatory Projections for the percentage of male adults across Cardiff and the Vale reporting eating fewer than 5 portions of fresh fruit and vegetables a day is set to increase to above the Welsh average by 2025. Conversely the percentage of females reporting eating fewer than 5 portions of fruit and vegetables a day is set to remain below the Welsh average. The predicted increase for males may be explained by the estimated projections broken down by age group.

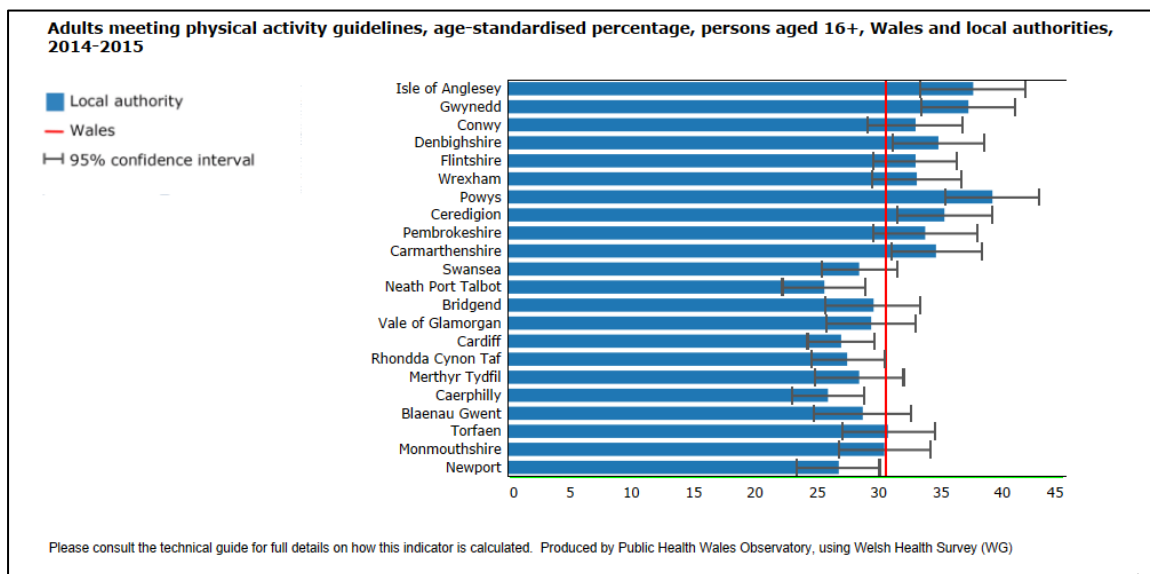
The percentage of males over 65 predicted to eat fewer than 5 portions of fruit and vegetables each day is set to increase by 16% when compared to the 2015 figure. This will result in the percentage being 8% higher than the Welsh average and equates to 81.7% of males aged 65+ not eating 5 portions of fruit and vegetables each day in Cardiff and the Vale by 2025 unless the status quo can be changed. This is shown in the chart below.



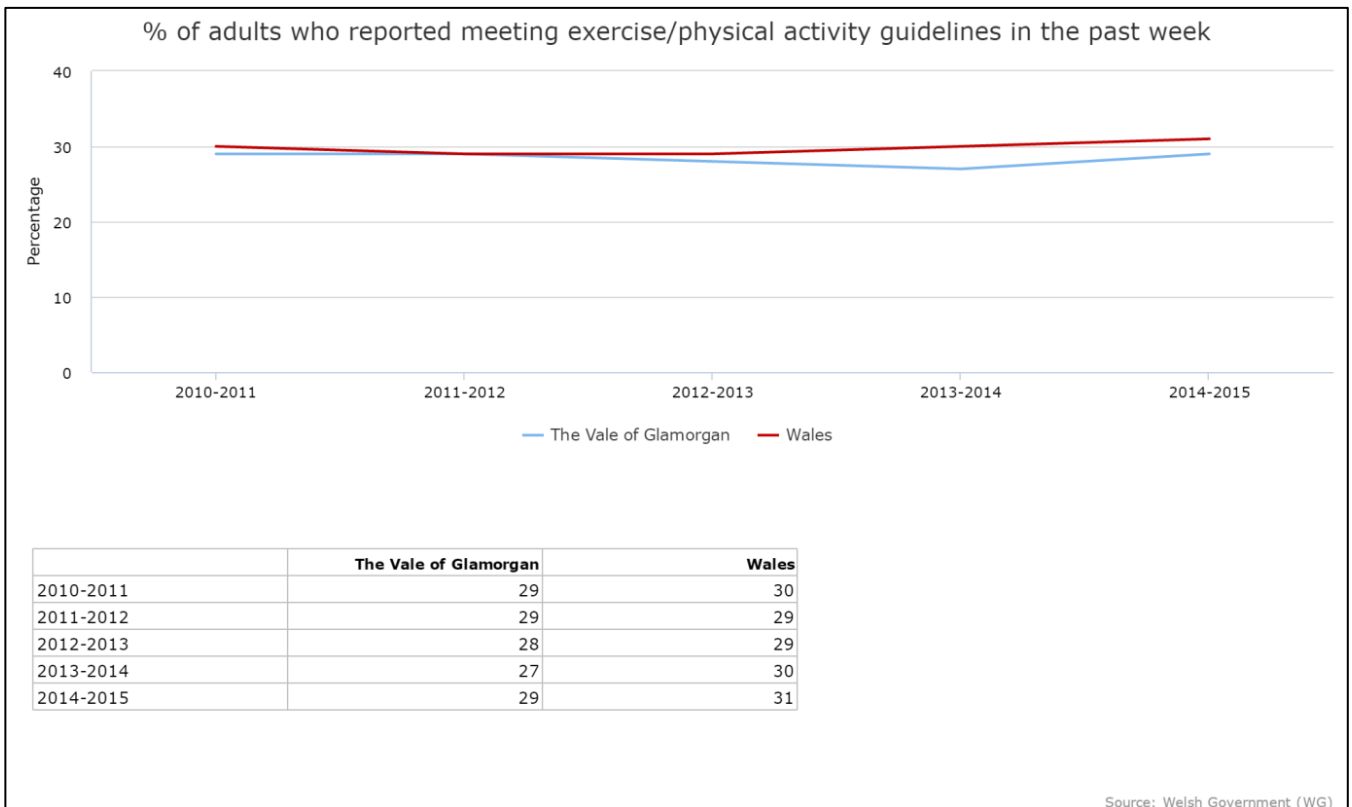
Conversely the percentage for females over 65 is set to decrease by 3% and would then stand at 8% below the Welsh average for those in the 65+ age range. However it is important to consider this would still equate to 62.8% of females aged 65+ in Cardiff and the Vale eating fewer than five portions of fruit and vegetables daily.

Physical Activity

In addition to healthy eating being physically active can have a large impact on levels of obesity along with bringing a wide range of other health benefits and contributing to a person's well-being



In the Vale of Glamorgan the percentage of adults meeting physical activity guidelines is slightly below Welsh average with the Vale ranking 14th across Wales. However this has increased for 2014-15 following a period where the percentage meeting physical activity guidelines was decreasing as shown in the chart below. The Vale of Glamorgan Public Opinion Survey 2014 showed that 35% of respondents reported using a leisure centre in the last 12 months in comparison to only 24% from the 2009 survey, supporting the trend that physical activity levels are increasing within the Vale of Glamorgan.



Data in relation to adults meeting physical activity guidelines is taken from the Welsh Health Survey and it is important to consider that the definition of physical activity includes more than just participating in sport. The survey asked adults on which days in the past week they did at least 30 minutes of light, moderate, and vigorous exercise or physical activity. Blocks of activity lasting more than 10 minutes, which were done on the same day, count towards the full 30 minutes. Respondents were asked to include physical activity which is part of their job. Examples of each type of activity are:

- light activity – housework or golf
- moderate activity – heavy gardening or fast walking
- vigorous activity – running or aerobics.

It is also important to consider that self-reported physical activity may be prone to respondent bias i.e. overestimating or underestimating their behaviour within their response.

Although levels of physical activity in the Vale of Glamorgan are lower than average, when considering participation in sport alone the Vale of Glamorgan is shown to have an active population. Sport Wales define participating in sport three or more times a week as 'hooked on sport' and the Active Adults Survey 2014 found that 45.4% of adults in the Vale were hooked on sport. This was above the Welsh average and behind only Gwynedd, Anglesey and Ceredigion. It is interesting to note that other authorities above average such as Monmouthshire and Pembrokeshire are also of a more rural nature when compared to other parts of Wales and raises the question of whether access to the natural environment can impact upon the likelihood of people participating in sport.

Within the Vale of Glamorgan, as in other areas of Wales differences can also be observed between males and females with males more likely to meet physical activity guidelines than females. This is also true in relation to participation in sport with 58.1% of males being 'hooked on sport' in comparison to 33.7% of females.

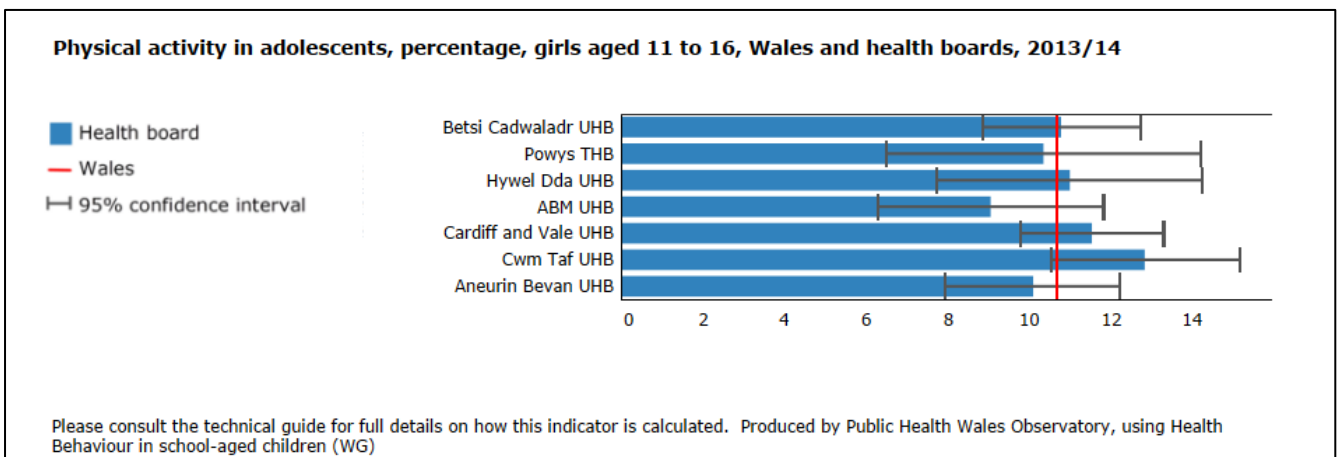
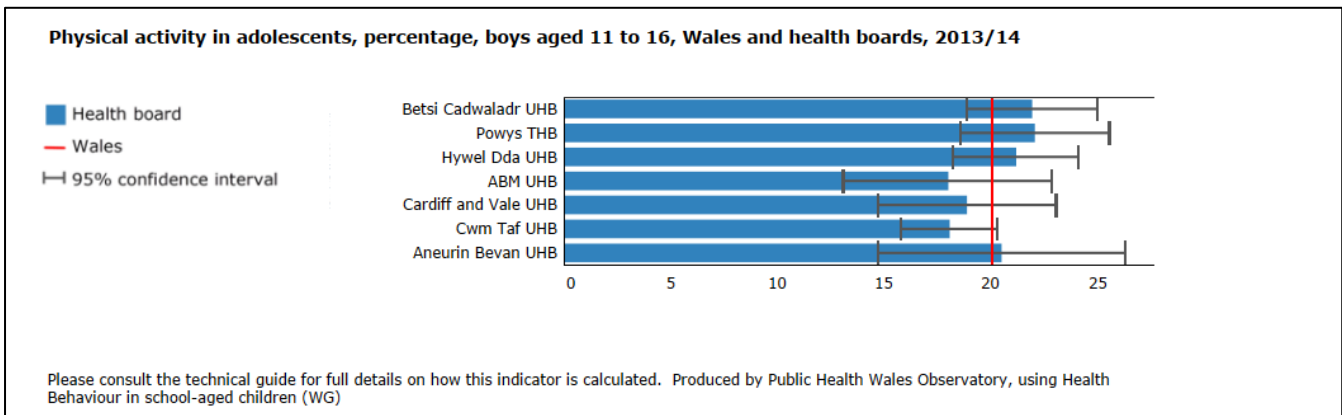
The Active Adults Survey also showed that the Cardiff and Vale UHB area had the highest percentage of adults with a long-term illness, health problem or disability who were 'hooked on sport' than other areas of Wales which may indicate a better provision of services than in other areas. Welsh speakers in Cardiff and the Vale are also much more likely to participate in sport than non-Welsh speakers. When asked whether they had participated in sport in the last 4 weeks, 93.8% of respondents who were Welsh speakers responded that they had compared to 78.8% of respondents who don't speak Welsh. A similar trend is observed across other areas of Wales.

Data from the Health Behaviour in School-aged Children Survey shows that in the Cardiff and Vale UHB area the percentage of children aged 11-16 meeting physical activity guidelines is below the Welsh average. It is also interesting to note that as young people in this area reach young adulthood, the Active Adults Survey showed that 15-24 year olds were less likely to be members of sports clubs compared to other areas in Wales.

For adults the percentage of males participating in sport and physical activity is more than females and a similar trend is observed when considering children who meet physical activity guidelines as explored below.

The percentage of girls meeting physical activity guidelines is lower than the percentage of boys, however for the Cardiff and Vale area, girls are more active than in other areas and the percentage meeting guidelines is above the Welsh average. Conversely although boys are more active than girls in Cardiff and the Vale they are less active than their peers in

other areas of Wales and are below the Welsh average as shown in the following charts. In the Vale of Glamorgan there has been a focus from the Council’s Sport and Development Team to get more girls active through the ‘Vale Girls on the Move Campaign’. This has included establishing new innovative activities that may appeal to girls such as ‘Glowminton’ which involves playing badminton in the dark using UV equipment, neon body paint and music.



The Sport Wales School Sport Survey 2015 provides more information in relation to children in the Vale of Glamorgan participating in sport. At a national level a number of interesting trends can be observed. In Wales generally Free School Meals pupils are less likely to be ‘hooked on sport’ than non-Free School Meal pupils. Mixed race and Black Ethnic groups were the most likely to be ‘hooked on sport’ and Welsh speakers were far more likely to be than those who don’t speak Welsh following the trend observed for adult participation.

As shown earlier the Health Behaviour in School-aged Pupils survey undertaken in 2013 found that children in the Cardiff and the Vale area were below the Welsh average in relation to meeting physical activity guidelines. However the more recent Sport Wales School Sport Survey 2015 which provides data by local authority area shows that the Vale of Glamorgan has one of the lowest percentages in Wales for those pupils who don’t take part in any frequent activity. The Vale was third highest for the percentage of pupils ‘hooked on

sport' and participating three or more times a week. Breakdowns by age groups show the Vale to be the 5th highest in Wales for those pupils in years 3 to 6 and the 3rd highest in Wales for those in years 7 to 11.

The percentage of males in years 3 to 6 'hooked on sport' was 53.3% compared to 58.6% in years 7-11. The percentage of females in years 3-6 hooked on sport was 48.2% compared to 48.1% in years 7 – 11. Although the percentage for females is lower overall and does not increase in secondary school as is observed for males, the percentage of females who are 'hooked on sport' in the Vale does not decrease with age suggesting those females engaged with sport continue to be so as they reach their teenage years. In a number of other local authority areas the percentage decreases when females reach secondary school.

However the survey also found that the percentage of females frequently taking part in community sport outside of school declines from 69.5% in years 3 to 6 to 61.9 % in years 7 to 11 suggesting females who are engaged in sport are more likely to be so through school activities. Further analysis would be required to understand the reasons for this.

It is also interesting to note that the Vale ranks 2nd highest for the average number of minutes allocated for PE in primary schools per week but is one of the lowest in relation to time allocated per week for PE in secondary schools. Overall the Vale ranks second for pupils taking part in frequent community sport outside of school and ranks first for all males. A higher than average rate of pupils enjoy doing sport when not at school 'a lot'.

In relation to barriers to participating in more sport when asked "I would do more sport if..." the most common reason in the Vale was 'there were more sports that suited me' which is consistent with the trend observed across Wales. Answers that scored more highly in the Vale than the average across Wales include 'if I had more time' and 'if I had less other things to do after school' suggesting that pupils in the Vale of Glamorgan are busy with other activities/ commitments in their free time.

The survey also found that Vale pupils were more likely to say they were very confident to try new activities without worrying but less likely to say they had competed in a match or competition against other schools than in other areas.

In relation to the type of sport and activity that pupils had taken part in over the past year the percentage of Vale pupils that had participated at least once in water based activities was higher than the Welsh average. Vale of Glamorgan pupils were more likely to have participated in canoeing or kayaking, lifesaving, rowing, sailing and surfing than the Welsh average. The Vale's coastal position may be used to explain this trend and highlights the valuable natural assets that are found in the Vale of Glamorgan which can be used to encourage healthy lifestyles.

The Vale of Glamorgan has a wealth of natural assets including the sea, beaches, country parks, lakes, woodland areas and includes seven green flag parks which can enhance well-

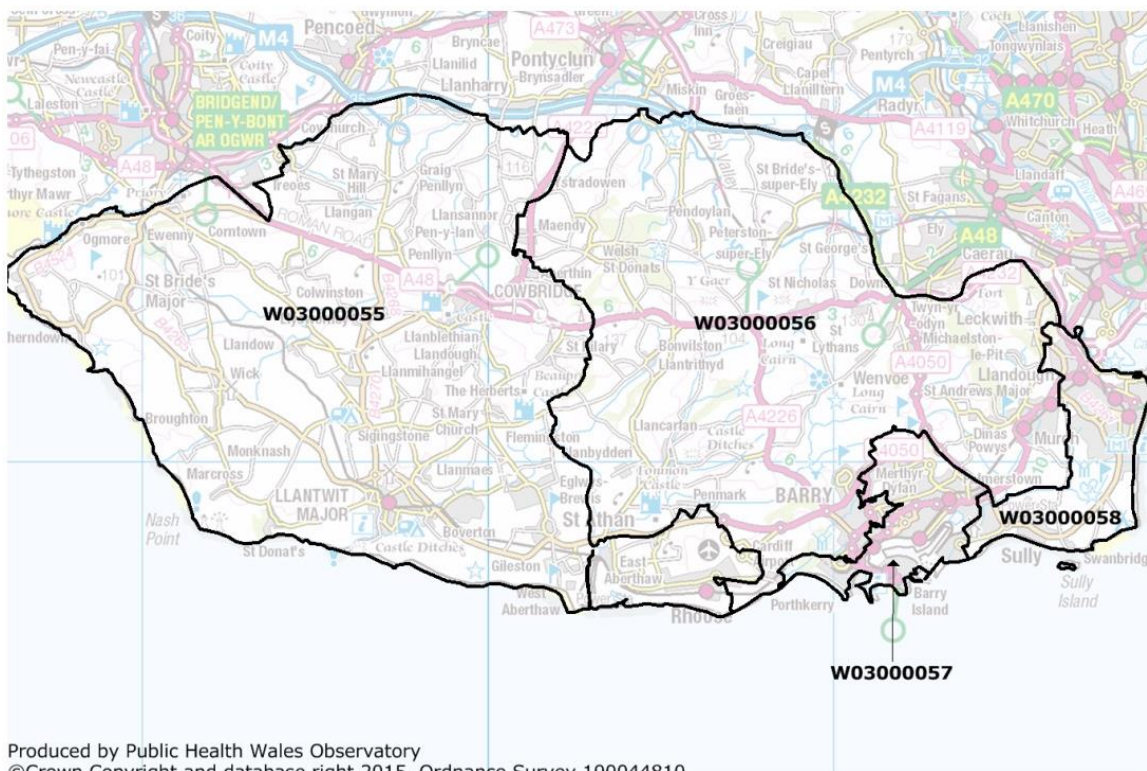
being. The Marmot Report highlights how “numerous studies point to the direct benefits of green space to both physical and mental well-being. Green spaces have been associated with a decrease in health complaints (speak to NRW)...improved mental health and reduced stress levels, perceived better general health and the ability to face problems.”

This is reflected in the findings of the Active Adults Survey 2014 which found that across Wales those with a physical or mental condition were more likely to have visited the countryside or the seaside/ coast than taken part in any other type of physical activity. This again emphasises the importance of utilising the Vale’s natural assets in a sustainable manner to improve well-being.

When considering physical activity and participation in sport by area of the Vale of Glamorgan again the natural environment can be seen as influencing participation levels. As shown below the percentage of adults being physically active on at least 5 days of the past week is highest in the more rural, Western Vale. Despite demographic data showing that this area of the Vale has an older population compared the Barry and Eastern Vale areas, as stated earlier physical activity does not necessarily have to include participation in sport and it could be stated that the natural environment found in the Western Vale can provide the older population here with the opportunity to keep active through walking in the countryside for instance.

Upper Super Output Area (USOA) boundaries, Vale of Glamorgan

 USOA boundary



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Upper super output areas (USOAs) have an average population of approximately 31,000 people but populations can vary between 24,000 and 47,000.

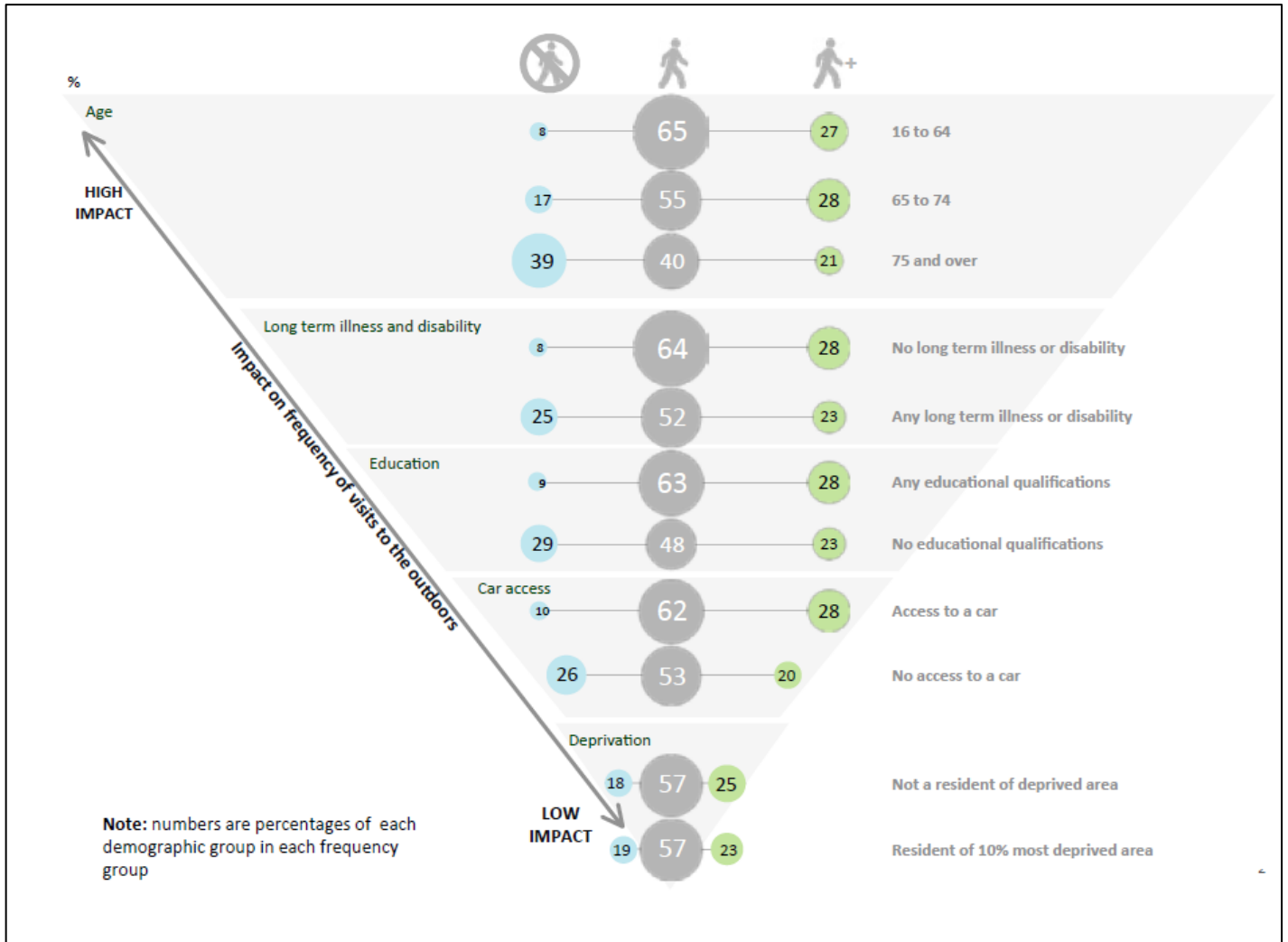
Vale of Glamorgan Upper Super Output Area	Percentage of adults who reported being physically active on five or more days in the past week (age-standardised), 2008-2013	
W03000055	31%	
W03000056	28%	
W03000057	29%	
W03000058	26%	
Wales	29%	

+ Value significantly higher than Welsh average

- Value significantly lower than Welsh average

Source: Welsh Health Survey

As opposed to other healthy lifestyle indicators such as levels of obesity, smoking and consumption of fruit and vegetables, the Barry area ranks second to only the Western Vale for having levels of physical activity. This may indicate that a poor diet has more impact on obesity levels in this area as opposed to lack of physical activity. This is despite this area containing some of the most deprived LSOAs in the Vale as according to WIMD 2014. However the Natural Resources Wales Welsh Outdoor Recreation Survey highlights how demographics have a greater impact on participation in physical activity than deprivation does as displayed in the following diagram.



Areas of the Eastern Vale which showed the lowest levels of physical activity according to the charts above contain a number of LSOAs with a high proportion of over 65s which may explain this trend. These findings relate to physical activity which as explained can include activities such as housework and walking.

In relation to participation in sport, again differences can be observed by area and different trends are observed as opposed to the wider definition of physical activity.

The Let's Talk Survey found that residents in the Eastern Vale were most likely to participate in sport daily and least likely to never participate. Respondents from the Western Vale were most likely to never participate in sport which may be reflected in the demographic profile of this area which contains a higher proportion of older people than other areas. The profile of respondents to the 'Let's Talk' Survey should also be considered with a high majority of respondents from the Western Vale being aged 55 and over. This may explain why respondents in this area were most likely to not participate in Sport. Additional data collected through Sport Wales shows that the Western Vale has a relatively active population and this is detailed later in this section.

Participation in Sport			
	Barry	Eastern	Western
Daily %	7.9	8.6	6.1
Once or Twice a week %	28.1	30.4	29.8
Once or Twice a month %	11.4	12.8	11.6
Less Often %	24.5	24.1	20.7
Never %	28.0	24.1	31.8

Although the more rural Western Vale may offer a variety of natural assets which can be utilised for activities such as walking and helping residents here meet physical activity guidelines, in relation to sport participation access to sport clubs and venues such as leisure centres is more limited in this area and may therefore limit opportunities to participate in sport. This is demonstrated through the Let's Talk survey findings as below.

What factors stop you participating more?			
	Barry	Eastern	Western
Money %	23.6	22.6	18.8
Time %	36.1	38.6	33.9
Access %	12.5	11.8	13.5
Choice %	19.9	19.3	25.1
Other %	7.9	7.8	8.8

Across all areas of the Vale time was the factor which stopped most people participating in more sport. The majority of respondents to the survey were aged over 18 and it is interesting to note that time proved a barrier to adults participating in more sport. As stated earlier, children in the Vale of Glamorgan also indicated that they would participate in more sport if they had more time after school and were not busy doing other things.

The second most common reason to stop people participating in more sport was money in the Barry and Eastern Vale area, whereas choice was the second most common reason in the Western Vale. Again this emphasises that there is less easy access to sport venues in the Western Vale.

The WIMD 2014 Access to Services Domain considers public and private travel time to a range of services and highlights that the average travel time on public transport to a leisure centre in most areas of Barry is under 10 minutes. Although some areas of the rural Western Vale have relatively short travel times due to being situated next to either Cowbridge or Llantwit Major leisure centres, for some rural LSOAs average public travel times can reach up to 127 minutes. Similar trends can be observed for private travel times (by car or motorbike) which although are not as long as travel by public transport, there are

still substantially longer travel times in the Western Vale which may limit the choice of activities residents in this area are able to access.

Sport Wales have combined the results of the Active Adults Survey with Mosaic UK segmentation profiles to create 12 profiles for Wales which explain the likelihood of people in that profile type participating in sport, the type of activity and the factors that prevent further participation. Maps are available by profile type to display the wards within the Vale of Glamorgan where each profile type is most prevalent. Analysis of these maps display a number of differences between areas of the Vale as outlined below.

Western Vale

The Western Vale contains a higher than average levels of the following profile types:

Rhys – Very likely to take part in sport and recreation and is most likely to be member of traditional sport clubs – this may indicate an ability of young males in this area to afford club membership fees compared to other areas.

Lisa – Higher than average level in St Athan, this profile type includes mums to young families who prefer personal activities e.g. going to the gym.

Sian - There is highest concentration of this segment in the less deprived areas of the Vale of Glamorgan according to WIMD 2014, for example St. Brides Major and Peterston-Super-Ely. This profile type is most likely of the female segments to take part in sport although at leisure/ fitness facilities rather than as part of a traditional sport club.

Huw - There is an above average level of this profile type in the West of the County particularly to the North in less deprived wards. This profile is more likely to participate in outdoor activities which may be reflected in the rural nature of the wards where there is an above average level for this profile type.

John and Ann – High prevalence of this profile type indicates a relatively active older population.

Western Vale summary –The Western Vale is relatively active for females and males including older people. People in this area prefer to access outdoor activities and take part in personal leisure/ fitness activities than be members of traditional sports clubs with the exception of younger males.

Eastern Vale

Lisa – Higher prevalence in the South of the county, may correspond to areas where there are likely to be more mothers to young children. Also where there is better access to Gym facilities. Lisa is likely to want to participate more often in sport, in particular indoor games and personal fitness activities

Mark - Highest concentration in the Eastern Vale – Sully, Llandough and Penarth where this profile is above average. Mark tends to be in his 30s, married with children of pre-school age, and is likely to have relatively high levels of affluence. Mark is typically part of a two-car household and tends to live on new-build suburban housing estates that are likely to be populated by similar aspiring middle-class families. This may be reflected in the close proximity of these areas to Cardiff. Mark tends to be more active than average but most likely to demand outdoor activities. Again this may be reflected in the fact that these areas are closer to Cardiff where there may be more indoor activities rather than the rural Vale with easier access to the natural environment.

Christine – Higher than average levels in Cornerswell in Penarth. This profile group is unlikely to participate in sport and recreation frequently. Household income and savings is likely to be low which may be the reason for this.

Bob and Betty - There are above average levels of this profile type found in wards in the Vale where there is typically a higher percentage of older people. Although this profile type is described as enjoying a relatively active retirement, they are unlikely to take part in sporting activities. Sully is an example.

Eastern Vale Summary – Again the Eastern Vale is relatively active with pockets where activity levels are lower due to either low income or an older population.

Barry

Gav – This profile type relates to younger males. There are higher than average levels found situated in Barry where there may be more opportunity and more clubs on the doorstep. More likely than average to take part in activities

Tony - Tony tends not to be active, and is relatively unlikely to take part in any category of activity, with the exception of social activities. As a whole there are low levels of this profile type found in the Vale of Glamorgan with the exception of Barry. Ill health is the likely barrier to participating in more sporting activity.

Dot - Dot is unlikely to participate in any activity. Dot is very unlikely to be a member of a fitness centre or traditional sports club, or volunteer in sport. Dot is unlikely to express demand for sport. Dot is likely to be an older retiree, Similar to the profile for 'Tony', as a whole there are low levels of this profile type found in the Vale of Glamorgan. The highest levels are found in the Barry area. Ill health is the most likely reason for this profile type to not participate in sport

Barry summary – This is the area where profiles associated with low levels of activity are found. This is likely to be attributable to ill health and areas correspond to those found earlier to have higher than average levels of obesity and smoking. Younger males are the population group who are likely to take part in sport. Although Barry is most likely to have purpose built sporting venues as opposed to other areas of the Vale, other areas display a

more active population. It is likely that the natural environment found in more rural areas plays a part in this although Barry residents have easier access to Barry Island.

Play

Article 31 of the United Nations Convention on the Rights of the Child, states that “Children have the right to relax and play, and to join in a wide range of cultural, artistic and other recreational activities.”

Play is the means by which children explore their environment, their world, their roles and relationships; supporting positive mental health in our future generations. It is the natural instinctive process of learning and development and provides opportunities for problem solving, language development, creativity, communication, negotiation, listening skills as well as an opportunity to learn about risk, which is an essential element of confidence building.

Play can have a big effect on a child’s development including on a range of other healthy lifestyle behaviours and is particularly linked to physical activity in keeping children healthy and active. In order to assess play within the Vale of Glamorgan, in 2016 the Vale of Glamorgan Council undertook a Play Sufficiency Assessment (PSA). A number of key findings from the 2016 PSA are as follows:

- There has been a decline in the number of play opportunities offered since the last Play Sufficiency Assessment, particularly in relation to open access afterschool provision and sessions. Clearly this is not an ideal scenario but is unlikely to change due to funding pressures.
- There is a passion and understanding of the benefits of play amongst a number of internal and external partners, who are committed to the further development of play opportunities for children and young people.
- There are many examples of good practice in play projects that have arisen as a result of partnership working but many of these projects have ceased due to discontinuation of funding sources. There is little core funding for play in the Vale of Glamorgan and there is a continued need to explore options for delivery and funding.
- There is still a distance to travel in relation to organisations sharing the information they have which has a direct or indirect link to play.

Consultation undertaken with children in summer 2015 to inform the PSA found that after their garden, the next most popular places to play were local beaches/rivers, play areas and local grassy areas. This highlights the importance of the local natural environment to facilitating positive play and the need to protect these valuable resources in the Vale.

In addition to being utilised by children and families on their own, these spaces are a valuable resource for the Vale Sports & Play Development team and other organisations to facilitate play activities. When planning the future provision of play activities the natural environment proves an invaluable resource within the Vale. With limited funding available to develop new play opportunities, having access to open spaces is seen as a key factor in ensuring children continue participate in play activities. It is also recognised that there must be a focus on developing 'playful communities' whereby there is an understanding of the need to widen the areas where people perceive children can play and what 'play' really means. However in relation to children playing outside there may be a challenge in relation to people's perceptions of whether it is safe for children to play outside with 2013-14 National Survey for Wales results showing that 62% of Vale residents agreed that it was safe for children to play outside in the local area compared to 64% at a national level. Areas where more people agreed it was safe for children to play outside included more rural local authorities in North and West Wales.

Whilst there is a benefit to having fixed play areas, there is a need to raise awareness amongst families about the importance of other places such as open spaces, woodlands and beaches in enabling children to experience play in its widest form. Organisations such as Penarth Town Council highlighted this point in response to the consultation exercise used to inform the PSA, indicating that their communities are rich in natural resources such as country parks and beaches, which should be promoted and considered in the wider concept of play. Therefore an awareness raising campaign is a priority area for the action plan that accompanies the PSA. The National Survey for Wales 2014-15 also showed that 74% of parents of children aged 0-10 years of age in the Vale of Glamorgan were satisfied with places for children to play which was the highest in Wales. Across Wales the percentage satisfied with places for children aged 11-15 to meet and get together is lower than for the younger age group and although the percentage of 42% in the Vale is still higher than the Welsh average it no longer ranks top with parents in a number of other local authorities more satisfied with places for children aged 11-15 to meet up. It could be suggested that children from younger age groups are those more likely to access organised play events and facilities alongside their parents. It could therefore be beneficial to target children and parents of children in the older age range to promote sustainable use of the vast number of natural assets the Vale has to offer and the wide ranging benefits that using these assets and being more active can bring.

There are already a range of examples of activities being promoted in the Vale utilising the natural assets found in the area. Llantwit Major Town Council, Penarth Town Council and Wick Community Council have funded Play Ranger sessions in their respective areas which encouraged children, young people and their families to utilise the outdoor space in their communities for outdoor play. It is hoped this type of provision will encourage them to continue to use the fantastic natural resources the Vale has to offer to undertake play without the support of play staff. Low cost initiatives are also being undertaken in more built up areas of the Vale in order to promote play and develop more sustainable, free or low cost provision such as the Wheelie Bin project.

Sustainable use of natural assets to facilitate play is essential to future planning of play activities across the Vale. Similarly more involvement from local individuals and community groups can be seen as a solution to increasing budget pressures. An example of this already happening is in St. Athan where an extensive asset mapping project to identify the services in the area was undertaken by the Creative Rural Communities partnership. The project considered not only physical assets but the community networks in the area which could prove invaluable in helping to identify alternative ways of delivering non-statutory services and through detailed engagement with residents identified that better play areas were one of the services most residents felt was needed in St. Athan. The Friends of St Athan Play Areas community group was established and are now working to source funding for a new play area.

General Health and Social Care – Our Findings

The Cardiff and Vale Integrated Health and Social Care Partnership (ISHCP) published a Population Needs Assessment (PNA) in April 2017. The assessment focuses on the care and support needs of the population, including carers who need support. The PNA is a comprehensive document and information gathered as part of the PNA has been incorporated in to the well-being assessment where relevant. The PSB will work closely with the IHSCP to deliver shared priorities and align activities.

The population needs assessment is a statutory requirement and must consider the care and support needs of the following population groups.

- Children and Young People
- Older People
- Carers
- Mental Health
- Violence against women, domestic abuse and sexual violence
- Sensory Impairment
- Health and Physical Disability
- Learning Disability and Autism

In addition the assessment will consider the needs of veterans, offenders and asylum seekers and refugees recognising that there are a diverse range of needs across our communities.

The PNA details the care and support needs, prevention issues and assets for the different population groups as listed above. There are a number of findings which are common to more than one group and these are detailed below:

Care and support needs – Easy access to information about support and services available; timely access to mental health services including diagnosis and counselling; timely access to other services; social isolation; support for young and adult carers; respite for young and adult carers; enabling smoother transitions from child to adult services; maintaining and increasing provision and sustainability of community services and support; transport to aid with access to services; accessibility of services and information; engagement with schools; appropriate housing; vocational educational opportunities and apprenticeships, adult learning; joining up/integrating services, dementia; substance misuse; support volunteers; advocacy; community involvement.

Prevention issues – Building healthy relationships including emotional and mental health, sexual health; practical life skills including financial skills (for all ages); healthy lifestyles including tobacco use, alcohol, diet and physical activity; healthy environment and

accessible built environment; support for children and young people affected by parental relationship breakdown.

Assets – Positive social interactions; third sector organisations; community pharmacies; volunteers; self care; physical environment/green space; community hubs, one-stop shops and libraries; community groups; dementia-friendly communities; multi-stakeholder partnerships.

A number of these resonate with findings within the well-being assessment e.g. around the importance of effective engagement, access to services and the importance of the early years and childhood experiences. The PSB and IHSCP will work together to deliver agreed priorities and support partnership activities as appropriate.

The PNA contains a range of evidence in relation to the physical and mental well-being of residents across Cardiff and the Vale of Glamorgan. Mental Health can have a hugely significant impact on all other aspects of an individual's well-being and can impact on a range of other factors for good well-being considered within this assessment including employment, social isolation and being part of a community, personal safety, finances and education.

Self-reported mental well-being in the Cardiff and Vale UHB area is in line with the Wales average. Rates of hospital admissions for mental health issues in Cardiff and the Vale of Glamorgan (26.3 per 10,000) are also below the Wales average (31.6 per 10,000 population).

A recent health needs assessment of people with dementia in Cardiff and the Vale highlighted that dementia has overtaken heart disease as the leading cause of death among women in England and Wales and the number of older people with dementia in Cardiff and the Vale is predicted to increase, particularly rapidly from 2020.

In order to undertake the PNA an engagement campaign was undertaken using the 'Let's Talk' branding developed for the Vale Well-being Assessment, the Cardiff Well-being Assessment and the PNA in order to ensure consistency for members of the public and stakeholders. Engagement undertaken to inform the PNA included a survey and a series of focus groups.

Around two fifths of respondents across Cardiff and the Vale for the PNA survey on care and support felt there was somewhere (e.g. a place, club, community group etc) in their community which made a positive difference to their well-being. There were many diverse answers given but the most common were local gyms, leisure centres and exercise facilities; religious centres; parks and open spaces; and volunteering as an activity. Of people who wished to use community facilities, the main reasons given for not accessing them were a

lack of information; finances; emotional or mental health; transport; physical difficulties; nothing currently available; and unsuitable times.

During the focus groups green spaces, parks, woods, fishing spots and the coast were highlighted as having a positive impact on wellbeing, as did physical exercise. The safety of the area was also important. The natural environment was highlighted as important for walking, exercise, relaxation and contemplation. Although the Vale's natural environment is seen as one of the area's greatest assets in contributing towards good well-being it is important to note that barriers to access outdoor spaces also exist. The PNA survey showed that for those experiencing mental and emotional issues a lack of confidence was a common barrier given to being able to access these same places, along with physical difficulties, transport and finances.

As explored earlier, overall life expectancy when considered at a local authority level is relatively high. The Vale of Glamorgan has a statistically significantly lower mortality rate than the Welsh average. This is the case when considering mortality rates across all ages and in under 75s only.

Data in regards to all-cause mortality rates in persons under 75 again shows a higher rate concentrated within the eastern areas of Barry. This may be linked to poorer health caused by the various lifestyle factors considered above.

In general older people in the Vale report being in relatively good health, however as has been the case throughout this section, there are area differences that can be observed.

GP cluster level data is available in relation to the prevalence of seven chronic conditions identified by Welsh Government as having a high impact on services - chronic obstructive pulmonary disease, asthma, coronary heart disease, heart failure, hypertension, epilepsy and diabetes. The Central Vale GP Cluster area which includes surgeries located within the most deprived areas of Barry generally shows a higher prevalence of chronic diseases when compared to the Eastern and Western Vale GP cluster areas. This may be attributed to the higher rates of unhealthy lifestyle behaviours observed in this area as considered earlier demonstrating the importance of improving healthy lifestyle behaviours to improve health in these areas and reduce inequalities in life expectancy.

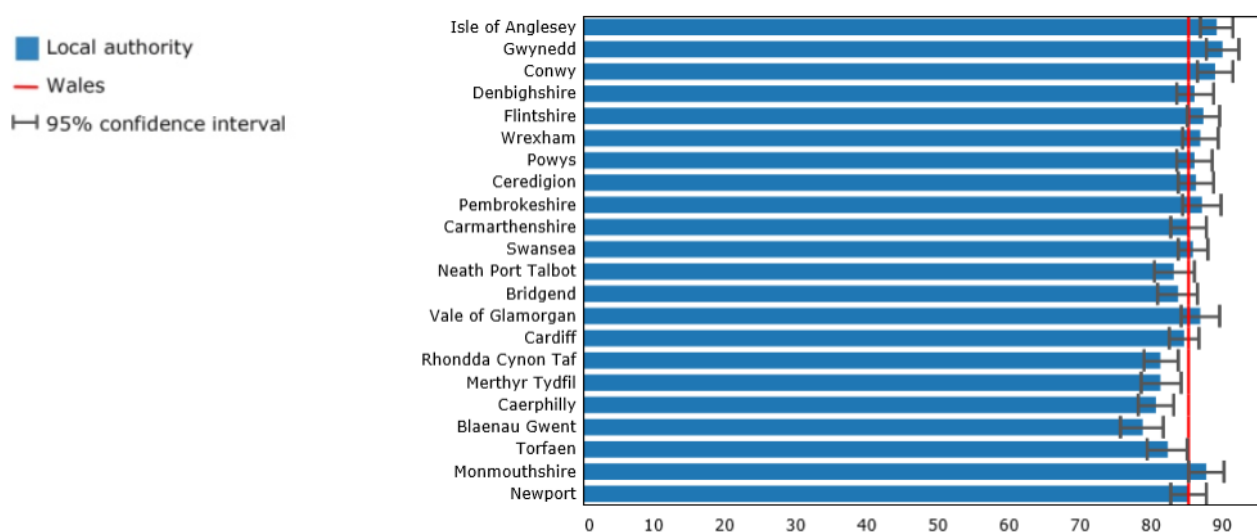
GP cluster profiles also show that travel times to GP surgeries differ by area with a higher percentage of the population having to travel more than 15 minutes to reach their GP surgery being found in the Western Vale. The importance of good access to GPs was raised as an issue by residents across all areas of the Vale throughout our engagement campaign although comments related more to appointment availability and seeing the same GP consistently rather than travel times and transport issues.

General Health and Social Care – Our Evidence

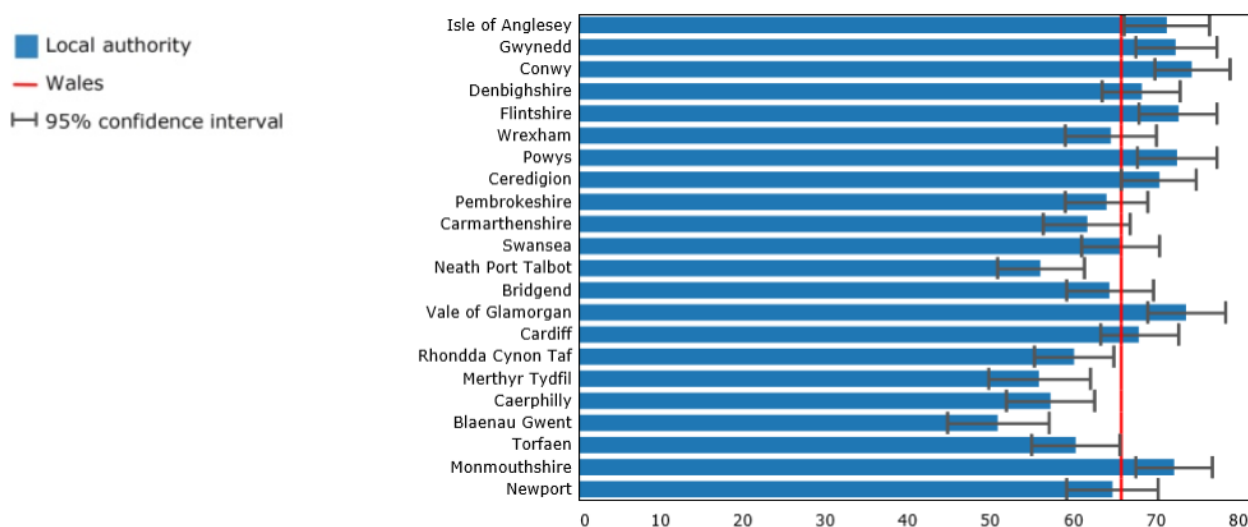
It should be noted that the Cardiff and Vale of Glamorgan Population Needs Assessment provides a wealth of evidence in relation to health and social care across the Cardiff and Vale of Glamorgan area. A selection of charts have been included here for reference however for detailed evidence and analysis the Population Needs Assessment should be accessed.

Cardiff and Vale of Glamorgan Population Needs Assessment

Working age adults who reported being in good, very good or excellent health, age-standardised percentage, persons aged 16-64, Wales and local authorities, 2014-2015

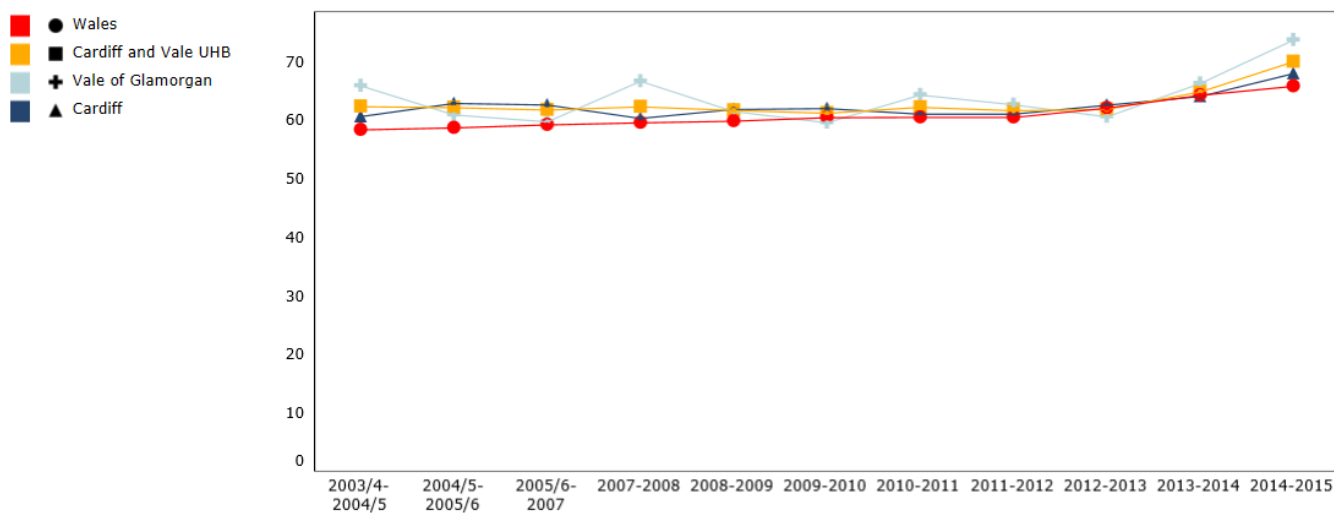


Older people who reported being in good, very good or excellent health, age-standardised percentage, persons aged 65+, Wales and local authorities, 2014-2015

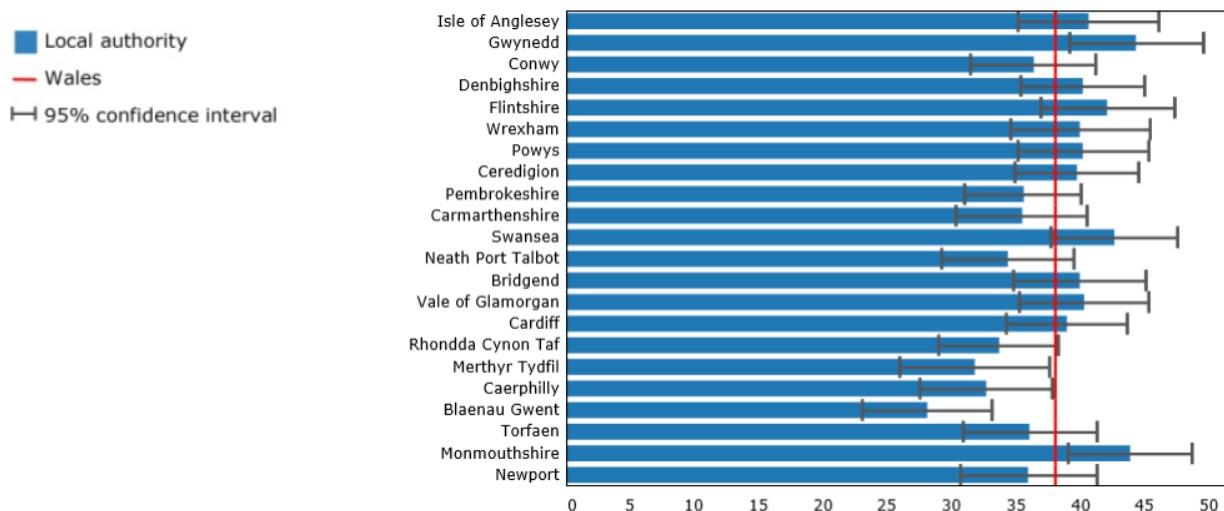


Please consult the technical guide for full details on how this indicator is calculated. Produced by Public Health Wales Observatory, using Welsh Health Survey (WG)

Older people who reported being in good, very good or excellent health, age-standardised percentage, persons aged 65+, Wales, Cardiff and Vale UHB and local authorities, 2003/04-2015

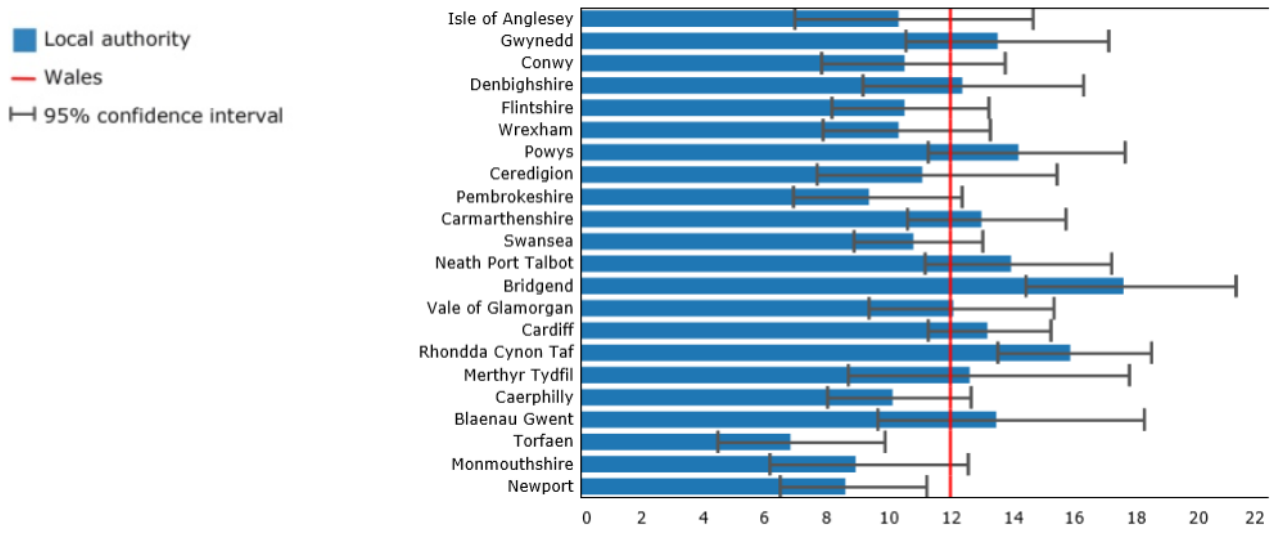


Older people free from limiting long term illness, age-standardised percentage, persons aged 65+, Wales and local authorities, 2014-2015

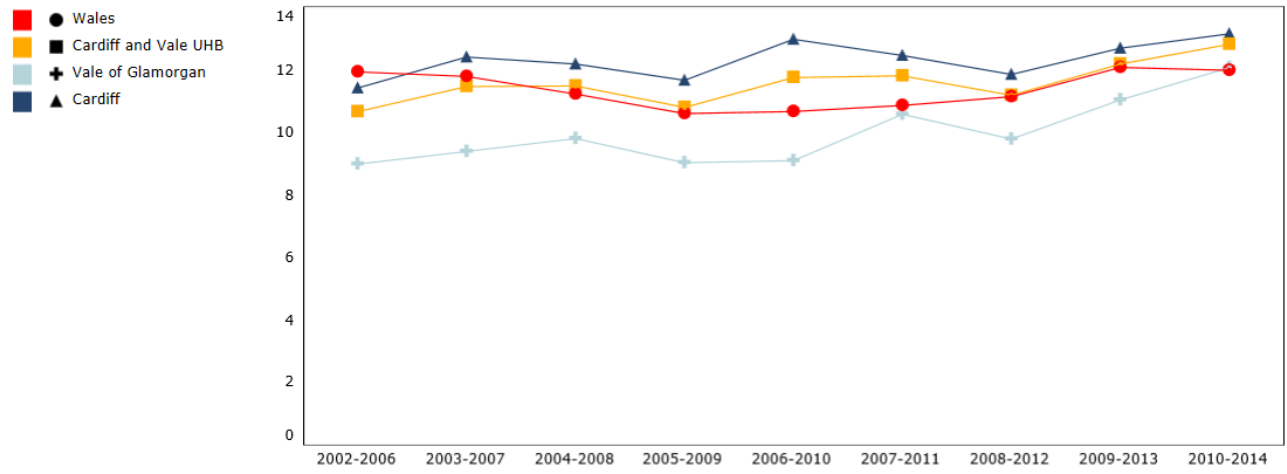


Please consult the technical guide for full details on how this indicator is calculated. Produced by Public Health Wales Observatory, using Welsh Health Survey (WG)

Suicides, European age-standardised rate (EASR) per 100,000, persons aged 10+, Wales and local authorities, 2010-2014



Suicides, European age-standardised rate (EASR) per 100,000, persons aged 10+, Wales, Cardiff and Vale UHB and local authorities, 5 years rolling rate, 2002/06-2010/14

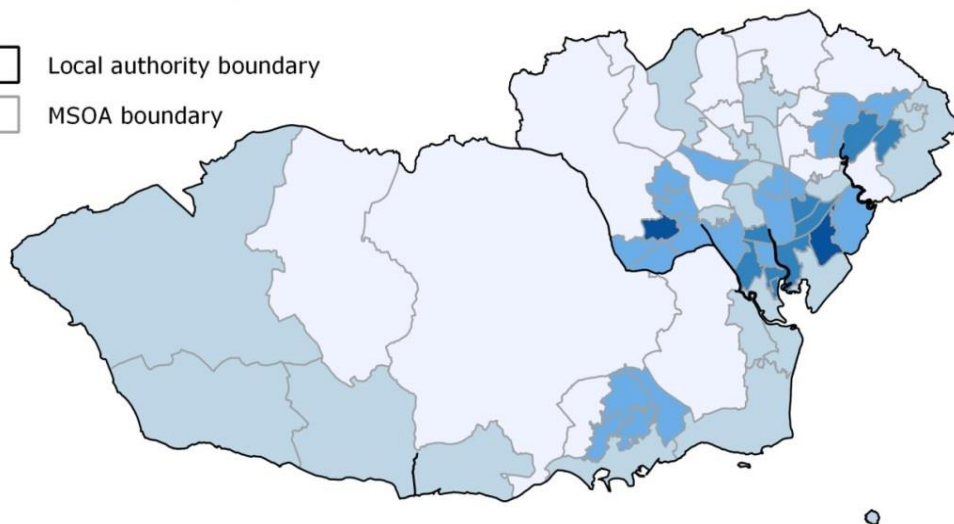


All-cause mortality, persons, under 75, Cardiff and Vale UHB, 2012-2014

MSOA, European age-standardised rate per 100,000

- 657.3 to 782.1 [2]
- 532.4 to <657.3 [7]
- 407.5 to <532.4 [19]
- 282.6 to <407.5 [18]
- 157.7 to <282.6 [17]

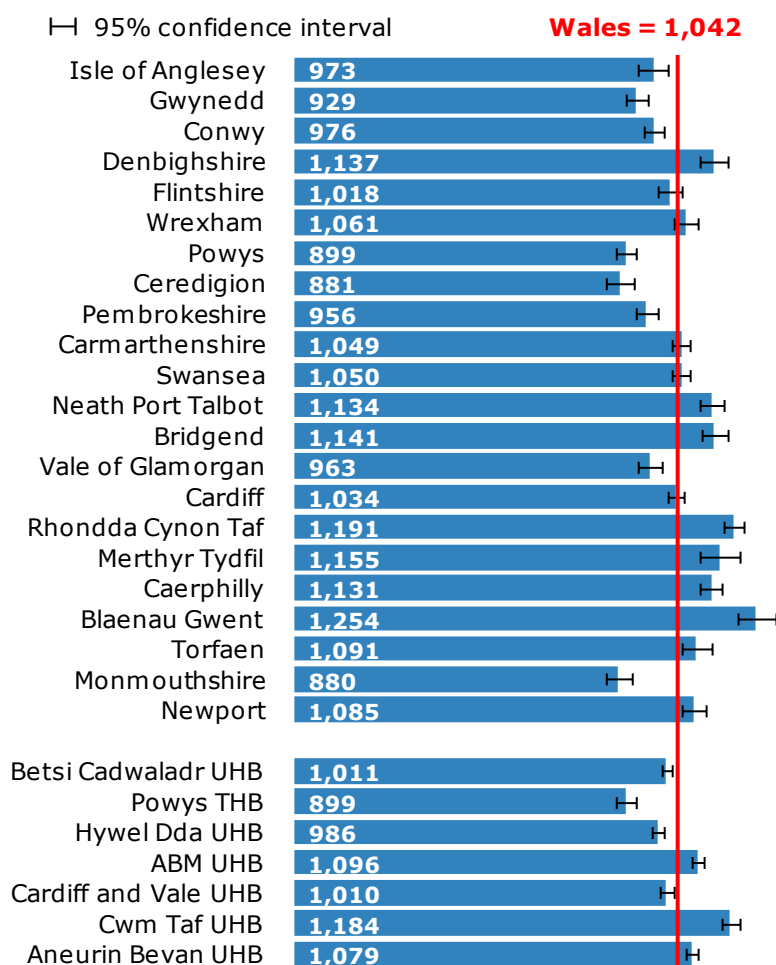
- Local authority boundary
- MSOA boundary



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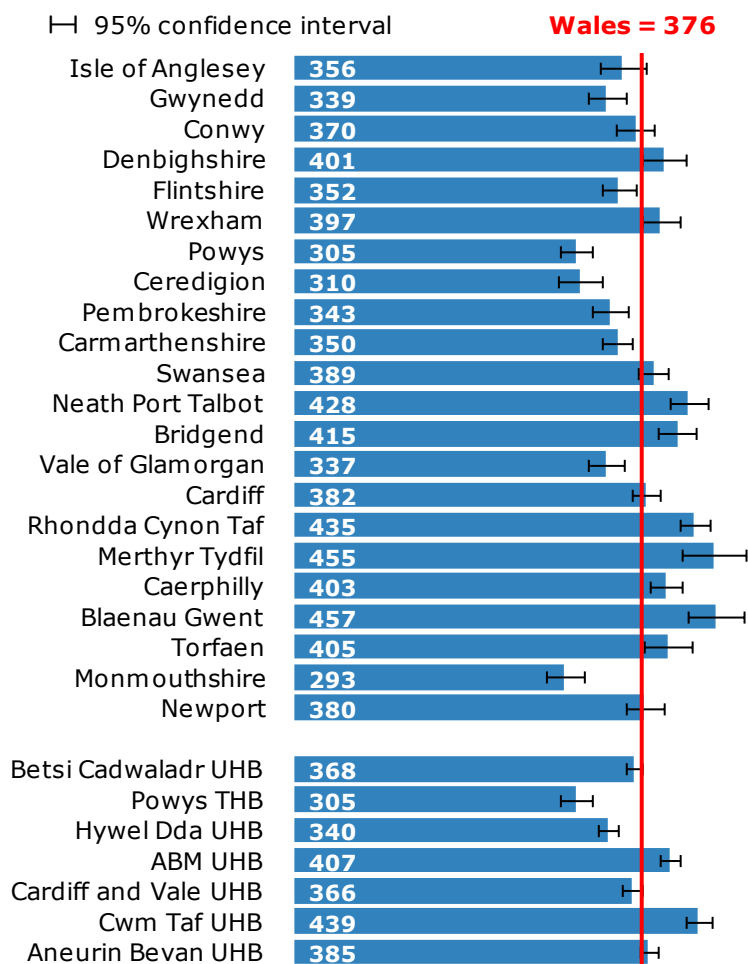
All-cause mortality, European age-standardised rate per 100,000, persons, all ages, Wales local authorities and health boards, 2012-14

Produced by Public Health Wales Observatory, using PHM & MYE (ONS)



All-cause mortality, European age-standardised rate per 100,000, persons, under 75, Wales local authorities and health boards, 2012-14

Produced by Public Health Wales Observatory, using PHM & MYE (ONS)



Having a Healthy and Active Future – A Summary

At a local authority level, it can be considered that the Vale has a relatively healthy and active population. However detailed analysis shows that differences between areas and population groups can be observed.

The inequality gap in healthy life expectancy is a cause for concern for the PSB, and areas with the lowest healthy life expectancy correlate to those that are most deprived as identified through WIMD 2014 and are predominantly located in areas within the eastern part of Barry such as Gibbonsdown, Castleland and Buttrills. These areas also have higher levels of obesity, higher smoking levels and higher alcohol-specific mortality rates.

Our detailed evidence report shows that in general young children in the Vale have a good level of well-being although even at a young age, outcomes for children in these same areas of Barry are less desirable than those of their peers; demonstrating the importance of experiences in the early years and of the health and well-being of the mother both before, during and after pregnancy.

Alcohol consumption among older drinkers in the less deprived rural Western Vale can also be considered an issue in the Vale, however it has been recognised that the Area Planning Board has a detailed commissioning strategy in place and are working to tackle this. Alcohol consumption was also highlighted as an area for action through GP Cluster Plans for 2015/16 in the Vale of Glamorgan, highlighting the need to improve alcohol awareness through practices undertaking Alcohol Brief Intervention training.