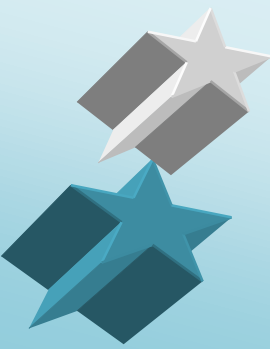


*HEALTH AND WELLBEING
IN ARGYLL AND BUTE
ANNUAL REPORT
2016 - 2017*





HEALTH AND WELLBEING IN ARGYLL AND BUTE ANNUAL REPORT 2016 - 2017



Introduction

**Alison McGrory,
Health Improvement Principal
Argyll and Bute Health and Social Care
Partnership**

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The Health Improvement Team in Argyll and Bute has worked hard during 2016-17 to enable our population to live as healthy and fulfilled lives as possible. Our work is overseen by the Health and Wellbeing Partnership.

We continue to build the Health and Wellbeing brand to raise awareness of the potential of Argyll and Bute’s people to lead healthier and happier lives.

The main focus of our work is about building capacity for communities to be healthier and we achieve this by developing skills in our community champions.

This report includes highlights of our activity during 2016-17. Please look us up on facebook to tell us what you think.

www.fb.com/healthyargyllandbute

The Health Improvement Team in Argyll and Bute also works with the Health Improvement Team in Inverness. Their annual report will be published later in the year at:

<http://www.nhshighland.scot.nhs.uk/Pages/Welcome.aspx>

Health and Wellbeing Networks

The 8 Health and Wellbeing (HWB) Networks have continued to meet regularly to promote health and wellbeing and to administer the small grant fund. Each network has a co-ordinator who runs the network with payment of £7,500 provided by NHS Highland. Co-ordinators complete annual reports in May each year which are available at:

www.healthylargyllandbute.co.uk

Administration of the Networks is supported by a Service Level Agreement between NHS Highland and the co-ordinators. The SLA sets out expectations of the service and key performance measures. It is monitored by way of the annual reports mentioned above. A new SLA has been negotiated for the period April 2017 – March 2020.

There have been some changes again this year to the network co-ordinators:

- Morevain Martin is saying goodbye and handing over the reins of the Helensburgh Network to Audrey Baird. We say a huge thanks to Morevain for many years of support to health and wellbeing.
- We look forward to working with Rape Crisis who will take over co-ordination of the Bute Health and Wellbeing Network.

Health and Wellbeing Small Grant Fund

Health and Wellbeing Networks administer small grants to help get health improvement projects off the ground. This year £116,700 was available which is allocated using a formulae based on National Resource Allocation Committee (NRAC). Decision making for how to spend the grant fund is devolved to local scoring panels to ensure local groups agree with how the money is invested.

Area	% of total budget	Amount of funding	Total spend	
Bute	9%	£10324	Number of projects funded	117
Cowal	17%	£20216	Average award	£1014.67
Helensburgh and Lomond	25%	£28721	Strategic priorities met:	
Islay and Jura	5%	£5522	Health inequalities	67
Kintyre	10%	£11376	Mental health	60
Mid Argyll	11%	£12967	Tobacco	8
Mull, Iona, Coll, Tiree and Colonsay	5%	£6131	Alcohol	27
Oban Lorn and Inner Islands	18%	£21444	Obesity	42
Total	100%	£116700	Early years	16
			Older people	23
			Teenage transition	30
			(NB many projects met several priorities)	

Table 1 - How the fund was shared across Argyll and Bute.

Where our money comes from...

The money to support our health and wellbeing work comes from the Public Health Department in NHS Highland. Over the past few years we have had the benefit of some extra funds from the Integrated Care Fund from the Scottish Government. In 2016 – 17 this was a sum of £70,000. This has made a very big difference to the amount of work we can do and has been invested in extra money for the networks and small grants. Carol Flett who co-ordinates the Mull, Iona, Coll, Colonsay and Tiree network said:

“The additional funding for the has enabled me to attend the two Locality Planning Groups for the Islands and share and promote the work of the network and increase awareness of the good work being carried out. The additional funding for healthy projects is making a real difference including the setting up of a fortnightly support group for isolated people on Mull and paying for swimming lessons for primary school children from Coll.”

Review of the Joint Health Improvement Plan

The Joint Health Improvement Plan (JHIP) is the strategic document that provides leadership and direction for health improvement work in Argyll and Bute. This covered the period 2013 – 2016. During 2016, an evaluation took place of the JHIP with a view to measuring the impact it had and also what the updated version should include. The evaluation included:

- Review of JHIP annual reports from 2014, 2015 and 2016.
- Online survey to network members and co-ordinators.
- Review of strategic priorities using focus group format, undertaken at Health and Wellbeing Networks and other events such as Community Planning Partnership Management Committee.
- Canvassing of the general public’s view of health issues on the facebook page.

A short life working group reviewed the findings of the evaluation and this was overseen by the Health and Wellbeing Partnership. A draft JHIP was written in February 2017 and consulted on with partners in March 2017. The new JHIP will be launched in May 2017 and will cover a 5 year period till December 2022. The strategic priorities will include 4 new themes:

Theme 1 - Getting the best start in life

Theme 2 - Working to ensure fairness

Theme 3 - Connecting people with support in their community

Theme 4 - Promoting wellness not illness

Butefest 2016 Alcohol and Drug Awareness Stall Report

Butefest is a music and arts event which takes place annually in Rothesay, on the Isle of Bute. We were approached to attend the festival and provide drug and alcohol information onsite as part of the Teen Zone and received funding from Bute Drug & Alcohol Forum to purchase 240 t-shirts with an alcohol awareness message printed on the front and on the inside. In order to receive a t-shirt people had to complete a questionnaire which asked about their knowledge of the new alcohol recommendations. The guideline levels for males changed in January 2016 from 21 to 14 units per week. Across the whole weekend we engaged with 316 people, 257 questionnaires completed, 754 leaflets and resources were handed out and 240 t-shirts given away.

Question 1 – Gender 166 females (65.1 %), 89 males (34.9%).

Question 2 – Age The majority of people who came to the stall were adults over the age of 35.

Question 3 – Region Scotland (52.6%) or other areas (4.3%) (total 56.9%) Argyll & Bute (43.1%) including Cowal & Bute (41.1%).

Question 4 – Do you know what the new alcohol guidelines are? 62.2% indicated that they **did not know** what the alcohol guidelines were (77% indicated that they **didn't** know the recommendations before coming to this event). 88.4% (A&B 88%) of under 18s indicated they had no previous knowledge of the guidelines.

Question 5 – What are the new Alcohol Guidelines Recommended limits (for Men)? 44.6% answered this correctly. 32.2% thought the recommendations were lower than 14 units per week.

Question 6 – What are the new Alcohol Guidelines Recommended limits (for Women)? 39.6% answered this question correctly. 50.8% thought the recommendations for Women were lower than 14 units per week.

The festival was a good opportunity to raise alcohol issues with a large number of people. A high percentage of those attending were either local residents or from elsewhere in Argyll & Bute. The results indicate that there is a need to increase education around the new alcohol guidelines, especially amongst school age young people. We had feedback from several members of the public who indicated they liked the messages we were giving (raising awareness rather than anti-alcohol/drugs) and the approach we were using to deliver these messages. One person came back to the stall to let us know that they were planning to look at their alcohol consumption as a result of their contact with us.





Reach Out Campaign

Alison McGrory, Health Improvement Principal

Loneliness is a difficult subject to talk about. People who feel lonely may keep this to themselves due to the stigma of admitting it or possibly feeling they are somehow to blame. In order to reduce this stigma, the Public Health Department developed a social marketing campaign called – *Reach out – make a difference to someone who’s lonely.* This launched in June 2016 in Argyll and Bute with the Self Directed Support Blether Group in Oban signing the pledge.



Since then, many groups and individuals have signed up across Argyll and Bute, including: the Health and Wellbeing Network in Bute, The North Argyll Carers Group, Argyll and Bute Carers Conference, Homestart MAJIK and the Strachur Community Hub.



Homestart MAJIK signing the pledge in June 2016



Partners from the Argyll and Bute Carers Conference signing the pledge in September 2016

Reach Out
Make a difference to someone who's lonely

NHS Highland

HOME ABOUT NEWS SIGN THE PLEDGE RESOURCES LINKS

Young or old, no-one chooses loneliness

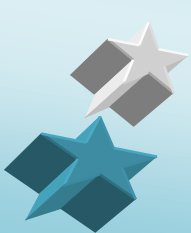
Reach Out is a campaign launched by NHS Highland with one key aim – to tackle loneliness and social isolation in the Highlands and Argyll & Bute. Along with our partner agencies, and with your help, we are looking to reach out to those individuals who may be lonely, and make a difference in their lives.

We have also launched a pledge for members of the public to display online, via this website and on social media. The aim of the pledge is for people in their local communities to make a commitment to help those who may need their support.

PLEDGES OF SUPPORT
Take a home-made cake to work on a regular basis
— Alison from Rothesay

Annual Report of the NHS Highland Director of Public Health Loneliness and Health
This report details the impact of loneliness as a significant public health issue to those living in the NHS Highland area.

Some examples of personal pledges that people have made to make a difference to someone who’s lonely include: knocking on a neighbour’s door who lives alone to check they are ok, smiling and saying hello to people in the street and talking to family and friends about the impact of loneliness. You can sign up to the pledge by looking up the website – <http://www.reachout.scot.nhs.uk/> or liking the facebook page - <https://www.facebook.com/NHSHighlandReachOut/>



Loneliness

Alison McGrory, Health Improvement Principal

Sam Campbell, Senior Health Improvement Specialist (Mental Health)

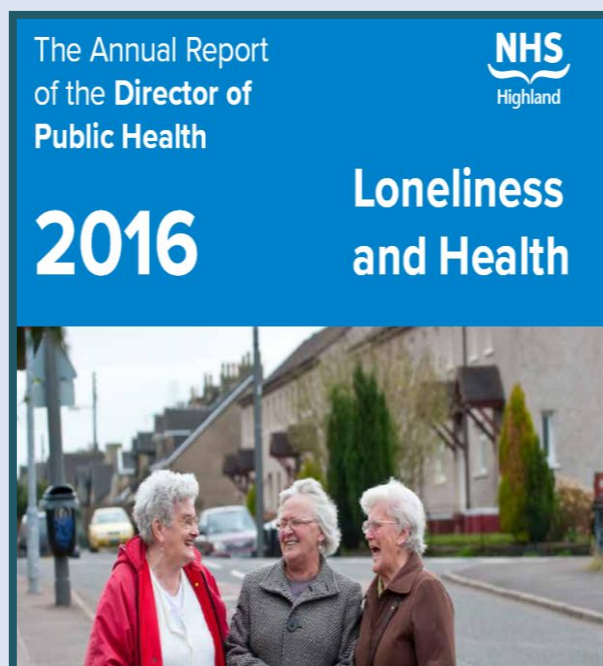
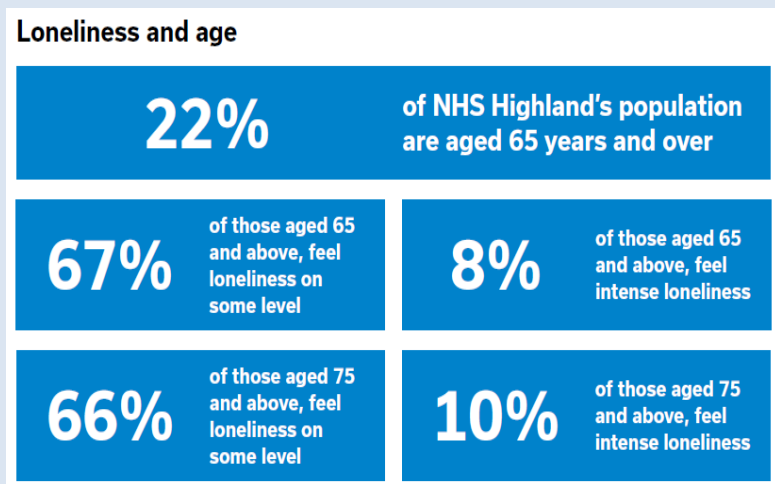
DPH loneliness report

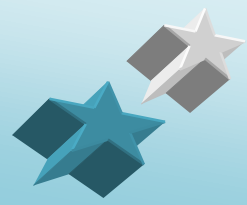
NHS Highland’s Director of Public Health Annual Report for 2016 was on the topic of loneliness in older people. Loneliness is a significant health issue which causes premature death on par with smoking 15 cigarettes a day and is worse for you than being overweight or inactive. It also contributes to ill-health like depression, dementia and heart disease.

The report presents local research showing that a significant proportion of older people experience loneliness. An anonymous survey of 3,000 people across Highland and Argyll & Bute found 67% of respondents feel some degree of loneliness with 8% classing this as intense. The survey had a response rate of 51%.

The report is a call to action to partners to consider what they can do to reduce loneliness and includes examples of good practice including the community resilience workers across Argyll and Bute and Shopper Aide in Kintyre. Evidence from other areas shows loneliness can be reduced in older people by linking them up with activities like volunteering and social opportunities in their local communities. This is most effective when older people have a say in designing these services. The report can be found here –

[http://www.nhshighland.scot.nhs.uk/Publications/Documents/DPH%20Annual%20Report%202016%20\(web%20version\).pdf](http://www.nhshighland.scot.nhs.uk/Publications/Documents/DPH%20Annual%20Report%202016%20(web%20version).pdf)





Sexual Health & Wellbeing

Laura Stephenson, Senior Health Improvement Specialist

Waverley Care -Improving Sexual Health and Reducing HIV in Argyll and Bute

There are over 6200 people in Scotland living with HIV. Argyll and Bute commission Waverley Care to deliver HIV prevention and sexual health services to individuals likely to have the poorest sexual health/highest risk, including men who have sex with men, young people and people of sub-Saharan origin.

Waverley Care worked towards fewer new infections in NHS Highland, to reduce health inequalities, support people with HIV to have longer and healthier lives and to encourage a society where the attitudes towards those affected by HIV are non-stigmatising and supportive.

A wide range of valuable services in A&B were delivered through this service, including one to one support for people at risk of or living with HIV, HIV testing and outreach work. Below are some details from the training courses and free condom service delivered in 2016 to 2017.

Training Courses Delivered

HIV Awareness for secondary school pupils x 2

LGBT Awareness for secondary pupils x 4

Transgender Awareness for staff x 1

Sexual Health and Relationships Education (SHARE) for staff x 2

C Card Training for staff x 2

The Scottish Government's Sexual Health and BBV Framework 2015 to 2020 follows on from the framework published in 2011 which brought together policy on sexual health and wellbeing, HIV and viral Hepatitis for the first time. It includes five outcomes:

Outcome 1: Fewer newly acquired blood borne virus and sexually transmitted infections; fewer unintended pregnancies.

Outcome 2: A reduction in the health inequalities gap in sexual health and blood borne viruses.

Outcome 3: People affected by blood borne viruses lead longer, healthier lives, with a good quality of life.

Outcome 4. Sexual relationships are free from coercion and harm.

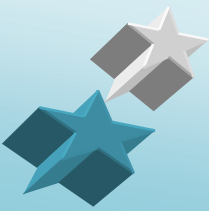
Outcome 5: A society where the attitudes of individuals, the public, professionals and the media in Scotland towards sexual health and blood borne viruses are positive, non-stigmatising and supportive.

FREE CONDOMS

Waverley Care provided a free Condoms by Post service to high risk individuals in all areas of Argyll and Bute. Orders were made by phone, text, email or in person. Service users accessed 6 orders over 12 months before renewing their order, orders were sent free of charge to the address specified by the service user and usually contained about 10 condoms and a sachet of lube. From April 2016 to December 2016 Waverley Care posted a total of 16756 safer sex materials to Argyll and Bute, which included 173 new clients and 355 regular clients.

For more information on the work of Waverley Care visit www.waverleycare.org/about-our-services/locations/argyll-and-bute/





Sexual Health – Training

Laura Stephenson, Senior Health Improvement Specialist

The Health Improvement Team in partnership with Waverley Care delivered Brooks highly acclaimed sexual Behaviours Traffic Light Tool level one training course. The tool aims to support professionals working with children and young people to identify and respond appropriately to sexual behaviours.



The tool uses a colour coded system of **GREEN**, **AMBER** and **RED** to categorise behaviours to help professionals:

- Make decisions about child protection and young people
- Assess and respond appropriately to sexual behaviour in children and young people
- Understand healthy sexual development and distinguish it from harmful behaviours

There is often a lack of confidence in responding to behaviours and providing training to staff is critical for detecting child protection issues early. By increasing understanding and using this toolkit to support existing guidance when making decisions, we can protect and support vulnerable young people in a consistent approach as well as providing positive messages about appropriate behaviours. This year, we trained 25 professionals from a wide range of organisations within Argyll and Bute. Participants commented that the knowledge and skills from the course would “be used in their work with young people”, “help direct questioning to young people” and “can be easily put into practice within their role”.

Barnardos Child Sexual Exploitation (CSE) Training

The Health Improvement Team co-delivered a one day training course to 19 professionals in Helensburgh and Lomond. This training gave staff the tools to spot the signs of CSE, identify risk factors, and confidently take action to help put a stop to this abuse and protect vulnerable children and young people who may be at risk in Argyll & Bute.

SHARE Training

Health Scotland’s 3-day Sexual Health and Relationships Education (SHARE) training course was co-delivered by the Health Improvement Team and Waverley Care to 25 people from a wide variety of organisations this year.



SHARE evaluates highly, resulting in participants feeling more confident to deliver lessons and engage in discussions with young people.

“great training given and relevant to modern life of young people”

“the trainers were very knowledgeable and professional, they put the group at ease but also delivered a lot of information.”

“I have learnt loads from others – not just practice but good practice”

KEEP WELL

In this final year of Keep Well funding we invested the money with small community groups in order to enable them to run pilots or build up capacity within their service with the aim of leaving a legacy. We had £11,000 for community use and £5,000 for the provision of weight management services. Keep Well was a national initiative to reduce cardio vascular disease in the over 40s which ended in March 2017.

The dietician chose to use the money on Counterweight resources and equipment, these were to support service delivery in such places as the Isle of Coll where the local Social Enterprise 'Coll Healthy options' staff has been trained to deliver Counterweight. The scales and height measure from Campbeltown was re homed on Coll to assist with this service (this social enterprise was supported last year by Keep Well in its set up costs). Over the past few years Keep Well funding has been used to set up Counterweight services and train people to be able to deliver the service in the future.



Yennie Van Oostende, Senior Health Improvement Specialist, used £900 to purchase pedometer packs which she is currently distributing across A&B.



Healthy Working Lives

Argyll & Bute currently has 30 workplaces registered for the HWL Award Programme, 15 of which have already achieved a HWL Award. In addition, Argyll & Bute also supports 19 cross border HWL registrations (workplaces with sites throughout Scotland), of which 14 have a HWL Award. In total, that means there are 29 Awards held throughout Argyll & Bute: 16 Gold, six Silver and seven Bronze. These organisations vary significantly in size and come from all sectors.

All seven NHS sites in Argyll & Bute have a HWL Award. Cowal, Kintyre, Islay, Mid Argyll and Oban, Lorn and the Isles all have a Gold Award, Bute has a Silver Award and VICC has a Bronze Award.

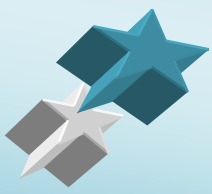
Argyll Community Housing Association (ACHA) recently achieved their HWL Gold Award in March 2017. All other workplaces are currently maintaining their current level of Award.



Healthy Working Lives

Understanding Mental Health

An introductory mental health awareness course has been delivered to 62 people in Argyll and Bute. Audrey Forrest from Acumen held five courses in Dunoon, Helensburgh, Lochgilphead, and Oban. The course was well received and we have plans to deliver something similar in the coming year. Statistics show that one in four people experience common mental health problems like anxiety and depression each year and this course aims to reduce the stigma surrounding mental health problems so people feel more able to talk about how they feel and access support.



Social Prescribing

Health Improvement Team

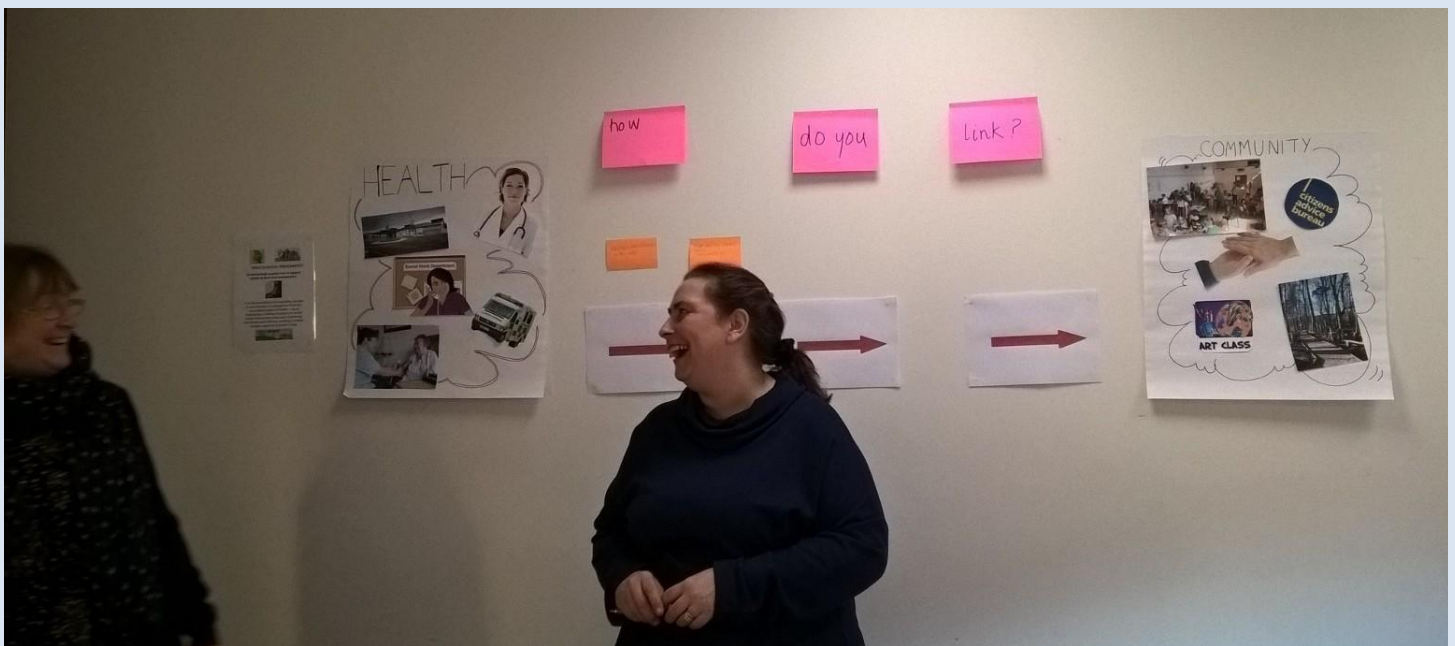
Social prescribing project with Carr Gomm

Our health can be affected by many things like debt, loneliness, housing problems and relationship breakdown. Social prescribing is the term for linking people up with support in their community for these social problems.

February 2016 saw the start of a 2 year project with Carr Gomm to develop a more co-ordinated approach to social prescribing in Argyll and Bute. Amanda Grehan is the development worker who is working to achieve the following:

- Increase understanding of what social prescribing means for both front line staff and also the general public
- Develop case studies to give examples of how social prescribing works in real life
- Develop joint working with partners to pilot social prescribing with GP practices

The project is costing £30,000 per year and will finish in February 2018. Amanda has been delighted with the interest across Argyll and Bute. Two pilots started in GP practices in Dunoon and Bute in March 2017.



Amanda with Gill Chasemore from the Islay and Jura HWB Network at a working to explain social prescribing



Self management & Motivational Interviewing

Yennie Van Oostende, Senior Health Improvement Specialist

Self Management

This year, we have worked closely with the Health and Social Care Partnership to support the shift of “doing to...” towards “doing with...”, which can be summarised as an assets based approach. This supports person centred care, where people have an equal say and responsibility in their own care and health and wellbeing.



Motivational Interviewing to enhance person centred practice:

Motivational Interviewing training has been held for staff to enable them to have conversations with patients and clients that focus on positive change, tapping into the strengths and positive attributes that people already have within themselves:

44 people completed 1 day MI training

17 people completed 2 day MI training

44 people completed Health Behaviour Change-1 e-learning module

7 people completed Raising the Issue of Smoking e-learning module

With an updated suite of e-learning modules, we are aiming to improve our blended learning offer for staff groups that can be delivered more flexibly and efficiently. We encourage learners to complete the *Raising the Issue of Physical Activity* and other e-modules that are relevant to their field of work.

The full suite can be accessed here:

<http://www.healthscotland.scot/media/1252/learning-opportunities-to-reduce-health-inequalities-nov2016-english.pdf>



Helping People Cope with Chronic Pain

We work closely with third sector partners from Carers Centres, MS Centre and TSI to deliver self management programmes such as *Living Well* with a long term condition, which is coordinated by Arthritis Care Scotland (ACS). This programme shows people with a long term condition that they can thrive, rather than just survive.

We identified a gap in primary care services for people with chronic pain that was locally accessible, so we completed a 6 month pilot, using a resource called The Pain Toolkit (PTK). The Toolkit is a 24-page booklet which sets out tools for self management. It is routinely used across the world having been translated into 11 different languages. There is a Pain Toolkit App and an interactive website: www.paintoolkit.org Around a million copies have been used since 2009.

A copy of the pilot report can be found here:

<http://healthyargyllandbute.co.uk/wp-content/uploads/2017/02/Final-report-PTK-Pilot.pdf>

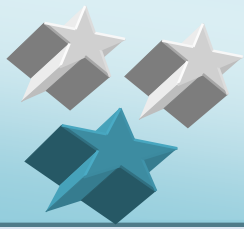
Sixteen 3-hour workshops were delivered by trained ACS volunteer coaches with 123 participants. These were well received and there is scope for participants to take part in the 6 week Living Well self management programme. The PTK is also used by trained health professionals in one-to-one sessions to encourage self management during therapeutic interventions and rehabilitation.



'Knowing that you are understood and that it doesn't make you weak to find things difficult.'

'Talking to people in a similar situation. Not feeling alone.'

'To change how I look at my life and accept that this is **MY** normal.'



The Health Improvement Team delivered two development days this year. In May 2016 34 people attended an event in Inveraray to consider how the use of technology can help to prevent health problems from arising. The full report is available here – <http://healthyargyllandbute.co.uk/category/news/>

A highlight from the day included hearing about the Cool2Talk service from NHS Tayside which provides online signposting and counselling for young people. This has resulted in partners seeing the benefit of a similar project in Argyll and Bute and working to make this happen. Cool2Talk will launch for our young people in the summer of 2017.

The second event had the theme improving health in changing times to reflect the political and financial uncertainties facing health and social care at the moment. This took place in November in Inveraray and was attended by 32 people. Highlights from the programme included considering the opportunities from the Community Empowerment Act, learning about the Strategic Plan for health and social care in Argyll and Bute, and getting feedback on the consultation of the evaluation of the Joint Health Improvement Plan. The full report of the day can be found here -

<http://healthyargyllandbute.co.uk/development-day-nov16/>





Promoting Physical Activity

Yennie Van Oostende

Physical activity is an important factor in preventing ill health, rehabilitation and maintaining health and wellbeing. This year we have focused on programmes that support and motivate people, who are currently inactive to lead a more active life, both socially and physically. We worked together with partners such as Argyll and Bute Council Leisure Department, Lorn and Oban Healthy Options, Macmillan Cancer Services, Arthritis Care, Paths for All and the NHS Falls Prevention Co-ordinator to scope and support funding applications so that there is a broad range of low to medium impact physical activity programmes targeted at people at risk of becoming overweight, immobile or frail due to a sedentary lifestyle. Examples such as tai chi classes in Kintyre, strength and balance classes at the Strachur Hub, walking programmes on Bute and Cowal, and Otago falls prevention programmes in Helensburgh. Community Sports Hubs, Leisure Services programmes and Active School programmes show there is a wide variety to support people to get active and stay active at any age.

Branching Out Argyll and the Isles

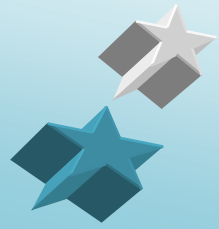
Managed by the Argyll and the Isles Coast and Countryside Trust (ACT), it promotes outdoor activity for people with mental health problems in a community woodland setting. This project has benefited from a cocktail of funding from the Alliance Impact Fund, ICF funding, Health and Wellbeing Networks Funds, Forestry Commission funds etc. This programme works closely with the mental health teams and Branching Out leaders to deliver a different way of working with people with mental ill health. It contributes to a possible way of moving on to recovery, through working with nature. Many outdoor skills and interests are gained, as well as increased fitness by being more active and cooking healthy food.

Find out more here:

<http://www.act-now.org.uk/en/what-we-do/233-branching-out>

Occupational Therapist, “I feel this ticks every box in an Occupational Therapists calendar of goals that can be achieved with our clients with the support of all our support staff and woodland staff combined. I am also loving this experience on a professional level - getting to be involved in teaching, encouraging and facilitating development in people's personal lives.”

Participant feedback, “I don't take much interest in meeting people and mixing with people or introduce myself to people - I've had the surprise of my life to find how pleasant it was to meet and work and partner with people out here.” “Before Branching Out I'd eat one thing a day – not enough. Now I'm trying to eat something twice a day and starting to get back into fresh food”



Smoke Free Laura Stephenson, Smoking Cessation Co-ordinator

Smoking continues to be the most preventable cause of premature death and ill health in Scotland. Scotland's strategy, Creating A Tobacco Free Scotland aims to have a tobacco free generation by 2034. Since 1999 legislation, policy, health improvement and services have contributed to a decline in smoking prevalence in Scotland but we need to keep working hard to support people to stop and reduce the adult smoking prevalence to 5% by 2034.

Education

The Smoking Cessation Co-ordinator updated the primary Smoke Free lesson plans and drama this year to include more information on e-cigarettes, passive smoking and the effect on pets. In October 2016, the lessons were delivered by school staff and the touring drama was performed to 995 pupils from 53 schools. The Smoke Free programme continues to evaluate very well and considered a valued element of the health and wellbeing curriculum.



Training

In November of this year the Health Improvement Team provided a one day training course in Inveraray for professionals working with pregnant mums and their families. As well as enabling an opportunity for networking, the training provided continual professional support in the topic of pregnancy and smoking.

Services

At the start of this calendar year, two part time Health Improvement Officers were employed to work in the areas of Cowal and Oban, Lorn and the Isles. Based within the hospitals the Health Improvement Officers support smoking cessation within the hospital and community. The team were very pleased to welcome these additional posts and new services.

The Health Improvement Team purchased some promotional materials for smoking cessation that professionals in Argyll and Bute can borrow to support campaigns, education and awareness raising.

For more information please contact laurastephenson@nhs.net