
Outcome 5 – People lead active, healthier and more independent lives

Progress Report

1. Recommendations

The Management Committee is asked to note the progress with outcome 5. Particular recommendations to support the Living Well Strategy are set out in the table within section 4 of the report.

2. Successes and key achievements to date for Outcome 5

A review of outcome 5 was conducted during spring 2019. From 2017 outcome 5 had been a component of the Health and Wellbeing Partnership. This group was led by the Public Health Department of Argyll and Bute Health and Social Care Partnership (HSCP). The Health and Wellbeing Partnership existed for approximately 6 years but latterly experienced difficulty recruiting members. The review of outcome 5 therefore consisted of:

- Reviewing attendance rates and meetings of the Health and Wellbeing Partnership.
- A joint planning day with the Health and Wellbeing Networks in October 2018.
- A survey with Area Community Planning Groups in April 2019.
- An open stakeholder meeting for outcome 5 in May 2019.
- Discussions with other outcome leads about leadership approaches.
- Specific joint scoping with outcome 6 regarding mental health activity.

This review concluded that a partnership meeting is not necessary to enable outcome 5 to progress and there are a number of other mechanisms in place to enable partnership working. This centres on each activity having its own planning and delivery mechanisms and lead officer.

The planning event in May 2019 identified the scope of outcome 5 is so big that there is a danger of efforts being finely spread risking little impact on long term health and wellbeing outcomes. Priorities needed to be agreed. The following table identifies the key activities that emerged from group discussions:

	ACTIVITY
1.	Branding and promotion of Argyll and Bute's natural assets.
2.	Valuing the environment and the benefits of the environment to people living in Argyll and Bute
3.	Promote the self-management of long term health conditions

3. Risks

There are no significant risks in the delivery of outcome 5. The requirement for partners to support planned priority activity is noted below.

4. Opportunities and Progress

There is significant activity under the health and wellbeing banner throughout Argyll and Bute and a wide range of partners are committed to improving health and wellbeing outcomes for our population. Much of this activity is community led and is not dependent on Community Planning Management Committee oversight to progress, however the CPP has a key role in enabling co-production for the priority activities and sharing good practice throughout local communities. The table at the end of this report highlights key areas of need for partnership working.

Activity 1 - Branding and promotion of Argyll and Bute's natural assets

This is a new activity that emerged from the May 2019 planning event and is based on several long term outcomes of Argyll and Bute Outcome Improvement Plan; namely to draw people into Argyll and Bute either to live or for tourism in order to grow the population and/or contribute to the economy; and to enable our population to be more physically active by accessing the outdoors. The activity overlaps with the intentions of outcome 1 that the economy is diverse and thriving. There are already a number of promotional activities in place for example #abplace2b, Wild about Argyll and Explore Argyll and there is no intention to duplicate effort. However, new opportunities exist in 2020 with the national campaign of the Year of the Coast and Waters.

Activity 2 - Valuing the environment and the benefits of the environment to people living in Argyll and Bute

The climate change agenda is huge and there is recognition of the long term threat to population health and wellbeing. The development session in May 2019 recognised this and that climate change impacts and activities are across outcomes.

Initial discussions have identified a number of potential activities that can benefit the environment in Argyll and Bute some of which may have the added benefit of enabling people to be more physically active. These include:

- Plastic free towns.

- Beach cleans.
- Promotion of reduce, reuse, recycle.
- Sharing of current good practice eg role out of Eco-school accreditation to wider communities.

This will be further discussed by the Management Committee and their leadership and support is sought.

Activity 3 - Promote the self-management of long term health conditions Living Well In Argyll & Bute

This is the most well established activity in outcome 5 with particular successes in the following areas:

- Review and updating of the partnership approach to health and social care Locality Planning Groups (June 2019).
- Same with Alcohol and Drug Partnership (August 2019).
- Needs assessment for Type 2 Diabetes and additional funding of £42k for weight management in 2019-20.
- A new Living Well strategy to support people to live healthier lives was launched in September 2019, this was the culmination of 18 months' work. This can be viewed here – www.healthyargyllandbute.co.uk/wp-content/uploads/2019/09/Living-Well-Strategy-2019.pdf

Living Well Strategy Detail

With our increasing older population people are living longer with long term conditions this is causing an increased pressure on services. The Living Well Strategy aims to achieve a shift in how people are supported with an increase in people accessing third sector led services within our communities and an improved understanding of how people live with their conditions. The Living Well strategy aims to promote a more preventative and partnership approach.

The Living Well Strategy sets out the following key outcomes:

- **People-** People living in Argyll and Bute have the tools and support they need to support them to Live Well
- **Community-** There are a wide range of local services to support people to Live Well
- **Workforce-** Staff are able and motivated to support the people they see to Live well
- **Leadership** – Effective Leadership is in place to support the delivery of the Living well strategy

The actions highlighted in the table below are examples of where community planning partners can support delivery:

<i>What did we</i>	<i>What do we plan to do?</i>	<i>How can our community</i>
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<i>discover?</i>		<i>planning partners support this?</i>
<p>Our public engagement activity highlighted that people were not aware of how to access information and support when the needed it. This support and information is key to helping people manage an existing condition or prevent developing a long term condition for those at risk.</p>	<p>Develop a wellbeing leaflet and information sheet for people.</p> <p>The public health team will run campaigns to promote</p> <ul style="list-style-type: none"> • NHS Inform • NHS 24 • National health and wellbeing campaigns • Pharmacy services • Power of Attorney • Local wellbeing services • Self-management 	<p>Help us to identify opportunities to promote the health and wellbeing leaflets to public and to relevant staff groups. Also by allowing us opportunities for display materials at any relevant events partners may be running.</p> <p>Support us to promote these campaigns widely across your networks. Consider hosting workplace pop up events.</p>
<p>We identified a need to promote community activity that works for people in particular to increase referrals/signposting from our workforce.</p>	<p>We included some examples of person centred approaches in our strategy to promote the effectiveness of community led activity.</p>	<p>You can help by telling us if you come across examples or stories that we can share to our workforce and partners.</p>
<p>People need support to improve their health and wellbeing, for example Alcohol Brief Interventions is an evidence based approach to help people review their drinking habits.</p>	<p>Addaction is carrying out an alcohol awareness campaign from December to March.</p> <p>We have developed a new smoking cessation service across Argyll and Bute with an increased targeted approach in more deprived areas.</p>	<p>Interested community planning partners can take part by hosting pop up workplace events.</p> <p>Support us by actively promoting these services for us.</p> <p>Identify appropriate staff groups to be trained to deliver brief interventions or behaviour change</p>
<p>Varying degrees of support activity across A&B with a focus on self-management.</p>	<p>Our partners in the Self-Management partnership run a series of self-management courses and workshops that include education, walking, pain management and Tai Chi across A&B. The public health team ran their wellbeing grants as usual but also ran grants targeting specific self-management activity.</p> <p>We are currently reviewing our health and wellbeing networks</p>	<p>Help us to reach a wider audience by promoting these workshops.</p> <p>You could also help us to identify future volunteers to support the course delivery perhaps targeting people due to retire.</p> <p>There may be opportunities for some of our community partners to work with us on any future potential small grant</p>

	<p>with a view to branding and Living well networks.</p> <p>We are currently exploring potential development of community hubs perhaps linked to the Living Well networks.</p>	<p>scheme. Or to support us to attract grant funding to further develop community capacity.</p> <p>Interested Partners could work with us to develop these community hubs and offer guidance and support on their development.</p>
Our staff have a lack of understanding of what is happening in our communities and its relevance to the people they see.	We plan to look for ways to capture the good work of these community organisations and highlight to our workforce	Identify opportunities at local levels that can help us to link up with and showcase community groups and their effectiveness.
The need to bring a number of pieces of work under one umbrella with a common branding.	<p>Living Well branding developed.</p> <p>Common work identified and built into the action plan.</p>	Help us by promoting the brand at any opportunity.
The need for clear leadership was identified.	A steering group will ensure the actions are carried out within identified time frames.	Our community planning partners could identify if these is common work that should be included in our action plan and consider how they can best support implementation

5. Background

Consultations	There has been wide ranging engagement in the development and updating of the outcome 5 activity plan.
Resources	No specific additional financial investment is required from community planning partners. Resources to support delivery of the Living Well Strategy are set out in the table above and relate to staff time.
Prevention	The prevention of health and social care problems is an inherent outcome in the delivery of this activity plan.
Equalities	Health improvement intervention has the potential to increase the gaps between the best and worst off in society unless particular effort is made to target activity to those most in need. There are connections between outcome 5 and the CPP equalities group.

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