



Joint Health Improvement Team
Annual Report 2019 - 20

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Introduction

This report gives a snapshot of the work of the Joint Health Improvement Team (JHIT) over the last 12 months. Our overall aim is to reduce inequalities in health by promoting good health throughout the life stages; building capacity and capability within our communities and workforce and creating healthier futures for all.

This has been a year of significant change for the team. In December 2019 our Associate Director of Public Health for NHS Borders, Allyson McCollam, retired. Allyson has left us with a significant legacy in terms of her contribution to reducing inequalities, championing of mental health improvement and children and young people's rights in particular. We have also, as NHS Boards continued to operate in a time of financial constraint, experienced a reduction in our staff team.

During the period this report covers we continued to align our work alongside our the Public Health Priorities for Scotland. To successfully achieve change we work alongside our partners and communities and we are pleased to present examples of excellent partnership work within this report.

During February-March 2020 the developing pandemic led to the cancellation of many of our plans and the ongoing response to Covid-19 will require us to think and work differently and I am grateful to all members of JHIT for bringing their usual commitment and energy to this new and emerging world.

Fiona Doig

Joint Health Improvement Team/Strategic Lead Alcohol and Drugs Partnership



Joint Health Improvement Team (JHIT)

JHIT is part of NHS Borders Public Health Department and the staff team includes members from both NHS Borders and Scottish Borders Council.

Our team is led by the Head of Health Improvement/Strategic Lead Alcohol and Drugs Partnership.

We have three lead roles who support their dedicated teams in the following areas

Public Health Lead for Children and Young People/Child Health Commissioner

- Maternal and Infant Nutrition
- Child healthy weight
- Children and Young People's Emotional Health & Wellbeing
- Healthy Relationships

Adults and Health and Social Care

- Wellbeing Service
- Adult Mental Health and Wellbeing
- Health Promoting Health Service

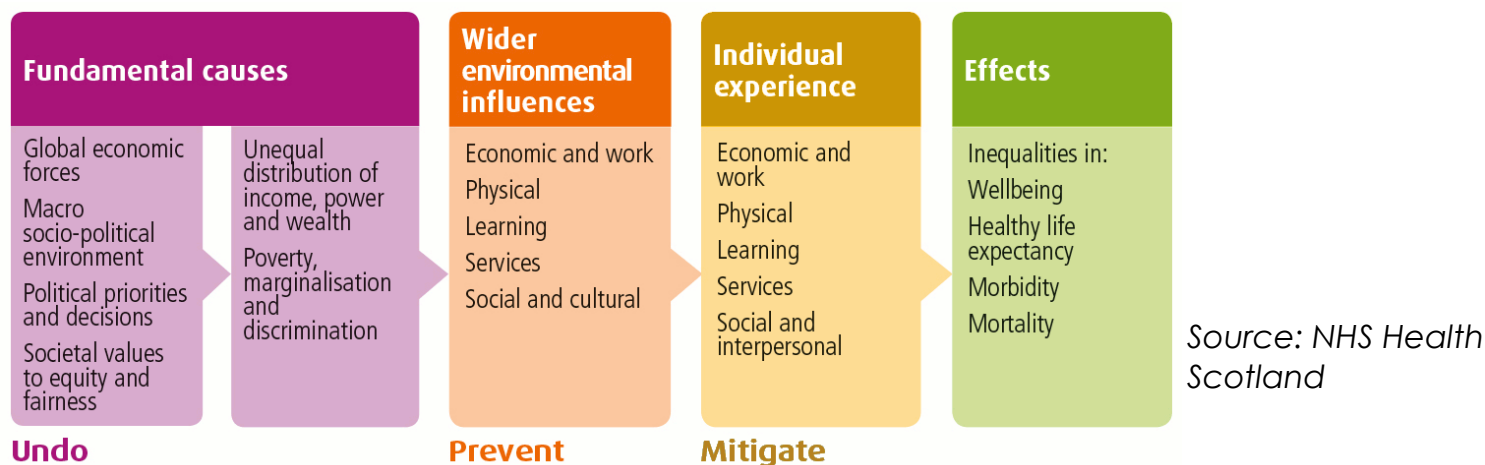
Communities and Vulnerable Groups

- Healthy Living Network
- Older People
- Training & Development
- Community Justice
- Poverty & Inequalities

This work is delivered with the support of our Administration Team and Data and Performance Officer.

Key Messages

Economic, environmental and social factors all influence the health of individuals and communities. Poverty, early life experience, neighbourhood environments and social contexts are at the heart of health inequality. Actions need to be taken over time across all these areas as well as by addressing individual experiences. People working in Public Health and Health Improvement contribute to these actions.













Public Health Priorities

The Scottish Government has agreed a clear set of related and inter-dependent priorities for Scotland which are:

- 1: A Scotland where we live in vibrant, healthy and safe places and communities**
- 2: A Scotland where we flourish in our early years**
- 3: A Scotland where we have good mental wellbeing**
- 4: A Scotland where we reduce the use of and harm from alcohol, tobacco and other drugs**
- 5: A Scotland where we have a sustainable, inclusive economy with equality of outcomes for all**
- 6: A Scotland where we eat well, have a healthy weight and are physically active**

The agreed priorities reflect public health challenges to focus on over the next decade to improve the public's health.

Activities Overview

<h2>Healthy Start </h2> <ul style="list-style-type: none"> • Women's 1958 • Children's 135 	<h2>Healthy Living Network </h2> <ul style="list-style-type: none"> • Registrations 5482 • Sessions 376 • Partnership projects 67 • Volunteering hours 797 	<h2>Breastfeeding in the Borders Support (BiBS) </h2> <ul style="list-style-type: none"> • Volunteers 32 • Support groups 8 with 690 group attendances • Referrals telephone/home support women 485 • Volunteering hours 3000 (approx)
<h2>Ccard</h2> <ul style="list-style-type: none"> • Registrations 188 • Condoms issued 12,414 	<h2>6 Ways to Be Well </h2> <ul style="list-style-type: none"> • Staff distribution of leaflets 250 • Community distribution of leaflets 579 	<h2>Fit4 Fun </h2> <ul style="list-style-type: none"> • 3 Primary schools 357 young people • 3 Parent/carer session 110 • 2 High schools and one P7 440 young people • 2 Nurseries, 124 children & 130 parents / carers
<h2>Community Food Workers Group</h2> <ul style="list-style-type: none"> • Participants 626 • Parents 345 • Children 281 	<h2>Walk It </h2> <ul style="list-style-type: none"> • Walks 850 • Participants 11,306 • New Walk Leaders 66 	<h2>Hits to Wellbeing Point </h2> <ul style="list-style-type: none"> • 700 unique views April 2020 compared to 77 in April 2019 • Averaging 121 views per month and a high of 227 views in January 2020.
<h2>Quit Your Way </h2> <ul style="list-style-type: none"> • Quit dates set 766 	<h2>Wellbeing Service </h2> <ul style="list-style-type: none"> • New referrals (Jan 19 to Dec 19) 2457 • Average 205 per month 	
<h2>JHIT Training</h2> <ul style="list-style-type: none"> • Participants 364 	<h2>Diversity Week </h2> <ul style="list-style-type: none"> • Partners 39 • Volunteers 104 • Volunteering hours 447 • Participants 1,067 	

Training and Capacity Building

Learning Skills for Health

Building community capacity is a core health improvement function. Our 'Learning & Skills for Health' training programme is for everyone; staff, partners and the wider community. Learning & Skills for Health has a specific focus on wellness and what we can all do to help build a culture of health. Learning opportunities support individuals to develop their health improvement knowledge, skills and confidence.

Health improvement training equips participants with the knowledge and skills to raise and discuss a health and wellbeing issue, with confidence, so that they can support people to make small changes which cumulatively can make a big difference.

- In the year 2019-20 we provided training for : **498 individuals**
- Our Training Attendance Rate for 2019-20 is: **96.9%**
- People came from a variety of organisations: **Local Authority, NHS, Third Sector, Volunteers and private individuals**

Our Offer

Our training and capacity building offer reflects the Public Health priorities although many, while aligned across one area will also influence wider priorities. We have presented courses offered to partners below.

A Scotland where we flourish in our early years

- Breastfeeding & Relationship Building
- Infant Feeding CPD
- REHIS Elementary Food & Health
- Solihull Approach

A Scotland where we eat well, have a healthy weight and are physically active

- Kitchen Canny Food Waste Reduction
- Microwave Cookery
- Mindful Eating and Advisor Led Weight Management
- Walk Leaders and Jog Leader Training

A Scotland where we have good mental wellbeing

- ASSIST
- C Card Training
- Informed Level Mental Health Improvement & Suicide Prevention Training for Trainers
- Mental Health Awareness for parents
- Mental Health First Aid (and refresher)
- Public Mental Health Awareness
- Seasons for Growth Seminars & Workshops (Grief, Loss and Bereavement)
- Scottish Mental Health First Aid (SBC First Aiders)
- Six Ways to Be Well
- Suicide ALERT Training
- Understanding Mental Health & Wellbeing
- What's the Harm



Priority 1

A Scotland where we live in vibrant, healthy and safe places and communities

Summer Programmes

Summer programmes have been available for children and families in our communities for many years. Over the last few years we have seen an increased need for support during holiday periods and in response activities and programmes have expanded in partnership with Community Learning and Development.

Participants, staff and volunteers have planned collectively to challenge and mitigate the impact of child poverty during school holidays. Programmes include a combination of activities that help to keep people well and engaged in their community including:

- **Healthy eating**
- **Physical Activity**
- **Family Learning**

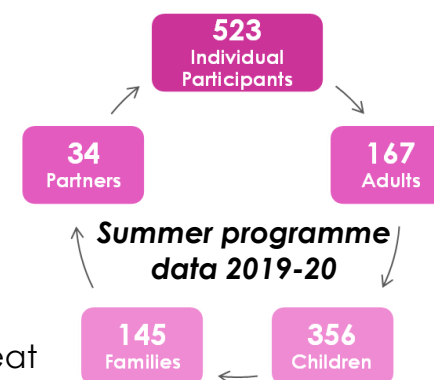
Summer programmes are well attended by children & families and supported by volunteers. The data (to right) provides an overview of the total number of participants & partners across Burnfoot, Eyemouth, Langlee and Selkirk in 2019.

Partnership funding supports this work and this year included Scottish Borders Council Community Benefits Funding which significantly increased the range of fresh fruit and vegetables on offer for breakfast, snacks and lunch. This also brought to life the reality of the Food Standards Scotland Eatwell Guide which provides guidance on what everyone should eat to live well. Find out more at:

<https://www.nhsinform.scot/healthy-living/food-and-nutrition/eating-well/eatwell-guide-how-to-eat-a-healthy-balanced-diet>

<https://www.foodstandards.gov.scot/consumers/healthy-eating/eatwell>

An evaluation of the programme showed it was valued by all communities and at the end of summer their collective success was celebrated with a Learn & Share event. Participants, volunteers and staff shared their experiences and discussed the evaluation findings which will influence the planning of programmes in the future.



Priority 2

A Scotland where we flourish in our early years

Programme for Government Funding

In 2019/2020 we received 'Programme for Government' funding to increase breastfeeding rate and reduce breastfeeding drop off rates at 6-8 weeks following birth. The funding covers three areas of work:

- Raising awareness of breastfeeding in Eyemouth: a whole community approach
- Breastfeeding in the Borders Peer Support Programme (BiBs)
- Work towards Baby Friendly Accreditation by supporting the current Infant Feeding Advisor with education, audit, evaluation of audit findings, and implementation of recommendations with the aim to achieve sustainability in 2020

Work taken forward with this funding includes:

Increased Public Acceptability of Breastfeeding Eyemouth Project

The work in Eyemouth has engaged with 136 families and a new Breastfeeding Group has been established. We have also undertaken a breastfeeding questionnaire in the community and developed work supporting Breastfeeding Friendly Scotland Early Learning Scheme and 17 local businesses have signed up to the scheme.

Breastfeeding in Borders Peer Support Programme

During this year we have successfully continued the Breastfeeding in Borders Support (BiBS) programme where mothers are seen while on site in Borders General Hospital and followed up with the options of telephone and /or group support.

UNICEF Breastfeeding Friendly Initiative (BFI)

In December 2019 NHS Borders Maternity and Community Services achieved re-accreditation of the UNICEF UK Baby Friendly Initiative Re-assessment.

Priority 3

A Scotland where we have good mental wellbeing

The See Me Schools Mental Health Initiative

Scottish Mental Health First Aid Training was completed by 90 S6 pupils across all nine high schools in Scottish Borders in 2019. In 2019 the development of an ambassador model, enabled 80 young people to become Mental Health Ambassadors/Peer Supporters. An introduction to Mental Health Awareness Sessions was developed and delivered to all S6 pupils between June-September 2019.

Scottish Borders are the first local authority in Scotland which has committed to taking a whole authority approach and are working with partners across Scottish Borders to deliver the project. The See Me programme will continue to complement other initiatives being progressed that work to build resilience and confidence including What's the Harm Training which was delivered to 100 multi-agency staff.

Ccard Scheme

We continue to support healthy relationships and our Ccard scheme is delivered across 68 sites in Borders. Supporting this work is a specially commissioned play exploring issues of consent and supported by follow-up class room activities. The 'Tea Play' was performed to 1174 S3's in all nine high schools in Borders.

Delivery of our local Peaches and Aubergines healthy relationships resource was supported through delivery of awareness sessions to 52 individuals and we were pleased to support the roll out of the new Relationships, Sexual Health and Parenthood resource to schools (www.rshp.scot).

- Ccard registrations: 2019/20 **188 registrations**
- Ccard points: **68**
- Ccard Play: in 2019 delivered to **1174** S3's in all 9 schools - **871** evaluations completed



Mental Health in All Policies

We aim to embed mental health improvement within our health improvement, public health and community planning work. Membership and participation in the work of the Mental Health Improvement and Suicide Prevention Steering Group has widened and includes statutory and third sector partners, public representation and volunteering networks.

Tackling Social Isolation and Loneliness

Our 2019 communications campaign was aimed at improving mental health and wellbeing within the broad context of the Six Ways to Be Well; a core resource aimed at improving mental health and wellbeing:

www.nhs.uk/borders.scot.nhs.uk/six-ways-to-be-well, and the Scottish Government's strategy 'A Connected Scotland: Our strategy for tackling social isolation and loneliness and building stronger social connections'.

The communications plan made the most of opportunities to build key messages of kindness and connecting with other people around key events and initiatives:

- Scottish Mental Health Arts Festival (SMHAF) 3 - 26th May 2019 - theme '**Connected**' (Mental Health Awareness Week 13 - 19th May)
- Suicide Prevention Awareness Week – September 2019 - Information and engagement stand at BGH
- Scottish Borders Diversity Week 23 - 29th September 2019 - theme '**Be Kind**'
- World Mental Health Day - 10th October 2019 - Information and engagement stands at BGH and Borders College
- Streets Ahead – information and engagement stands at two events with the Learning Disabled community, themed around kindness and the development of an 'Easy-Read' version of the Six Ways to Be Well

The Scottish Mental Health Arts Festival - May 2019

The co-ordination of events for the national festival was instigated by 'Rise Arts & Wellbeing Network' – the network that grew out of the Rise Symposium in May 2018. Four new projects being funded from the Choose Life budget, in response to the evidence that the arts offer an essential opportunity to improve mental health and wellbeing:

- Song Wave singing project tribute to Scott Hutchison
- 100 Heads short film by Works+
- A special themed edition of the Eildon Tree creative writing magazine
- Queer Connections LGBT art exhibition and workshop

In total, approximately 550 people participated across these four projects from all over the Borders which all focused on the festival theme of 'Connected'.

The Joint Health Improvement Team provided the co-ordination for the network. Ten different organisations and groups from the network put forward events that were included in the national programme. For the first time the Borders had its own double page spread in the national programme covering 25 events in Duns, Galashiels, Hawick, Peebles and Innerleithen. Over 800 people took part directly in either an activity leading up to the festival or in a festival event itself.

Scottish Borders Diversity Week - September 2019

Diversity Week promoted the 'Be Kind' theme from the Six Ways to Be Well in the Scottish Borders. Diversity Week encouraged community groups, in particular protected characteristic groups, who are more at risk of isolation, to take part and feel more connected. The wellbeing theme highlighted the powerful changes and support kindness can bring. In total, there were 22 events in seven days across the Scottish Borders and 39 partners and community groups were involved in delivering and supporting events. There were 104 volunteers who provided 446.5 volunteer hours to support events and as a whole. Diversity Week engaged with approximately 1,067 people.

Better Mental Health Communications & Engagement Plan

A new approach was developed in late 2019 for the calendar year 2020, improving the co-ordination of linked work and taking opportunities to build key messages around key events and initiatives:

- NHS 24 service 'Breathing Space' – theme '**You Matter... We care – Don't go it alone**'
- **Time to Talk Day – February 2020** – information stands at BGH, SBC HQ and Selkirk Pop-Up shop
- **International Women's Day - March 2020** - Information and engagement stands at event in Galashiels
- Planning for the **Scottish Mental Health Arts Festival 2020**

Work on this plan was ceased as we entered the emergency response to Covid-19 in March 2020.

The After A Suicide Working Group (AASWG)

The After A Suicide Working Group was rekindled in 2019. The AASWG focused on hosting a memorial event for people bereaved by suicide which took place in December 2019 with 35 people attending. The event provided an opportunity for those bereaved by suicide to commemorate and celebrate the lives of those who have been lost, connect with others with similar experiences and find out about support that is available. The event generated positive press coverage helping to tackle the stigma of talking about suicide. A member of the AASWG was provided with a media briefing and was recorded and appeared on Radio Borders news bulletins throughout the day before the event. The success of the event was shared nationally through SAMH's newsletter. Members of the AASWG also fed into a national consultation event held by the National Suicide Prevention Leadership Group around support available for people bereaved by suicide.



Priority 4

A Scotland where we reduce the use of and harm from alcohol, tobacco and other drugs

Substance Use in Education (SUE)

A short-life multiagency group led by the Alcohol and Drugs Support Team, Joint Health Improvement Team and Education included membership from Primary and Secondary Schools, Quarriers and Police Scotland and successfully produced a new Substance Use in Education (SUE) resource.

SUE contains materials which are age and stage appropriate and linked to Curriculum for Excellence experiences and outcomes and benchmarks and is available on GLOW. The materials are informed by evidence based guidelines.

As well as age 3-18 resources SUE also includes

- A parental information leaflet linked to age and stage
- Consideration of children affected by parental substance use
- Information on Foetal Alcohol Spectrum Disorder
- Information on where young people can access support
- Latest drug trends from Police Scotland/Crew

Since its launch in November 2019 there have been **14,700** visits to the SUE site. SUE will be evaluated in 2020.

Oh Lila

Oh Lila is a programme developed by Alcohol Focus Scotland for 3 to 5 year old children with an aim to build resilience and protective factors. Early years workers attended a half day training programme which supports introducing materials in nurseries and early years' establishments.

Commitment was made for attendance at nine training sessions from across Borders and four of these were delivered. Sessions scheduled for March 2020 were postponed and AFS are seeking alternative delivery methods due to Covid-19.



Priority 5

A Scotland where we have a sustainable, inclusive economy with equality of outcomes for all

Child Poverty

A Child Poverty Strategic Group was established within Scottish Borders 2019. Members have developed and an agreed action plan and activity report submitted to Scottish Government.

JHIT lead the Financial Inclusion Group which is a sub-group of the above and has developed work including:

- Pilot in Galashiels health centre where an Early Years money advisor was present during the midwifery clinic. People accessing this service have increased benefits totalling £76,000
- Health Visitors are now routinely asking about money worries at every contact and refer on to the SBC Financial Support and Inclusion Team (FSIT) where required. This work is supported by a new Money Worries Leaflet (2019) which is used by Health Visitors and Midwives.

From April 2019 - March 2020 the Financial Support and Inclusion Team received 380 referrals for pregnant women and families with young children and increased benefits of £1,002,000. The majority of these were direct referrals from Health Visitors but many came from attendance at the four Early Years Centres and other early year events and benefit surgeries held during the year.

Best Start Grant

We continue to support the Best Start grant scheme and this year a total claim of £430,000 was authorised. Best Start Grants applications in Scottish Borders was above the average for Scotland.



Priority 6

A Scotland where we eat well, have a healthy weight and are physically active

Big Eyemouth Eat Better, Feel Better

The Big Eyemouth Eat Better Feel Better 5 Day Challenge took place over five days in January 2020. The concept of the challenge was simple, to ask parents to challenge their families to try a different vegetable and Eat Better Feel Better recipe each day for 5 days.



Participation data demonstrates the level of community engagement with the challenge:

- Total no. of families: **18**
- Total no. of children: **47**
- Age range of children: **6 months to 15 years**

The Eat Better Feel Better 5 day challenge programme has developed over the last three years and has been strengthened by:

- Taking a universal, community led health approach
- The role of the LINKS Eyemouth Project Support Worker (who had participated in the first 5 day challenge in 2017)
- The use of Social Media to engage and communicate with parents
- Less reliance on physical attendance at healthy eating sessions
- Provision of incentive foods, with lots of fruit & vegetables (reducing the stigma of free foods)

A full programme evaluation has been undertaken, this clearly shows an increase in the amount of fruit and vegetables that families ate during the challenge. The aim and objectives of the programme were met in full.

Families were positive about the impact of the challenge and level of peer support:

“It’s social, it’s sharing and it’s encouraging”.

Child Health Weight (CHW) Minimum Standards

The Scottish Government's Standards for the delivery of Tier 2 and Tier 3 weight management services for children and young people in Scotland were published in 2019. The purpose of these standards is to ensure a consistent, equitable and evidence-based approach to the treatment of overweight and obesity in children and young people up to the age of 18 years across weight management services in Scotland by March 2020.

During 2019 we established the planning structures including a multiagency Child Healthy Weight Steering group and associated working groups. To inform the CHW programme in Borders we undertook a gap analysis and commissioned social marketing research which included focus groups and interviews with parents of young children and health visitors. The findings and recommendations from this work were tested at a partnership workshop.

We have made significant progress in developing the programme for primary school children and have agreed a draft pathway.

A New Wellbeing Service

Integrating three previously separate services was launched in January 2019. The service provides evidence based, early interventions supporting lifestyle change to increase physical activity, reduce weight and eat healthily, quit smoking and support emotional wellbeing. The new service is delivered in GP surgeries and also, since Covid-19 via telephone and video call. The benefits associated with the Wellbeing Service include:

- Improved patient journey (no need to transfer between services)
- Wider access and equity of delivery across the Borders region
- A single service offering holistic support for lifestyle change and enhanced emotional wellbeing work across Borders
- Increased capacity in service to reduce demands on GP time

The Wellbeing Service has been embedded into primary care and operated across the Borders during 2019. The service supported over 5300 consultations and 2457 new referrals from (Jan 2019 to Dec 2019).

Looking Forward / Next Steps

Our work for 2020-21 continues to align across the six Public Health Priorities, however, at the moment the staff and priorities of the team have been influenced by the emerging pandemic and we expect some members of staff to remain deployed to the Covid-19 response throughout this year.

We have adapted how we work in response to social distancing requirements and will continue to ensure we make the most of virtual tools to progress work while acknowledging the barriers that exist in respect to digital access.

Key pieces of work to deliver in the year include:

- Achieving sustainability status for UNICEF BFI award
- Developing a programme and implementation plan to meet the Child Healthy Weight Minimum Standards
- Supporting the development of a new Primary Care Mental Health Service and links to the Wellbeing Service
- Developing 'money worries app' to support colleagues and communities to access up to date information
- Work with partners to explore the potential of implementing a Whole System Approach to diabetes prevention
- Confirming future leadership and management structures within JHIT
- Support the NHS Borders Staff Wellbeing Group

There is evidence that some groups and communities are differently impacted and that existing inequalities will worsen. Addressing inequalities will require action at national, local and service level. Public Health and JHIT have a leadership role in ensuring colleagues are aware of the evidence and support discussions to consider their responses.

Need to contact us

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