



NHS Borders Public Health Department
Joint Health Improvement Team
Annual Report 2022 - 2023

Contents

drugs
es for all

Introduction

This year's Public Health - Joint Health Improvement Team's (JHIT) Annual Report is presented to reflect each of Scotland's six Public Health Priorities and aims to share highlights or insights into the work of our skilled and experienced team members. On that basis not all of our work is presented within the report.

The overall aim of JHIT 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 a healthier future for all.

While we continue to see the impact of the COVID-19 pandemic on our communities, staff and services, during the year we have been able to refocus our delivery with staff in the team and have enjoyed the opportunity to work on-site and in the office on a hot-desking basis and welcomed the opportunities for shared thinking and innovation that brings.

Throughout the year we have been able to offer more 'in person' opportunities to deliver, for example, community groups and activities. We have also actively taken steps to re-engage with our partners and publics through participating in a range of events including the Hawick Festival of Wellbeing, the Scottish Borders Social Enterprise Chamber Annual Conference, Borders college Fresher's Fair where we have been able to raise awareness of activities that promote and improve health and wellbeing by engaging people in conversations about their health; sharing information and resources and signposting to local and national sources of support. We also welcomed the opportunity to attend the NHS Borders Workforce Conference and share some of information with colleagues. We expect to reap the benefits of these renewed connections throughout 2023-24.

We have welcomed a new Director of Public Health into the department and are collectively looking forward to new opportunities for different ways of working to make the best impact we can to promote health and wellbeing in Borders.

Fiona Doig Head of Health Improvement/Strategic Lead Alcohol and Drugs Partnership

NHS Borders Public Health Department 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.

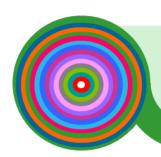
Our team is led by the Head of Health Improvement/Strategic Lead Alcohol and Drugs Partnership.

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	Public Health Lead for Mental Health/Wellbeing Service Lead	Health Improvement Lead for Communities
 Maternal & Infant Nutrition Child Healthy Weight Emotional Health and Wellbeing Children's Rights Substance Use Education The Promise Child Poverty & Financial Inclusion Young People's Engagement 	 Wellbeing Service Adult Mental Health and Wellbeing Health Promoting Health Service (on hold) 	 Health Inequalities and Anti-Poverty Work Food Security, Physical Activity and Diabetes Prevention Communities Older People

This work is delivered with the support of our Administration Team.





Public Health Priorities for Scotland

Public Health Priorities

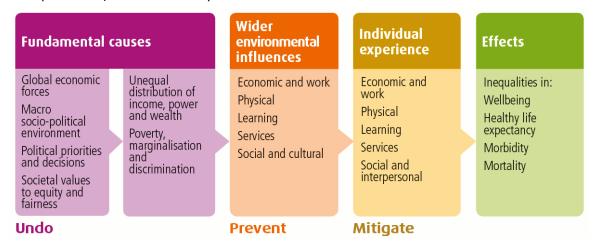
The Scottish Government has agreed a clear set of related and inter-dependent priorities for Scotland which are:

- 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

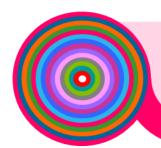
The agreed priorities reflect public health challenges to focus on over the next decade to improve the public's health.



Health inequalities are the unfair and avoidable differences in people's health across social groups and between different population groups. The gaps between those with the best and worst health and wellbeing still persist, and some are expected to increase due to the impact of COVID-19 pandemic. For example, in the most recent data at the moment the difference in life expectancy in Borders for women in the most deprived communities compared to least deprived is 13.9 years (76.4 compared to 90.3) while for men it is 10.6 years (73 compared to 83.6).



As the diagram shows, significant influences on health inequalities are due to what is referred to as the 'fundamental causes', or 'structural causes' of inequality such as geopolitical, environmental; and income distribution and unlikely to be impacted at a local level. However, at a local level, including within JHIT, we can seek to prevent wider environmental influences such as the impact of planning, for example, safe walking or cycling routes. We can also work to mitigate the impact of inequalities on individuals, families and communities through activities such as training and skills building.



Activities Overview and Data

Money Worries App

- Total downloads 1627
- Year 2 22/23 downloads **899**
- Year 1 21/22 downloads 448
- Testing phase downloads 280

Walk It

- Walks 1228
- Participants 10,868
- Walk Leaders trained 78
- Dementia Friendly Walks 31

Fit4Fun Families

- Referrals **57**
- Under 5's 11
- 5 11 years **33**
- 12 18 years **13**

Healthy Start Vitamins

• Women's 1399

Vitamin D

- Women's **1243**
- Children's 2543

Quit Your Way (Apr - Jan 23)

- Quit attempts 369 (524 in 2021-22)
- Successful quits at three months post quit date 101* (152 in 2021-22)

Data for 40% most deprived areas in Borders

- Quit attempts **224** (314 in 2021-22)
- Successful quits at three months post quit data 68* (99 in 2021-22)
- Three month quit rate: 30.4% (31.5% in 2021-22) (*Number of successful 3 month quits subject to change due to reporting lag for quit dates set February-March 2023)

Local Delivery Plan - Our LDP target is based on quits in the most deprived 40% of the Borders population (effectively SIMD 2020 1 and 2) rather than all quits.

Breastfeeding in the Borders (BiBs)

- Volunteers 31
- BiBs requests at discharge 332
- Overall support from Bibs 740 families (covers discharge rota, maternity ward, and local groups)

Wellbeing Service

- New referrals 1378
- Average 115 per month
- Consultations 8108

Community Food Work

• Reached **349** families

JHIT Training

- Participants 467
- Courses 38



Training and Capacity Building

The table below presents the range of courses and number of people who attended these across the Public Health Priorities.

Public Health priority area	Participants & Courses Offered
1 - A Scottish Borders where we live in vibrant, healthy safe places and communities	Participants - 3 • Biteable 121
2 - A Scottish Borders where we flourish in our early years	 Participants - 133 Infant Feeding and Relationship Building Child Healthy Weight Toolkit Solihull - Understanding Trauma Solihull - Foundation
3 - A Scottish Borders where we have good mental wellbeing	 Participants - 274 Be Suicide ALERT Mental Health Improvement / Suicide Prevention Informed Level Public Mental Health Six Ways to Be Well Mental Health First Aiders Induction Living Works START Applied Suicide Intervention Skills Training (ASIST)
4 - A Scotland where we reduce the use of and harm from alcohol, tobacco and other drugs	Participants - 30 Smoking Cessation in Pregnancy Smoking in Dental Health
5 - A Scotland where we have a sustainable, inclusive economy with equality of outcomes for all	Participants - 21 Money & Pensions Service (MAP) Money Guiders Training
6 - A Scottish Borders where we eat well, have a healthy weight and are physically active	Participants - 6 Royal Environmental Health Institute of Scotland (REHIS) Elementary Food and Health

2022 - 23 Data
467
individual
attendances
compared to 463 in
2021-22



Training and Capacity Building

Children, Young People and Families Training Highlights

Child Healthy Weight (CHW) toolkit training has been updated and condensed and continues to be offered to new staff including health visitors, school nurses and support staff. Aim of training is to provide: An introduction to the CHW Toolkit and its contents. This ensures a consistent, standardised and systemic approach to CHW locally. Participants have reported an increased knowledge, understanding and awareness of the CHW standards, current nutritional and physical activity guidelines and the CHW service. They have also reported increased confident and understanding of raising the issue of health weight with families.

NHS Education for Scotland (NES) Healthy Beginnings: The MAP of Health Behaviour Change learning program has continued to be developed and offered as an early intervention and prevention approach to child healthy weight for Early Year's practitioners. The training program covers how to structure a behaviour change conversation and use techniques with parents/carers to support healthy lifestyles changes for children and the whole family according to family's circumstances. Participants demonstrate increased knowledge and confidence in raising the issue of CHW and contributory factors. In 2022 - 2023 the program was updated and new sections added in partnership with NES in response to the recommendations identified in the 2021 - 2022 evaluations.

Infant Feeding and Relationship Building is delivered in partnership between the JHIT and the Infant Feeding Team. This is a mandatory course for all Midwifery and Health Visiting staff, and is also open to others who work within early years who might benefit from gaining knowledge and understanding around infant feeding and how to best support families.

Solihull 2 Day Foundation Training is available for anyone who works will Children, Young People and Families, particularly with a focus on early years. The training has a strong focus on infant brain development, it covers the core Solihull principles of containment, reciprocity and behavioural management, and supports participants with putting theory into practice.



Communicating with Our Public

We maintain four social media pages to provide engagement, support and information through various topics and themes from a number of services and partnerships predominantly, local to the Scottish Borders:

Small Changes Big Difference target audience is health and social care professionals including the third sector. The messaging aims to engage in difficult topics and conversations and to refer people to relevant services offering support and signposting to the Wellbeing Service.

Last year we introduced new graphics and messages were introduced to communicate tools for improving emotional health and wellbeing, support to stop smoking and leading a healthier lifestyle.

So far in 2023 the best received posts in terms of reach on Small Changes Big Difference were in relation to this period mental health, suicide prevention, food and health and cost of living.

The Wellbeing Service target audience is the public / older audience, with the messaging on building trust and recognition, and calls to action link to engaging with the service. Engagement with this account is mostly female with those aged 35 - 54 accounting for 53% of the followers. Posts to Small Change, Big Difference are shared across this platform which also includes advice re screening campaigns.

Wellbeing Service pages reach and engagement has doubled since 2021 and now has over 2000 followers.

Our two maternal and infant nutrition pages **Breastfeeding in**

Borders and Bumps, Babies and Beyond have a more

targeted audience but enable us to engage with mums and families to share positive infant feeding messages.

98% of the audience for our BiBs page is 44 years or under.



Whole Systems Approach (WSA) Eyemouth

Rather than being the sole responsibilities of individuals, overweight and obesity are the result of a complex web of interrelated factors (policy, environmental, social, economic, cultural and biological) across systems, which lie beyond individual control. Despite this, however, many interventions continue to place emphasis on approaches that focus on individual behaviour change.²

Whole Systems Approach is defined as applying systems thinking and processes that enables "an on-going flexible approach by a broad range of stakeholders, to identify and understand current and emerging public health issues where, by working together, we can deliver sustainable change and better lives for the people in Scotland".³

Scottish Borders was invited to participate as a pilot area for Whole Systems Approach, through their involvement in the East of Scotland Partnership for the Prevention and Remission of Type 2 Diabetes. The area is one of eight early adopter areas in Scotland and Eyemouth was identified as the town to pilot the approach. Eyemouth adopted a community led Whole Systems Approach to supporting and promoting healthy weight, eating well and being physically active with a focus on children and health inequalities.

The following themes and actions were prioritised through the Whole Systems Approach process.

Priority Theme 1 Communication	Priority Theme 2 Family Participation and Learning	Priority Theme 3 Outdoor Activities
Action 1	Action 2	Action 5
Eyemouth Living	Book Boxes	Visual Map
Publication	Action 3	Action 6
	Play Spaces	Junior parkrun
		Action 7
		Cycling
	Action 4	Action 8
	Community Lunch	Outdoor Activities, Including Cooking

WSA has been ongoing as a process since January 2021 with considerable levels of time, commitment and enthusiasm from:

- The local groups and community members who have implemented the local projects
- The Working Group and project leads who have driven the planning and delivery as well as being focused on evaluation and shaping the report
- The Governance Group who have offered strategic support and enabled work on the ground to happen
- National support that has offered opportunities for networking, sharing of skills, training and guidance when needed

¹ Butland, B., Jebb, S., Kopelman, P., et al. (2007) Foresight. Tackling obesities: Future choices - Project report. Government Office for Science, London, 1-161. Available <u>here</u>. Rutter, H., Cavill, N., Bauman, A., & Bull, F. (2019). Systems approaches to global and national physical activity plans. Bulletin of the World Health Organization, 97 (2), 162–165. https://doi.org/10.2471/BLT.18.220533

² Leeds Beckett University (2022) Systems Approaches, **Obesity Institute Website**

³ Public Health Reform. (2019). Whole System Approach for the Public Health Priorities; Local Partnerships and Whole System Approach Overview. Public Health Reform. Available here

Highlights of Whole Systems Approach

- Over 14,000 copies of Eyemouth Living distributed and this is now embedded as regular business of Eyemouth Development Trust
- 1544 individual attendances took place at the Community Café in 11 months of operating
- Book boxes are now available and accessible in public spaces for children that are focussed on health and wellbeing, generating an enthusiasm for more boxes to be provided specifically to early years settings
- Families have provided feedback about local play spaces and upgrades, seeing action being taken as a result and feeling enabled to influence the environment
- Local young people have engaged in conversations about physical environments and what supports their health and wellbeing. They have used digital mapping software and are being provided with an exciting opportunity to create a lasting legacy in the form of a clay mosaic map that will be installed in Evemouth
- The launch of the first junior parkrun in the Scottish Borders, with 113 individual children taking part between August and April and 59 volunteers supporting the event, with numbers consistently rising
- A programme of cycling support that is wide ranging and has involved significant networking with local and national partners, 19 stakeholders were involved in a local meeting to build existing provision, we may also see children in Eyemouth wearing bespoke high visibility vests soon

 A resource pack of outdoor nature connection activities created which is hosted on the Outside the Box website. 12 group leads trained in Eyemouth with a number of additional requests for training

Reflections

A Celebration Event for WSA took place in Eyemouth in May involving Governance Group, Working Group and Local Action Groups. In reflecting on the experience of implementing WSA people attending identified the importance of:

- Identifying key stakeholders and those who could provide influence in the community at an early stage and ensuring commitment of time and resources from partners
- Effective engagement through early promotion and ongoing networking to build connections and joint work
- Understanding and mapping of community resources
- Working in a defined community of appropriate size to support the work
- Funding to allow development of activities
- Longer timescales
- Governance structure worked well

Links to other resources and reports:

https://www.obesityactionscotland.org/whole-systems-approach/

https://www.publichealthscotland.scot/our-organisation/about-public-health-scotland/supporting-whole-system-approaches/

Community Justice Greenhouse Project

JHIT have provided continuation funding to the Community Justice Service (CJS) Eastlands Greenhouse Project for 2022 - 2023. CJS colleagues have incrementally built on previous partnership success and linked into the Scottish Borders Community Food Grower's Network. This has contributed to a wider distribution of produce and relationships with new partners including; Broomlands Primary School, Kelso, Café Recharge, We Are With You and Greener Melrose Seed Exchange.

The bulk of the produce grown has continued to be distributed through Action for Children and Early Years Centres networks. Activities have supported children and families to eat a more balanced and nutritious diet through the food security activities of a range of Scottish Borders partners including:

Burnfoot Community Hub	Low & Slow Cooking Programme
Galashiels Focus Centre	Salvation Army Food Parcels
Langlee Carnival	School Holiday Programmes
Langlee Primary School	Selkirk Cooking Group

The produce has also been used to support REHIS Cooking Skills programmes for men and women through core CJS services. Health Improvement staff have integrated information about the NHS Borders Money Worries App within these sessions to raise awareness

of local and national sources of support about Money, Health, Housing and Work.

Overall, this work continues to reflect early intervention and prevention through 'good food' activities that support the maintenance and development of relationships between children, families and support services.

Evaluation information can be triangulated to demonstrate the collective impact of this project:

- Service Users shared their insights into the development of knowledge, skills and experience, translating this learning into everyday life and being able to give something back to the community
- Health Improvement staff fedback on the direct impact for service users and themselves, reflecting on behaviour change in relation to their own food choices and distributing produce to children and families through partners
- Galashiels Early Years Centre fedback on the positive impact of having a supply of fresh produce to support their larder provision, distributing surplus food through activities and the school playground to prevent food waste and offering fresh produce as a snack for children
- Action for Children fedback on the positive impact of vegetable distribution providing insights into home cooking as a family, making the most of the produce and the produce that families enjoyed the most

The CJS project has made a difference for all those involved.

Free Vitamins Distribution

JHIT continues to support the distribution of the Scottish Government provision of free vitamins supplements to pregnant & breastfeeding women and to all children under 3 years.

Pathways for distribution include community midwifery, hospital midwifery and health visiting services and direct orders from JHIT.

Social media posters have been developed to share this information across services and to the wider public.

Healthy Start vitamins are available for all pregnant women. Each vitamin tablet contains folic acid, vitamin C & vitamin D, supporting a pregnant woman's general health. Additionally these vitamins lower the chance of babies having spinal problems, help the body's developing soft tissue and bones.

Vitamin D supplements in adults supports the health of bones and teeth whilst in infants and children helps bones and muscles to develop properly.

In 2022 - 2023 we distributed 2643 vitamins to women and 2543 to children. An increase on last year.





Children's Rights

JHIT is committed to ensure all children, young people and their families have their rights valued, realised, protected and respected.

Promotion and awareness work will continue on children's rights and The Promise supporting article 43 of the UN Convention on the Rights of the Child (UNCRC) Incorporation Bill.

There will be a launch of Care Opinion Monkey as a place for children to share experience of healthcare therefore supporting the implementation of UNCRC article 12.

UNCRC Article 12

All children have a right to have their views heard and for it to be taken seriously. The United Nations
Convention on the
Rights of the Child



Breastfeeding in the Borders (BiBs)

In total there are 31 active volunteers 21 that have been trained in 2022 - 2023



Support is offered in the following areas:

- On the maternity ward
- Over the phone
- At home
- At one of our local breastfeeding groups, or a venue of your choice

Discharge Rota

There were **824** births within NHS Borders from April 2022 - March 2023.

Of which 656 were breastfeeding mums, 332 said 'yes' to BiBs on discharge, with 230 individuals continuing engagement

There are up to 18 volunteers on the discharge rota who have responded to women over a period of time.

Participants Feedback

"It was great to have someone contact me it gave me my confidence back"

"Grateful for my HV who recommend BiBs" "Incredibly supportive service"

Local Groups

In April 2202 the local face to face groups were restarted. There are now **7** groups up and running with variability of weekly, 2 weekly and monthly. 449 parents and babies engaged with local groups during this time.

11 of our BiBs volunteers are involved with face to face groups totalling to 328hrs of their time

The reasons for attending included: social interaction, advice on mastitis; cluster feeding; blocked ducts; positioning and attachment.

Maternity Ward

In December we were able to introduce volunteers back into the maternity ward, we currently have 6 volunteers orientated to maternity, SCBU, and children's ward, since December there has been 25 visits from volunteers who have engaged with 61 women with over 26hrs of volunteering time.



Breastfeeding Friendly Scotland

The Breastfeeding Friendly Scotland scheme is a Scottish Government supported national scheme, but implemented locally by NHS Boards which aims to:



- Provide women with positive experiences of breastfeeding when out and about, enabling mothers to feel confident and supported
- Raise awareness of the Breastfeeding etc. (Scotland) Act 2005 and the Equality Act 2010
- Ensure that organisations are aware of their responsibilities under this legislation

Since the scheme launched in 2019, across the Scottish Borders, 40 businesses/organisations have signed up to the scheme.

In December 2022, Borders College signed up, ensuring their premises is breastfeeding friendly for staff, students and the local community.



ABA Feed Research Trial

NHS Borders are currently taking part in a national research trial, ABA-Feed. The ABA-Feed study is a large UK-wide, randomised control trial, testing out a new way of supporting women feeding their first baby. This new way is called the 'ABA-feed intervention'.

The ABA-feed intervention starts when a woman is around 30-weeks pregnant. The Infant Feeding Helper arranges to meet the woman before she has her baby. The purpose of this meeting is for the Infant Feeding Helper and the woman to get to know each other and to discuss how the woman is thinking about feeding her baby. At this meeting (which can be face to face, or via video or phone call), the Infant Feeding Helper develops a 'Friends and Family' diagram with the woman to explore what support the woman has available to her, and also gives the woman a leaflet outlining the support available in the local area.

Once the baby is born the Infant Feeding Helper texts or calls the woman to see how she is getting on, daily for the first two weeks, and then less frequently until the baby is 8 weeks old.

To take part, women must live within The Scottish Borders, and must meet the following inclusion criteria:

- Pregnant with their first child
- Singleton pregnancy
- Aged 16 years or over
- Provided informed consent
- Gestation age from 20+0 to 35+6 (inclusive) weeks gestation

Mental Health Improvement and Suicide Prevention

Adults Mental Health Improvement and Suicide Prevention

A 3 year action plan; Creating Hope in the Scottish Borders; has been developed by the multi-agency Mental Health Improvement and Suicide Prevention Steering Group, taking a Public Mental Health approach. Public engagement took place to inform the Action Plan and the Action plan was published in November 2022.

The four programme areas identified:

- Promoting mental health and wellbeing
- Preventing suicide and self-harm
- Reducing mental health inequalities
- Improving the lives of people experiencing and recovering from mental ill health

Work that has informed some of these programme areas include:

- Training
- Communication, engagement and awareness raising
- Targeted work

Communication, Engagement and Awareness Raising

The level of good quality and accessible information about mental health and wellbeing has increased in a number of ways, some activities that were carried out were:





- Partnering with Health in Mind to do a 'takeover' of Wallaceneuk Park Run during Mental Health Awareness Week to highlight the mental health benefits of coming together as a community to exercise over 70 runners, joggers, walkers and volunteers participated
- Live Borders were commissioned to host a series of creative workshops for the Scottish Mental Health Arts Festival this was attended by 31 people
- John Gibson's #OneManWalkingOneMillionTalking walk from Land's End to John O'Groats was supported to raise awareness for suicide prevention as he passed through the Borders, hosting an event attended by approximately 70 people in Jedburgh and facilitating a NHS24 Breathing Space film about John's story
- The Breathing Space bench at Burnfoot Hub in Hawick was launched, the bench was the fifth one to be launched in the Borders
- Autumn and Winter campaigns were focused on poverty and mental health, a bespoke 'Cost of Living Crisis' resources was developed for protecting and supporting mental health and for preventing suicide, these were shared widely, and 6000 printed copies passed to community resilience volunteers via the Community Councils

Targeted Communities

- Working in partnership with NHS24 Breathing Space, Scottish Rugby and Quarriers a successful campaign was ran with several rugby clubs in the Borders, the campaign involved Kelso RFC, Gala RFC, Jed-Forest RFC, Selkirk RFC, Melrose RFC and Hawick RFC – each club took part in one or more activities relating to the promotion of mental health and wellbeing, training in mental health improvement and suicide prevention, developed support systems within the club and produced a club-wide action plan around mental health and wellbeing
- Working in partnership with Borders College and the NHS
 Borders Wellbeing Service a pilot of a 'Menopause Café'
 was launched, recognising the impact on mental health for
 women at the peri-menopausal or menopausal stage of life,
 five café events were held, each attended by between 12 25 women with more joining online for presentations
- The fourth annual Memorial Event for People Bereaved by Suicide took place at Haining House, Selkirk in November 2022, the event was well attended and was supported by Quarriers, SOBs and the Samaritans



Adult Communities Mental Health and Wellbeing Funding

We were a key partner in the allocation of the Adult Communities Mental Health and Wellbeing Funding that was part of the Scottish Government's response to the mental health impacts of Covid-19. Alongside Third Sector Dumfries and Galloway who were administering the fund, we contributed to both the Steering Group and Scoring Panel that distributed over £280,119 in Round 2 of the Communities Mental Health and Wellbeing Fund.



Community Mental Health - Children and Young People (C&YP)

Our overall aim is to embed the Community Mental Health and Wellbeing Supports and Services Framework; Taskforce and Scotland's Youth Commission on mental health recommendations with a focus on early intervention and prevention for C&YP aged 3 - 18yrs.

Our Outcomes

- To have good mental health and well-being in our children and young people
- Build capacity and capability within our communities and workforce, creating healthier future and life chances
- Every child and young person in Scotland will be able to access local community services which support and improve their mental health and emotional wellbeing
- Every child and young person and their families or carers will get the help they need, when they need it, from people with the right knowledge, skills and experience to support them, this will be available in the form of easily accessible support close to their home, education, employment or community

Within The Scottish Borders this early intervention and prevention work is led by multi-agency partners within the Community Mental Health and Wellbeing Supports and Services Project Board and

Operational Team; JHIT are represented on both groups. The work highlighted below is developed by the programme.

New Services

Kooth is now available to all Scottish
Borders Primary 6 and Secondary pupils
via a link on their Inspire iPads. The
service has been available in the Scottish
Borders since June 2021. Figures reported in March 2023 the
system was accessed 1901 times by 537 service users.

Togetherall is available to our \$5 and \$6 pupils via a link on their Inspire iPads and is available to all those 16yrs+ with a Scottish Borders postal code. From April 2022 – March 2023 there have been 769 registrations, with accessed figures of 1412.

When asked the question about Kooth & Togetherall "Would you recommend this service?"

100% of those who replied said YES they would recommend the service.

New developments

- 148 students completed the Mental Health Ambassadors training in 2022 2023
- Scottish Borders Multi-Agency Self Harm Guidance review, completed in 2022 2023
- Trauma Informed Practice Training as been completed by Social Work and Health Visitor colleagues
- Resources purchased from Edinburgh City Council enabled delivery of Young Minds Matter programme to all pupils in \$1 \$4.
 - Young Minds Matter aims to allow young people to explore what influences their mental health and wellbeing through a range of teaching and learning strategies
 - The programme will better equip young people with the skills to cope when they experience difficulties, setbacks and challenging times
 - * To date, 4876 pupils S1 -S4 have undertaken these sessions in academic sessions 2021 22 and 2022 23.



Jenny and the Bear

2022 - 2023 was the first year for delivery of Jenny and the Bear, as part of a co-ordinated local approach to reducing the harmful effects of smoking which includes Quit Your Way and Smoke Free Homes. It focuses in particular on second hand smoke which also links with the Scottish Government's "Take it right outside" campaign. We know that second hand smoke is particularly harmful for children, as well as pregnant women and others with long term heart and or breathing conditions.

Children breathe faster than adults, which means they take in more of the harmful chemicals in second-hand smoke. They're even more sensitive to smoke than adults because their bodies are young and still developing. Research shows that babies and children exposed to a smoky atmosphere are likely to have increased risk of:

- Breathing problems, illnesses and infections
- Reduced lung function
- Wheezing illnesses and asthma
- Sudden and unexpected death in infancy (SUDI)
- Certain ear, nose and throat problems, in particular middle ear disease

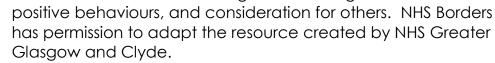
There is also an increased risk of developing:

- Bacterial meningitis
- Pneumonia

Bronchitis

Acute respiratory illnesses

Jenny and the Bear is a Primary 1 based resource which consists of a locally produced video of the story being read, story booklets and a "name the bear" competition. The main focus is a story about a little airl and her teddy which offers the opportunity to increase awareness about the effects of second hand smoke on children and what parents/carers can do to ensure their children are not exposed to its harmful effects while focussing on rewarding



Teachers show the video, or can read the story, to children in the classroom and afterwards each child is issued with a story booklet of their own to take home and read with their family.

93% of Scottish **Borders primary schools** signed up to deliver the programme with a potential reach of 1289 P1s (and some older children in composite classes).

Evaluation indicates that at point of delivery Jenny and the Bear has been a success with it being generally well received, and the children engaging and understanding the take home messages. Planning is currently underway for 2023 - 2024 delivery.



Wellbeing Service

The service provides evidence based, early interventions to support lifestyle change to increase physical activity, reduce weight and eat healthily, quit smoking and improve emotional wellbeing.

The service is currently delivered by 1 to 1 appointments lasting from 30min to 1hr via telephone, video call and face to face in GP surgeries.

Along with advice and support the advisers will provide resources and signpost to other service that will be of benefit to the patient for additional support. These may include LIVE borders, NHS Borders Dietetic Service, community groups and many more.

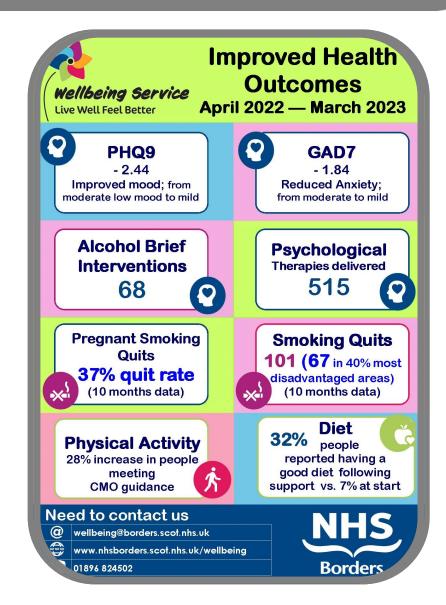
Referrals

The Wellbeing Service is embedded into primary care and operates across the Borders.

We received 1670 new referrals from 1 April 2021 to 31 March 2022 and 1378 from 1 April 2022 to 31 March 2023.

The reduction in referrals may be attributed to the visibility of the service from post Covid. From September 2022 advisers have spent a minimum of 1 day per week in person at their practice. The service will continue to look at promotion for the service in the next year.

It has been noted that the referrals for emotional wellbeing and smoking have reduced.





Care Opinion

Care Opinion is an online platform which allows people to share their experiences of using our service in a safe and simple way. We use these stories to help inform service improvements. Care Opinion builds on our existing patient feedback methods. A number of patients used Care Opinion over the last year to leave feedback on our service; one of these comments is below:

"The well-being service made lots of suggestions for improving my mood, including yoga, mindfulness and exercise. Crucially, they were there to advise when things did not work, or I lost motivation. They helped me sustain the practice until I could manage on my own. Without this service my recovery would have been even more prolonged. I really feel that my mind is different now, but I recognise that I need to continue to practice what I learned every day to prevent the stresses building again. Removing stress from my life has allowed me to use my energies in a more productive way. I can't thank them enough."

Smoking Cessation

In order to improve quit rates across the Borders, we have been focusing on the following key areas:

Smoking in Pregnancy - through training and intensive peer support we have continuing to improve the skills of advisers.

We have increased service capacity to support this population with plans to roll out a training and support model across the whole Wellbeing team. We continue to work closely with midwifery; a number of midwives have completed VBA for raising the issue of smoking and we hope to follow this up with additional training later in the year.

Dental - we have worked closely with dental to develop a NES approved CPD module around Smoking VBA. It is hoped this will improve dental staff confidence in raising the issue of smoking with their patients and increase referrals into the Wellbeing Service.

Other on-going work - focusing on vulnerable groups including an awareness session with a community parents group and a number of CLD workers having completed the ASH Scotland training module'. Raising the issue of smoking in a money advice setting'. This will promote confidence in raising the issue of smoking and encourage further referrals into the Wellbeing Service for the future year.

In addition there has been a drive in the last year to work more closely with other regions in Scotland in the designing and delivery of smoking cessation interventions – e.g. Nationally accessible training via National Centre for Smoking Cessation and Training (NCSCT), SC Coordinators Network and National Smoking in Pregnancy group. This has increased information and skill sharing and has improved the number and quality of training options.

There has been an increase in patients moving from tobacco to e-cigarettes. Many e-cigarette users are now accessing stop smoking services to quit their e-cigarette, and recording this alongside our tobacco quits is a continuing challenge for stop smoking services nationally.

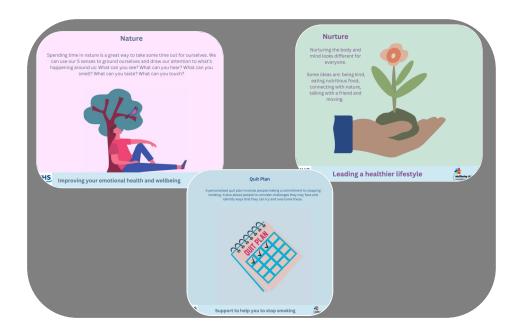
Wider Work

Service involvement in 2022 - 2023 projects:

Wellbeing Service link project with Galashiels Job Centre (JC) - Wellbeing adviser attended Galashiels Job Centre on 3 occasions (Sept, Oct and Dec). Attendees were booked on the day to be seen, with consent. Posters were displayed in Job Centre and Job Coaches were sharing information about our Service visit with clients they thought would be interested.

At appointments people were discussed reasons for self-referrals and were provided with a range of resources from our service. Adviser also shared information about places were clients may be signposted to i.e. We are with You, Health in Mind, Cruse Scotland, LIVE Borders.

Social Media - we continue to promote our service on social media and this past year developed a range of graphics to try and increase engagement.



Wellbeing Service Feedback

Annual summary 2022 - 2023

% of people very satisfied with the service received	72%
% of people would use the wellbeing service in the future if the needed help again (I think so/definitely)	92%
% of people who feel their health has improved in the last 12 weeks (yes, a little/lot)	85%
% of people who feel their mood has improved in the last 12 weeks (*yes, a little/lot)	87%



NHS Borders Money Worries App

NHS Borders have continued to work in partnership to build on the successful development of the Money Worries App. The App is a digital directory with links to national and local sources of help with: Money; Health; Housing and Work. Data has been obtained from Google Firebase and Apple Store Connect, these are analytical tools key to the success and growth of the Money Worries App. Data for 2021 - 2023 confirms a total of 1,627 Downloads.

Testing Phase - 01.01.21 to 31.03.21			
Activity	Android	IOS	Total
Total Users/downloads	129	151	280
Screen Views	694	173	867
Sessions	233	205	438
Year 1 - 01.04.21 to 31.03.22			
Activity	Android	IOS	Total
Total Users/downloads	208	240	448
Screen Views	1,500	649	2,149
Sessions	736	591	1,327
Year 2 - 01.04.22 to 31.03	.23		
Activity	Android	IOS	Total
Total Users/downloads	620	279	899
Screen Views	11,000	338	11,388
Sessions	1,800	679	2,479

The data confirms App users are engaging in more than one session, this suggests they are accessing support in more than one area. This also provides an indicator of the range of support needs people have across the wider social determinants of health including; Money, Housing and Work. When compared with the data for 2021, the data for 2022 reflects a significant increase in downloads, screen views and sessions. It is uncertain why there has been an increase in downloads, this may be a due to an increase in App promotions to build greater awareness locally. We have invested time in showing people how to download and view the App.

We have continued to offer training for partners across a range of settings and increased our face to face engagement with the public, staff and partners at community events to:

- Raise awareness of the App
- Encourage 'real-time' download
- Enable staff to signpost people to the App

Training insights during 2021 - 2022 confirmed

- Staff are confident to talk about money
- Sessions have raised awareness of income maximisation support



We have built on our training offer in partnership with the Money & Pensions Service to provide quality assured Money Guiders Training. The first multi-agency cohort provided 25 health and social care staff with access to this self-directed learning opportunity. It is now our intention to roll this training out through our networks and continue to build capacity for having holistic conversations about health and wellbeing, including money.

Participant Feedback

"I found modules 4
& 5 most useful
and I am intending
to complete further
competencies, but
I have not started
this yet"

"Many thanks again to yourself and to our MAPS Colleagues. I have already used the training by signposting with the money helper website and look forward to learning more"

"In terms of referring to CAB,
I will no longer be hanging around
as the course has helped me
recognise my own boundary.
Previously I would have hummed
and hawed over whether to refer
or not but the course has helped
me recognise when it is best to
send someone to a specialist and
will now be doing it right away"

"Allowed an opportunity to reflect on own skills such as active listening as well as remembering to park own bias at the door and deal with the situation at hand"

Download the App



Low and Slow Project

Low and Slow was developed as a way to address health inequalities for families and individuals who may experience food and fuel poverty.

Project Aims

- Reduce food and fuel inequalities by promoting and supporting the use of energy efficient cooking methods, with a focus on nutritious meals
- Help householders live in affordably warm homes by tackling issues that can lead to high energy bills and fuel poverty

Objectives

- Provide participants with a slow cooker, nutritional low cost recipes and food preparation skills reflecting the principles of Eatwell Guide
- Increase participant's awareness of energy use within their own homes
- Signpost participants for further support, training and life skills opportunities

Rollout of Project

Building on the success of the 2021 Low & Slow Pilot Project, Scottish Borders Council Cost of Living Fund enabled the roll out of this approach during 2022 - 2023. Low and Slow was facilitated in partnership across

Hawick and Burnfoot

- Newcastleton
- Galashiels
- Peebles (digital engagement with YouTube clips)
- Innerleithen & Eyemouth

Projects Have

- Engaged a total of 86 participants
- Distributed 85 Slow Cookers
- Provided access to the Affordable Warmth Service (Changeworks)

All participants have enjoyed engaging with the Low & Slow programme in their community. Feedback is positive in terms of reducing social isolation and developing social connectedness as well as increasing cooking skills and addressing food and fuel poverty.

Case Study

One of the Volunteer Befrienders from the Galashiels Area Foodbank has achieved her REHIS Elementary Food Hygiene Certificate and is planning to complete further free training through the Cyrenians.

The Volunteer shared that she feels better prepared to take the next step in supporting the local community having completed the training. This has also increased her confidence, communication skills and people skills.

Borders Child Healthy Weight Service

Fit4Fun Families

The service continues to offers support to children, young people and their families aged 0 - 18 years to eat well and be active.

We work with individuals and families, at their own pace, to identify specific goals that they would like to achieve, to give them the best support.

Pathways are in place to support access into the service with options of self-referral or referral into service. Support to fill out referral form is available if required.

Once referral received the Child Healthy Weight Management Team will triage into the most appropriate programme and level of support. Fit4Fun Families is delivered by an experienced team in either a group or 1:1 setting depending on requirements and is available both face to face and via NearMe.

Children, young people and families are encouraged to provide feedback following completion of the programme through options of verbal communications, evaluation and/or care opinion/monkey.

Family Quote

"My daughter has just completed the Fit4fun course and has learnt so much! The sessions have always been informative, well paced, and helped her understand the importance of reading labels and making healthier food choices.

She was able to set her own goals, pick her own exercises and was given appropriate activities to complete between sessions, but with no pressure.

The information pack we received was outstanding, it was very helpful to have our own visual of what was being spoken about. The included recipe book has been well used!

I would recommend this course to anyone who feels their child would benefit from non judgemental guidance and support around food and healthy eating".



Paths to Health - Walk It

The aim of the Walk It project is to support and develop health walks across the Scottish Borders. Walk It forms part of the national Paths for All initiative to improve Scotland's Health. The project is co-funded by NHS Borders and Scottish Borders Council.

Objectives

- Encourage exercise as part of a healthy lifestyle
- Promote walking as an accessible way to get fit and manage stress
- Create safe, social and inclusive walks
- Build links with partners and networks
- Recruit, train and support volunteers
- Have Fun!

In 2022 - 2023 Walk It gained some additional funding from Paths for All which was used to develop a training pathway for Walk It Volunteers, this includes:

- Walk leader training
- First aid training
- Strength and balance training
- Dementia friendly training
- Basic map reading and navigations
- Outdoor leadership

Walk It data is collated locally by walk leaders, this information is shared with Paths for All for their national database. The figures below demonstrate the impact of Walk It over the last two years:

Walk It Data			
Activity	2021 - 2022	2022 - 2023	% Change
Total number of led walks	772	1,228	+59%
Total number of participants	7552	10,868	+43%
Walk leaders trained	84	78	- 7%
Dementia friendly walks	26	31	+19%

Walk it ran one less generic walk leader training course in 2022 - 2023, this has resulted in a very slight reduction of 6 participants. Walk It plans to add a new All Accessibility Walking training course in 2023. This course aims to increase participants confidence in supporting the inclusion of people with disabilities, impairments and long-term conditions in Health Walks.



Early Years, Children, Young People and Families Team Community Food

Community Food Workers (CFWs) work with 0 - 18 year olds and their families, in a range of settings and deliver nutrition sessions on a variety of topics such as:

- Weaning
- Eating well for growth and development (all ages and stages)
- Cookery skills and cooking on a budget
- Healthy breakfast, lunch, snacks and family meal ideas, recipes, tips and advice
- Fussy eating
- Drinks awareness
- · Food, mood and well being

The majority of our groups now run in person, however, we continue to offer virtual weaning sessions once a month in addition to face to face weaning. 27 families attended our virtual weaning sessions in the year and 70 attended the face-to-face.

CFWs develop resources, signpost, and actively promote and support communities to eat well, be active and feel good.

CFWs offer training and support to staff working with children and young people to enable them to continue supporting families to eat well.

Participants Feedback

"I enjoyed making food I would never usually buy and meeting new people" The sessions
"helped me use more
ingredients (I hadn't used
before) when cooking"

Specialist nutrition sessions are delivered including sessions with Postnatal Depression Borders (PND) which offers peer support and increases participants confidence, knowledge and skills in cooking healthy family meals.

Participant feedback

"It was great to find out what foods/ meals are good for young children" "I really enjoyed cooking together and meeting other parents"

"Really enjoyed coming to the sessions to find out what is suitable for my child (8 months) I also discovered more things I would eat myself"

We also so promote the early years work through the Bumps, Babies and Beyond Facebook page.

Langlee Breakfast, Bumps, Babies and Toddlers Group

Following successful partnership working with Community Learning and Development (CLD) in the Langlee area, JHIT was asked to address the cost of living crisis in a holistic, person-centred way by co-delivering a community based breakfast club with the Bumps, Babies and Toddler Group. Funding was awarded to the Group through the Cost of Living Fund (SBC).

Aims and Objectives

- Provide a nutritious breakfast and raise awareness of good nutrition
- Provide information and sign post families to relevant organisations
- Emphasise the need for bonding, routine, boundaries, nurture and play
- Peer learning and support

What We Did

- Provided a nutritious breakfast reflecting the Eatwell Guide
- Invited speakers to positively engage with parents e.g. Weaning
- Shared resources, including: Money Worries App, Six Ways to be Well and PND information booklets, healthy eating guides and recipes

 Provided a safe space for parents to bond with their child through free play, nursery rhymes and stories and engage in peer learning and support

Attendance Data - January 13th - March 31st 2023			
Registered Adults	26 Sessions Delivered 15		
Register Children (2 started as bumps)	26	Breakfasts Provided	230

Participants Feedback

"Feels good getting out of the house ... look forward to Friday" "Helped my anxiety and mental health"

Next Steps

- Produce an evaluation report
- Aim to transfer ownership to parent volunteers by the end of June 2023
- Ongoing co-ordination and capacity building support provided by CLD



Looking Forward / Next Steps

During 2023 - 2024 we will continue to build on existing work to include:

Mental Health Improvement/ Suicide Prevention

To further develop the delivery of our action relating to Mentally Healthy Communities and Suicide Safer Communities through community workshops to build on the concept of 'thriving', connecting up across the children's, young people's and adult's programmes, putting in place the building blocks of a social movement that will nurture positive environments within communities, create hope, empower people to thrive and contribute to building a 'wellbeing society'.

Further promote the Time, Space and Compassion principles which takes a person centred approach to suicidal crisis and has been developed by people and services who regularly come into contact with people experiencing suicidal crisis.

Promote healthy relationships for children and young people through supporting research which aims to understand the views of parents and carers about relationship, sexual health and parenthood (RSHP) education and re-launching the C-Card condom distribution scheme and associated training.

Supporting NHS Borders Staff Wellbeing Week.

Eating Well and Staying Active

We are looking forward to Fit4Families High school transition sessions June 2023 providing sessions for P7 pupils transitioning into high school covering topics such as importance of breakfast, healthy snacks/drinks and looking at lunch options open for pupils.

We will be supporting good practice in Borders Breakfast Clubs that have received funding from partners to ensure Healthy Eating in Schools: A guide to implementing the Nutritional Requirements for Food and Drink in Schools (Scotland) Regulations 2020 is implemented when providing food and drinks at a breakfast club within an education setting.

Looking Forward / Next Steps

Children's Rights and Delivering the Promise

Promotion and awareness work will continue on children's rights and the promise supporting Article 43 of the UNCRC Incorporation Bill. There will be a launch of Care Opinion Monkey as a place for children to share experience of healthcare therefore supporting the implementation of UNCRC Article 12: All children have a right to have their views heard and for it to be taken seriously and we will be undertaking a training needs survey with staff to help inform our approaches.

Organisational Development

Public Health is in a period of transition through which we aim to ensure that the interventions and services we offer are in line with the community needs post-COVID.

In addition the team is facing significant challenges through changes in the funding arrangements for the Fit4fun Families service and Wellbeing Service.

We are committed to ensuring that our staff are supported throughout these changes and that communities and stakeholders involved are aware of the rationale and need for change and can influence our future provision.

We will continue to ensure that we offer evidence based practice to support the health and wellbeing of our population in Borders.

Need to contact us

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