

Community Health and Care Partnership**HEALTH PROMOTION SERVICE****REPORT BY HEALTH PROMOTION MANAGER,
NHS Lothian**

Meeting of
30 November 2010

Agenda item
[-]

SUMMARY

The Health Promotion Service (HPS) is a Lothian-wide service hosted by East Lothian CHP. We deliver 11 programmes across Lothian. This paper highlights:

- The contributions that the HPS makes to the WL CHCP workplan for 2010-11
- Activity in West Lothian which is led by the HPS
- Lothian-wide HPS activities in West Lothian
- Future opportunities for HPS and WLCHCP to work together

RECOMMENDATION

Board is asked to note the contents of this paper

BACKGROUND**The Modernisation of the Health Promotion Service (HPS)**

The purpose of the Health Promotion Service is to lead the implementation of health promotion approaches in order to tackle health inequalities and improve the health of populations in Lothian. This is delivered through the four core functions of the service:

1. Information and Knowledge Management
2. Programme and Project Development
3. Organisational and Partnership Development
4. Capacity and Capability Building

The service's core functions are a modern interpretation of the Ottawa Charter (WHO, 1986) and are aligned to public health competencies and the functions of the NHS.

The HPS is a Lothian-wide service. Activities are delivered under the headings of programmes and projects (see Appendix 1), some of which rely on non-core funding. The HPS is moving away from the 'one person one programme' approach and introducing greater flexibility within the service to continue to respond to demand within the limits of a reducing budget.

THE HEALTH PROMOTION SERVICE IN WEST LOTHIAN

The Health Promotion Service (HPS) delivers in West Lothian in a variety of ways. These will be demonstrated via examples under the following headings:

1. The HPS contribution to West Lothian CHCP Sub-committee workplan 2010/11
2. The HPS leads activity for WL
3. Lothian-wide HPS activity in WL
4. Future opportunities

1. HPS contribution to West Lothian CHCP Sub-committee workplan 2010/11

In order to support West Lothian CHCP and for the Health Promotion Service to work as effectively as possible a Senior Health Promotion Specialist (Gillian Amos) is located within the Health Improvement Team. Gillian responds to locally identified priorities and also acts as a conduit for additional support from the HPS.

Please see the annotated (and edited) CHCP Workplan Appendix 2. An electronic block highlighter has been used to highlight the HPS contribution throughout the workplan.

2. The HPS leads activity in WL

Examples of activities led by the HPS include Alcohol Brief Interventions (H4) and the Tobacco Prevention Programme.

Alcohol Brief Interventions: H4 Delivery of Alcohol Brief Interventions

The HPS is proud of the success demonstrated by this programme of work.

In 2008, the Scottish Government set NHS Lothian a three-year, cumulative HEAT target of 23,594 alcohol brief interventions (ABIs).

An ABI is a short, evidence-based, structured conversation about alcohol consumption with a patient/service user that seeks in a non-confrontational way to motivate and support the individual to think about and/or plan a change in their drinking behaviour to reduce their consumption and/or their risk of harm (Sign Guideline 74, 2003).

We are on track to achieve this target by 31st March 2011.

To date

- 93% GP Practices in Lothian (117 in number) have received training and are undertaking ABIs
- in Ante-natal Services training has been undertaken and community

midwives are taking the ABI work forward

- A&E staff (SJH) have been trained in ABI and alcohol screening has now commenced.
- HPS and WLDAS are developing an ABI training programme for non-NHS staff.
- Smoking cessation staff in West Lothian will be trained in ABI

Tobacco Prevention: Reducing smoking rates in 13-15 year olds

The HPS has met with significant, unexpected challenges with this programme.

The Tobacco Prevention 3-year plan was agreed with community planning partners and the Tobacco Strategy Project Board. Work is well underway through activity co-ordinated by the HPS and via SLAs with the voluntary sector (Fast Forward and WLDAS), involving the employment of a team of smoking prevention staff.

WLDAS is strongly committed to the delivery of this programme and has experienced enthusiasm from primary schools in taking this work forward. Sixty of the sixty-six primary schools in West Lothian have signed-up to the Smoke-free Homes initiative (aimed at reducing childhood exposure to second-hand smoke).

Despite the local successes there are significant challenges to the delivery of this work (beyond March 2011) due to the withdrawal of planned deferred monies (from 2009/10 into 2010/11) in NHSL. This has created a substantial shortfall for the programme. Contingency plans are in development with WLDAS, however this may result in SLAs ending prematurely and the loss or curtailment of several initiatives including:

- Loss of the workplace setting interventions;
- Loss of the ASSIST schools-based programme;
- Loss of the evaluation of the Smoke-Free Homes initiative;
- Loss of a social norms campaign in Further Education Colleges
- Reduction in the number of community-based activities to engage young people.

The HPS is working hard to find a solution to this situation. These SLAs cannot be upheld to current planned term without financial assistance from NHSL.

3. Lothian-wide HPS activity in WL

The Health Promotion Service delivers 11 Lothian-wide programmes all of which are delivered in or accessed by West Lothian CHCP. In addition to these programmes staff govern SLAs in West Lothian – HIF (via Public Health Department), Tobacco Prevention and Ageing Well (via HPS).

Workplace Health

The HPS has a long-standing Workplace Health/Healthy Working Lives programme. Support is provided to organisations on workplace health. At mid-year in 2010/11 twenty Occupational Health and Safety (OHS) visits to SMEs in West Lothian were carried out. This year 22% of Lothian OHS enquiries have been from West Lothian (an increase of 30%). Ten organisations in West Lothian currently have achieved a HWL award.

T10 Appropriate presentation at A&E

Currently at an early stage, the HPS is beginning to develop a programme to support this work at the Royal Hospital for Sick Children.

4. Future opportunities

- Due to the success and integration of the Health Promoting Schools Programme (through Curriculum for Excellence) we have been able to redirect this area of work to focus on children and young people. We are currently developing expertise on Looked After Children and would welcome the opportunity to explore and maximise the health promotion component in corporate parenting. We look forward to learning from WLCHCP and developing this work within West Lothian.
- We would welcome discussions on increasing our support to Early Years work in WLCHCP.
- We would welcome the opportunity to further develop and enhance our *Organisational and Partnership Development* role in West Lothian: learning from West Lothian's planning mechanisms and partnerships and supporting West Lothian to maximise the health promoting potential of plans and strategies.

PREVIOUS CONSIDERATION BY THE BOARD

Not previously reported.

IMPLICATIONS

Equality/Health	Premature termination of the Tobacco Prevention SLAs will result in the loss of a member of staff at WLDAS
Financial/Resource	WLDAS SLA shortfall: £40K
Legal	None.

REFERENCES

The Ottawa Charter for Health Promotion *WHO* 1986

APPENDICES

Appendix 1. Health Promotion Service Programmes and Projects

Appendix 2. WL CHCP workplan: The Health Promotion Service's Contribution (contributions highlighted).

CONTACT/DATE OF REPORT

Health Promotion Service Senior Management Team

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30 November 2010

Appendix 1.

Health Promotion Service Programmes and Projects

Ageing Well
Alcohol including Alcohol Brief Interventions
Capacity Building
Children & Young People
Drug Use
East Lothian Geographic
Edinburgh Geographic
Food & Health
Information & Knowledge management including a Library & Resource Centre
Midlothian Geographic
Physical Activity
Sexual Health
Sex Industry (Edinburgh)
Tobacco Prevention including SLA with WLDAS
Violence Prevention (Edinburgh)
West Lothian Geographic
Workplace

Appendix 2

WEST LOTHIAN CHCP SUB-COMMITTEE WORKPLAN 2010/11 (PROGRESS FROM APRIL – SEPTEMBER 2010):

The Health Promotion Service's contribution

ACTIVITY/PROJECT/ INITIATIVE	TARGET/ TIMESCALE	PROGRESS TO DATE	RESPONSIBLE OFFICER	CODE	OTHER STRATEGIC LINKS
2.0 Children					
	%of newborn children exclusively breast fed at 6-8 weeks.	Breast feeding co-ordinator in post. Peer support network established. Staff Training Programme implemented.	Gill Cottrell	SOA05 004/ SOA07- 04, H5	
Influence the direction/ monitor and govern the Early Years Health Improvement Funded projects: Infant Feeding Advisor (IFA); Staysafe (equipment subsidy); Fauldhouse Antenatal Parenting Support	On-going until March 2012 IFA contributes to %of newborn children exclusively breast fed at 6-8 weeks	Difficulties in delivering Fauldhouse project due to staff shortages and a lack of venue. Reporting processes revised and improved.	Health Promotion Service: Morag Nicholson		
5.0 Older People					
Development of the Food Train throughout West Lothian	Operational from week commencing	Shopping service commenced. Number of food outlets signed up hence choice is readily available.	Jillian Dougall /Val de Souza/ Pamela Main	NCCO 3 OP	Shifting the Balance of Care

HPS support and advice; links made with Ageing Well	20/9/10.	26 volunteers identified. Work continuing to expand and grow shopping service at this stage.	Health Promotion Service: Gillian Amos		
Monitor and govern Ageing Well SLA. Review direction of project	March 2011		Health Promotion Service: Gillian Amos		
7.0 Health Improvement and Health Inequalities					
Making it Real: A one day introduction to motivational interviewing in health behaviour change. This is a training course for frontline staff to raise awareness about how to use communication techniques to help motivate their client group to change behaviour.	2 x making it Real courses delivered per year to minimum 20 participants.	16 participants trained 28 th April 2010. Next course will run January 2011.	Jane Kellock Health Promotion Service: Led and delivered by Gillian Amos	SOA06_001; SOA07_003 EY, SA, YP, WA, OP	Equally Well
Health Improvement Small Grants Scheme is a small grants schemes combining funding from West Lothian on the move, Community health	X health improvement small grants awarded by March 2011 (awaiting confirmation of	Process currently being streamlined to ensure application process the same for all health improvement small grants for 2010 onwards.	Jane Kellock Health Promotion Service	EY, SA, YP, WA, OP	National: Healthy Communities: Meeting the Shared Challenge Towards a

Development Grants (Health promotion), Eat Right West Lothian and the Community Regeneration Team. There will be 2 opportunities per year for community groups to apply for funding. The maximum amount is £2,000.	funding from health Promotion Service before we can confirm target).	Streamlines process has been agreed, Keep Well also contributing to the small grant scheme. Deadline for small grants was 27 th September, group meeting on 19 th October to allocate funds.	contribution for 2010/11 only: Gillian Amos		Mentally Flourishing Scotland; Lets Make Scotland More Active; Healthy eating Active Living; Local: Food and Health Action Plan; WLOTM Strategy & Action Plan; Community Health Development Action Plan;
Food and Health Evaluation of the impact of eatright west Lothian Influence the direction; monitor and govern the eatright HIF SLA		Evaluated and reported to CHCP Link action plan to Life stage models.	Health Promotion Service: Fiona Bayne		
Health Promoting Establishment Award scheme The award is a means of rewarding establishments that practice the following four key elements: Excellent food hygiene practices; Healthier food choices; A positive culture towards breastfeeding; Increased involvement in health improvement activities.	Supporting 10 establishments in West Lothian including Fauldhouse Partnership Centre, and Armadale area to become Health Promoting Establishments by March 2011.	Fauldhouse Partnership Centre not yet opened. 5 catering establishments to be contacted by Environmental Health and be invited to take part in pilot.	Jane Kellock	SOA05_03; SOA05_04 EY, SA, YP, WA, OP	Food and Health Action Plan

<p>Community Food and Nutrition Skills training (CFNS) is a modular course run through the 'get cooking' project, credit rated at Level 6 for the Scottish Credit and Qualifications Framework by the Scottish Qualifications Authority.</p> <p>Includes nutrition in older people, early years nutrition, community development, numeracy and literacy awareness, weight management and obesity.</p>	<p>1x full course (6 modules) will be delivered by March 2011.</p>	<p>Annual Review carried out, 17th May 2010, report available.</p> <p>Training for trainers course - delivery and QA procedures for course to be run outwith West Lothian approved by SQA. Development of training for trainers 2 day delivery programme, still ongoing.</p> <p>Programme of Units continuing and on target:</p> <p>Unit 1 delivered, targeted at school staff x 13 participants attended Unit 3 delivered to 7 participants Unit 8 delivered to 5 participants Unit 7 delivered to 8 participants</p>	Jane Kellock	SOA05_03 EY, SA, YP, WA, OP	<p>Food and Health Action Plan; Eating for Health: A Diet Action Plan for Scotland 1996, reviewed 2006; Healthy Eating, active Living; Skills strategy, Skills for Scotland; Curriculum for Excellence</p>
<p>Breastfeeding Support Programme incorporates a range of activities aimed at encouraging the initiation and maintenance of breastfeeding, particularly in areas with low breastfeeding rates.</p>	<p>Offering three two day courses per year, train 54 practitioners in breastfeeding management.</p> <p>Support and maintain 15 breastfeeding support groups across West Lothian</p> <p>Train at least 8 peer supporters per year, and support those already trained to</p>	<p>36 participants trained in April/May and August/September courses. One day update course planned for November 2010. Dates set for three courses in 2011.</p> <p>Support coordinated through Infant Feeding Advisor</p> <p>29 peer supporters already trained. Further training planned for the Armadale/Bathgate/Fauldhouse area.</p>	Jane Kellock	SOA05_03 SOA05_04 SOA07_04, H 5 EY	<p>CEL 36</p> <p>Lothian Infant Feeding Strategy</p>

	<p>sustain and develop their practice.</p> <p>Through additional CEL 36 funded short term posts, support agreed number of breastfeeding families needing additional input, as well as provide facilitation to promote breastfeeding in areas with low breastfeeding rates.</p>	Additional posts to be recruited in 2010/11.			
Food in Schools supports breakfast clubs, healthy tuck shops, areas of concern in food and health in the curriculum, healthy lunchboxes and snacks and offers training for teaching staff in Health and Wellbeing as part of the Curriculum for Excellence.	32 food in schools training courses to be delivered with 222 school staff becoming knowledgeable and skilled in children's nutrition.	<p>From April to September the following trainings have been delivered:</p> <p>Food and Health in the Curriculum: 2 training courses delivered to 64 participants in 2 schools.</p> <p>Eatwell plate training: 4 training course delivered to 48 participants from 38 schools.</p> <p>Food safety and hygiene in the classroom: 1 training course delivered to 9 participants of 1 school.</p> <p>The funding for breakfast clubs for the school year has been issued under the new criteria.</p>	Jane Kellock	SA	Curriculum for Excellence; Schools Health Promotion and Nutrition Scotland Act; Food and Health Action Plan; Eating for Health: A Diet Action Plan for Scotland 1996, reviewed 2006

		Network training for breakfast club staff on physical activity took place on 30 th September with 11 members of staff attending.			
Mental Wellbeing and Suicide Prevention <i>Happy and healthy training</i> (combines mental health, food & health, physical activity for children)	September 2010	Designed and delivered by Health Promotion Specialists: 8 participants from Armadale	Health Promotion Service		
Review Children and Young People Mental Health management Group		Updated action plan; aligned to Towards a Mentally Flourishing Scotland. Event for Senior Managers planned for 8 th December.	Health Promotion Service: Gillian Amos		
Reduce suicide rate between 2002 and 2013 by 20% - Baseline is 15.9 and target is 12.7 (per 100,000 population).	18 suicide prevention/mental wellbeing training course to be delivered with 271 people becoming aware or skilled in suicide prevention and mental health first aid as a result. 2 x Mental Health Raising Awareness training courses delivered by March 2011 to minimum 20 participants.	3 Asist course with 69 participants 2 Asist tune-up courses with 18 participants 8 SafeTALK courses with 81 participants 1 SOTRM (4 modules) with 9 participants 2 SMHFA with 18 participants 5 Awareness sessions to 58 participants	Jane Kellock Health Promotion Service: Gillian Amos (co-facilitator) Health Promotion Service:	H3	Choose Life: Scotland's National Strategy and Action Plan to Prevent Suicide 2002; Choose Life West Lothian Action Plan; Towards a Mentally Flourishing Scotland

			Gillian Amos		
Physical Activity					
The physical activity training course is aimed at anyone who would like to increase their knowledge and confidence in promoting physical activity.	4 A Little Physical Activity Means A lot training courses will be delivered to 40 participants by March 2011.	2 courses have been delivered to a total of 22 participants. Next course scheduled for 25th November.	Jane Kellock Health Promotion Service: Laura Hamilton co-facilitated	SOA006_13 EY, SA, YP, WA, OP	Physical Activity Alliance Action Plan; Lets Make Scotland More Active 2003
Put Your West Foot Forward aimed at encouraging inactive people in West Lothian to become more physically active by walking. The project offers short health walks lasting between 30-60 minutes.	12 health led walks to continue over the course of the year.	Currently 6 daytime led walks are taking place across West Lothian. The 3 evening walks have ended for the year and will restart in Spring. Currently piloting a monthly weekend walk with hope to start a weekly weekend walk in January. Walk leader course scheduled for 26th November to train new walk leaders (maximum 20 on course). Training being delivered by Paths for All trainer.	Jane Kellock	WA, OP	Physical Activity Alliance Action Plan; Put Your West Foot Forward Action Plan; Lets Make Scotland More Active 2003
Evaluated West Lothian On The Move. Influence direction; monitor and govern West Lothian On The Move HIF SLA		Evaluation reported to the CHCP.	Health Promotion Service: Laura Hamilton		
Education on the Move promotes habit forming participation in physical activity, laying the foundation	Roll out Play at Home support guides in partnership with Health Professionals	Play at Home training delivered to 14 Health Visitors. All babies born from 1st July will receive baby book. Copies of all 3 books are in all	Jane Kellock/ James McCallum	EY, SA, OP	Physical Activity Alliance Action Plan; Lets Make Scotland More

for a more active healthy life.		Libraries and early years and family centres. Surestart have 2 staff using the books with their groups. Looking to deliver T4T in December to build capacity.			Active 2003; Curriculum for Excellence
Older People on the Move determines the main priorities and develop improved links across varying service areas to address the physical activity needs of older people.	<p>Develop and support the Care Activity Network by providing sessions for staff every 8 weeks.</p> <p>Hold 4th annual physical activity and older people stakeholder event to raise awareness of the importance of physical activity.</p>	<p>Care Activity Network continues to meet on a regular basis with 15-20 staff attending each time.</p> <p>Physical activity and older people stakeholder event was held on 5th October with 100 people attending. A report is being written and will be circulated.</p>	Jane Kellock/ James McCallum	OP	Physical Activity Alliance Action Plan; Lets Make Scotland More Active 2003;
Environment on the Move works with partner agencies to promote path networks for pedestrians and cyclists and networks around and between settlements. Also raise the awareness of the recreational and amenity value of parks, open spaces, waterways, forests, woodland areas and country parks for all ages.	<p>Plan and deliver for 3rd annual West Lothian Walking Week event</p> <p>Support the delivery of the Green Gym initiative</p> <p>Support cycling initiatives by producing a series of maps for utility and leisure purposes</p>	<p>Walking Week took place from 20th-26th September with 295 participants.</p> <p>The Green Gym sessions continue to take place 2 days per week.</p> <p>Cycle maps have still to be produced,</p>	Jane Kellock/ James McCallum	WA, OP	Physical Activity Alliance Action Plan; Lets Make Scotland More Active 2003;

	Do signage survey for 600km cycleway in Livingston and look at producing more effective signage to encourage walking/cycling.	Signage survey still to take place.			
NHS on the Move involves NHS in promotion and development of physical activity at primary and secondary health care levels, providing advice, recommending local services and recreational activities.	In partnership with Health and Chest, Heart and Stroke Scotland, develop and deliver pilot self-management classes for people newly diagnosed with COPD.	20 people participated in the COPD self management pilot. An evaluation report is currently being prepared.	Jane Kellock/ James McCallum	T1 WA	Physical Activity Alliance Action Plan; Lets Make Scotland More Active 2003;
Community Development and Health Community Health Development network quarterly event for frontline staff – updates on evidence based practice and peer learning	Quarterly	60 attendees (2 events)	Health Promotion Service: Gillian Amos		
Monitor and govern the A24H HIF SLA			Health Promotion Service: Gillian Amos		
Health Issues in the Community. accredited course which is delivered to groups in local communities. Aims to build confidence,	3 Health Issues in the Community courses (HIIC) delivered to 18 participants by March 2011.	Two Part 1 courses now finished with 15 participants completing the courses. HIIC Part 2 course now being delivered with 6 of those participants.	Jane Kellock/ Gill Cottrell	EY, SA, WA	Community Health Development Action Plan; Healthy

awareness of social health issues, social networks.		<p>Part 1 two week intensive course took place 19th-30th July. Completed by 5 participants all referred from Youth Inclusion Project. Currently working with the participants on their essay submission.</p> <p>Aim to start two Part 1 courses in Addiewell and Stoneyburn on 28th October.</p>			Communities: Meeting the Shared Challenge
Sexual Health Healthy Respect Drop-Ins provide general and sexual health info, C Card points, emergency contraception, pregnancy testing and chlamydia postal testing kits.	9 Healthy Respect drop in sessions provided weekly across West Lothian	9 Healthy Respect drop in sessions provided weekly across West Lothian Sexual Health Promotion Group supported. Links between Lothian and local strategy made and evidence based practice promoted	Jane Kellock/ Gill Cottrell Health Promotion Service: Kirsty Kurcik	SOA07-001/SOA O5-001	Respect and Responsibility; Equally Well; NHS Lothian Sexual Health and HIV Strategy (draft)
C Card outlets are provided from a range of health centres/community pharmacies and the service provides free condoms for those aged over 16.	18 C card outlets operate weekly across West Lothian	18 C card outlets operate weekly across West Lothian.	Jane Kellock/Gill Cottrell	SOA07-001/SOA O5-001	Respect and Responsibility; Equally Well; NHS Lothian Sexual Health and HIV Strategy (draft)
8.0 Tobacco, Alcohol and Drug Partnership					
Leading health promotion programmes in Tobacco			Health Promotion		

Prevention and in Alcohol			Service		
% clients referred for drug or alcohol treatment who are offered assessment of their needs within 8 weeks of their referral.	Target 100% Baseline (December 2009, drugs only): 77%	Performance August 2010: Drugs 98% Alcohol: 91%	Marsha Scott	SOA6_007	Developmental towards HEAT Target A11, local target A4
% clients assessed as suitable for drug or alcohol treatment who are offered treatment within 8 weeks of their assessment.	Target 100% Baseline (December 2009, drugs only): 94%	Performance August 2010: Drugs 95% Alcohol: 96%	Marsha Scott	SOA06_008	Developmental towards HEAT Target A11, local target A4
By March 2013, 90% of clients will wait no longer than 3 weeks from referral received to appropriate drug treatment that supports their recovery. Waiting times appropriate to alcohol treatment will be defined and incorporated into a target covering both drugs and alcohol by April 2011.	See above	See above	Marsha Scott	A 4	Long term target towards which SOA06_007 and SOA06_008 are developmental
NHS Lothian Through smoking cessation services, support 8% of your Board's smoking population in successfully quitting (at one month post quit) over the period 2008/9 – 2010/11. NHS Lothian requires 11,218 successful outcomes to	By 2010/11	In 24 months from Apr 08 to Mar 10 NHS Lothian have achieved 6,984 successful outcomes leaving a further 4,234 to be achieved by 2010/11 to meet the 8% target. If current activity is maintained NHS Lothian should achieve the national 8% target.	Helena Connelly	H4	

achieve the 8% target. NHS Lothian has also stretched the target to exceed 8% in some areas.		Provide admin support to smoking cessation recording.	Health Promotion Service		
West Lothian requires 2,539 smokers quitting over the three year Target period (average 71 per month).	By 2010/11	In 24 months from Apr 08 to Mar 10 West Lothian have achieved 2,184 successful outcomes leaving a further 355 to be achieved by 2010/11 to meet the 8% target. If current activity is maintained WL will achieve 10%.	Helena Connelly	H4	

Adapted by Mandy MacKinnon 11th November 2010

EY	Early Years
SA	School Age
YP	Young People
WA	Working Age
OP	Older People