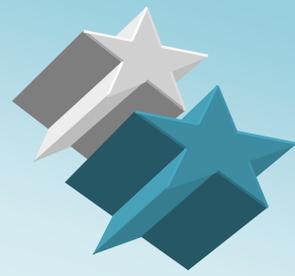
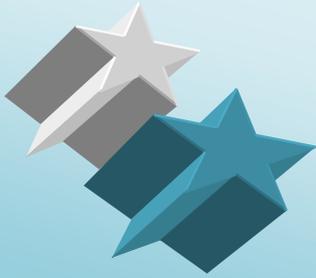
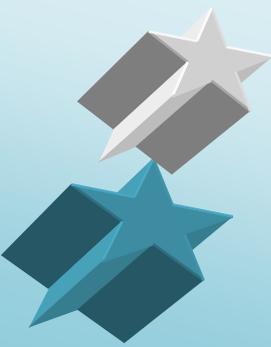


HEALTH AND WELLBEING IN ARGYLL AND BUTE ANNUAL REPORT

2016 - 2017





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

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Introduction

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



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

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

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

This report includes highlights of our activity during 2016-17.

Please look us up on facebook to tell us what you think.
www.fb.com/healthyargyllandbute

The Health Improvement Team in Argyll and Bute also works with the Health Improvement Team in Inverness. Their annual report will be published later in the year at:
<http://www.nhshighland.scot.nhs.uk/Pages/Welcome.aspx>



Health and Wellbeing Networks

There are eight Health and Wellbeing Networks, which have continued to meet regularly to promote health and wellbeing. In addition, the Networks administer the small grant fund. NHS Highland provides each co-ordinator with payment of £7,500 to run the Network. Co-ordinators complete annual reports in May each year which are available at:

www.healthyargyllandbute.co.uk

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

Health and Wellbeing Small Grant Fund

Health and Wellbeing Networks administer small grants to help get health improvement projects get started or expand. This year £116,700 was available which is allocated using a formula based on National Resource Allocation Committee (NRAC). Decision making on how to spend the grant fund is devolved to local Network scoring panels to ensure members agree with how the money is invested. All projects complete a case study of their project after completion, these can be found [here](#).

There will be some co-ordinator changes this year:

- We would like to say a huge thank you to Morevain Martin for her many years of dedicated support to the Helensburgh Health and Wellbeing Network and welcome to Audrey Baird who is taking over from Morevain.
- We look forward to working with Rape Crisis who will take over co-ordination of the Bute Health and Wellbeing Network.

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

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

Table 2 – How the grants were allocated.

The Health and Wellbeing Partnership is a strategic partnership of Argyll and Bute's Community Planning Partnership. It meets 4 times per year and in 2016 – 17 we had meetings in April, July, October and January.

Membership of the partnership is made up of Health Improvement Team staff, NHS leads with a health promoting role, strategic partners, such as, Police and Fire and Rescue, and Health and Wellbeing Network Co-ordinators.

The Partnership oversees the implementation of the Health and Wellbeing Grant Fund and the Joint Health Improvement Plan. It also reviews developments in health improvement and examples of best practice for health improvement in Argyll and Bute.

During 2016 – 17 the following topics were on our agenda for discussion:

- Move More
- Asset mapping for community services on ALISS
- Redesign of Choose Life
- Affordable Warmth for Health project – Alienergy
- Healthy Working Lives
- **CCARD** condom scheme
- **Citizen's Advice Bureau** – Fuel Poverty
- Childhood obesity in 5 year old children

Where our money comes from...

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

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



Five of the Eight networks have provided their highlights from 2016-17



Mid Argyll – Antonia Baird

The Mid Argyll network has sought to empower and connect its large and diverse membership with effective meetings and informative bulletins. The network's priorities are also represented at local meetings.

Our quarterly meeting in November, for example, was held on the theme of “Deprivation” and the members heard a compelling presentation from Citizen’s Advice Bureau, and a useful overview of the data from the SIMD 2016, which resulted in increased awareness of and more material for the [Local Area Data page](#). Following an update at that meeting on a new Social Prescribing Project we decided to host a social prescribing focus group, and several local groups came to explore this new idea in detail. The project updates at our meetings always result in new opportunities for somebody – an invite to present, an offer of a hot-desk, a partnership opportunity, a new colleague.

The network administered 3 funding rounds and supported over 20 projects both old and new, from a wide range of applicants. Tarbert Men’s Shed and the Easy Club, a unique musical group that meets every week in the Resource Centre were among the new applicants this year and it was clear the preventative value in the bid from the Council’s early years team to support parents to ensure toddlers are potty trained before graduating from nursery to playgroup.

A busy bulletin is written and circulated every fortnight and readers regularly reply with their appreciation. If you want to subscribe email the coordinator.



Oban, Lorn and Inner Isles Network– Eleanor MacKinnon

This year has seen our attendance at our network meetings increase with the establishment of themed topics requested by our members. We would like to thank all our speakers who attended to present information. This new initiative enabled and supported very productive sharing and learning sessions for our members through direct engagement with senior managers from both public and voluntary sector. The Network continues to act as a conduit to communication to the wider community from the various partnerships which our members attend. This year saw the addition of representation on the Local HSCP Integrated Group and support to Communication and Engagement group.

Our funding allocation this year has supported 15 groups/ organisation covering a range of activity from – winter craft sessions in Colonsay; youth exchanges Oban; training sessions for young people, new community resources and extension to services for young and old across our area.

Our highlights are always the legacy that we see our funding achieving and this year has been no different. We are delighted to hear on a regular basis of groups and activities we have supported over the years remain activity and achieving great things. e.g poly tunnels at Taynuilt; walks in Oban; support groups remaining active; Playparks opening in Oban and Tobermory.

Mull, Iona, Coll, Colonsay & Tiree Network – Carol Flett

Working on an Island is always interesting and dealing with 4 very different Islands is definitely a challenge. With the support of the Health Improvement Team, specifically Alison Hardman, we held three Health and Wellbeing Events on Mull in May 2016, the first of their kind. Mainland agencies were represented including North Argyll Carers, ALI energy, Alzheimer Scotland, RVS, Healthy Working Lives, Argyll and Bute Rape Crisis and Community Development. Local people delivered short taster sessions including Mindfulness, Qi Gong, Yoga and Bookbug. The public were invited to come and try, to gather information, to hear about Health and Wellbeing funding, to enjoy refreshments provided by local groups and to win a hamper of fruit. Numbers were smaller than expected but feedback was very positive and the people who attended enjoyed and gathered very useful information.

A similar day was planned for Tiree in August 2016 and along with some of the mainland agencies, the local people could take part in seated exercise, bookbug and Pilates for beginners. Four events are planned for Mull this year with another on Tiree in August. The awareness raised at these events has provided local people on Tiree, Mull and Coll the opportunity to apply for and be awarded over £5800 of Health and Wellbeing funding.



Kintyre Network– Kelly Coats

I have been coordinating the KHWN since late last year and since then I have worked to promote the network and to get as many organisations round the table as possible. The Kintyre Health & Wellbeing Network meetings have a good attendance with lots of diverse organisations attending the meetings regularly. We also have guest speakers at our meetings to promote and spread the word about as many projects as possible; our last speakers were Alienergy & Lomond and Argyll Advocacy service. It is so beneficial to organisations to be able to promote current projects through a platform such as the KHWN. Also I attended the Fit For The Future event with the KHWN stall and I look forward to doing many more to continue to promote the network in Kintyre.

Islay and Jura Network – Gill Chasmore

The Islay and Jura Health and Wellbeing Network are an active participatory group of organisations and people who want Islay and Jura to be the healthiest it can be.

The year started with the appointment of a new coordinator Gill Chasemore in April.

The Network has 45 members who regularly receive information and are invited to Network meetings. The network met six times throughout the year and is linked with the local Substance Misuse Forum. The network is supported by Craig McNally from the Health Improvement Team. They were actively involved in scoring applications for funding, developing health and wellbeing initiatives and promoting the network. The meeting regularly has presentations from partner organisations including Lomond and Argyll Advocacy Service, Social Prescribing and the Royal Voluntary Service.

The coordinator, with support from the network organised four events over the year.

- Laughing Yoga
- Islay Show
- Islay High School wellbeing day
- Community Open day



Review of the Joint Health Improvement Plan

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

- Review of JHIP annual reports from 2014, 2015 and 2016.
- Online survey to network members and co-ordinators.

Review of strategic priorities using focus group format, undertaken at Health and Wellbeing Networks and other events such as Community Planning Partnership Management Committee.

Canvassing of the general public's view of health issues on the facebook page.

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

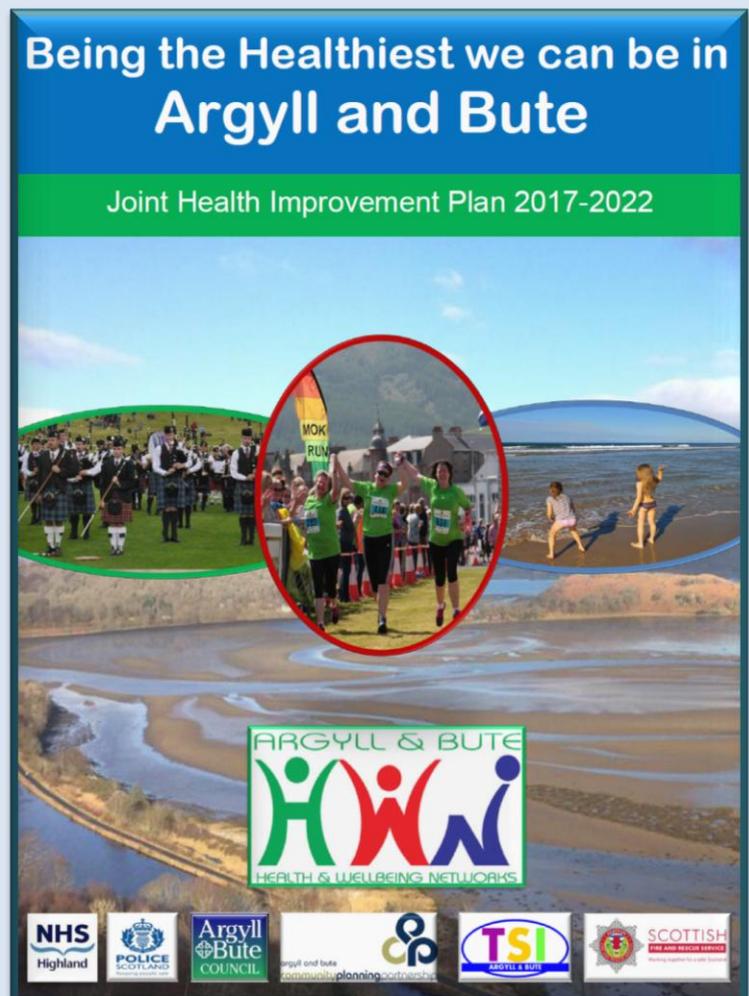
Theme 1 - Getting the best start in life

Theme 2 - Working to ensure fairness

Theme 3 - Connecting people with support in their community

Theme 4 - Promoting wellness not illness

The New JHIP can be found [here](#).



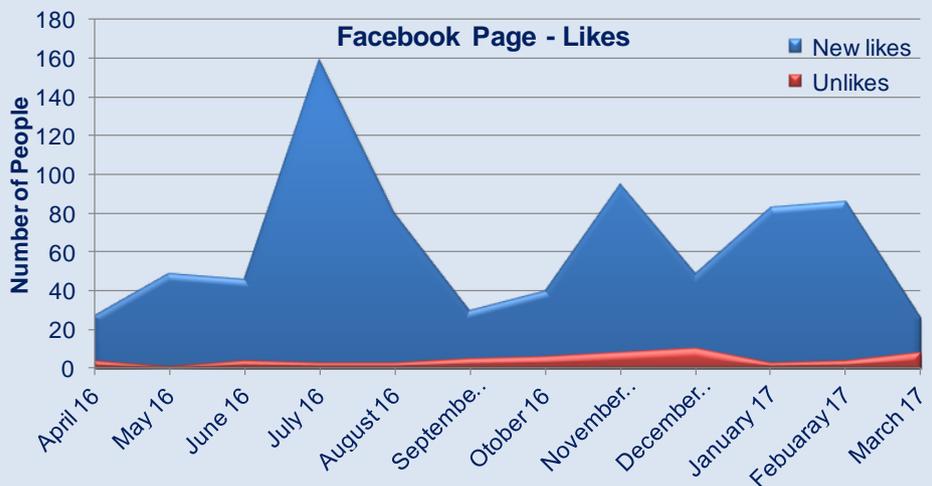
The [website](#) & [facebook page](#) continue to be used to promote topical health improvement issues and to share news of what has been going on to improve health in Argyll and Bute.

The website now has an additional page with local area data such as population estimates, unpaid care numbers and deprivation. This has been provided by the Health Intelligence Team and can be found [here](#).

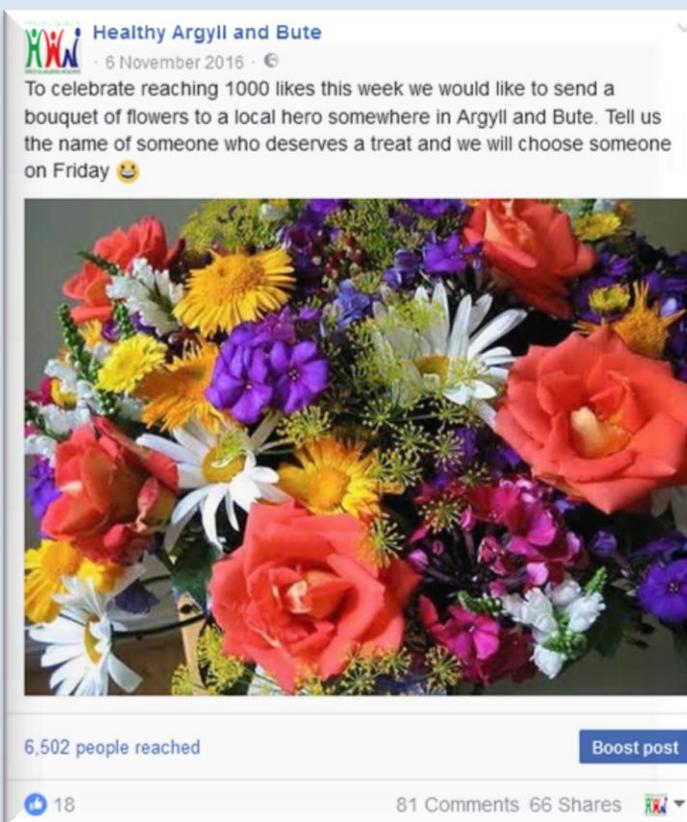
The facebook page now has 1307 likes.

The majority of the page likes come for 6 of the local localities.

- 171 from Campbeltown
- 151 from Dunoon
- 89 from Lochgilphead
- 77 from Oban
- 60 from Rothesay
- 53 from Helensburgh



Figures from facebook analytics.



During the course of the year we ran two gift give away competitions. Both of which received good participation

Alcohol and Drug Awareness Activities at Butefest

Craig McNally, Senior Health Improvement Specialist(Alcohol & Drugs)

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

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

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

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

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

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

Question 6 – What are the new Alcohol Guidelines Recommended limits (for Women)?

39.6% answered this question correctly. 50.8% thought the recommendations for Women were lower than 14 units per week.

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





Reach Out Campaign

Alison McGrory, Health Improvement Principal

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



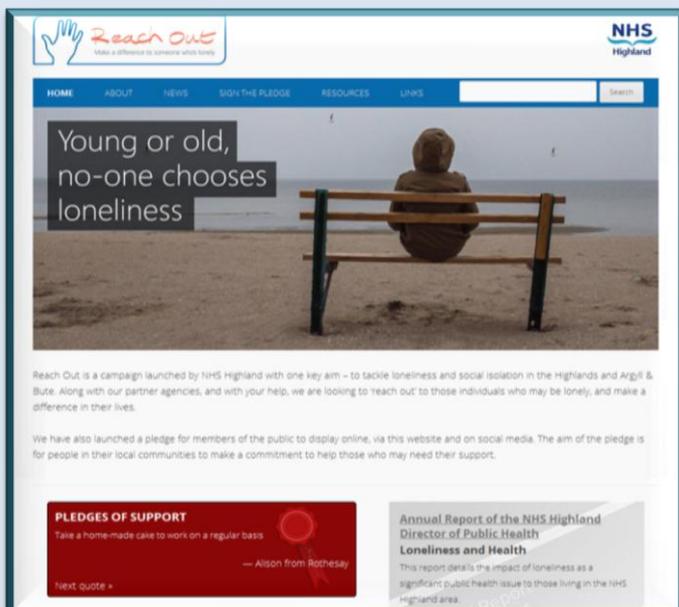
Since then, many groups and individuals have signed up across Argyll and Bute, including: the Health and Wellbeing Network in Bute, The North Argyll Carers Group, Argyll and Bute Carers Conference, Homestart MAJIK and the Strachur Community Hub.



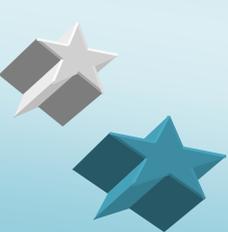
Homestart MAJIK signing the pledge in June 2016



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



Some examples of personal pledges that people have made to make a difference to someone who’s lonely include: knocking on a neighbour’s door who lives alone to check they are ok, smiling and saying hello to people in the street and talking to family and friends about the impact of loneliness. You can sign up to the pledge by looking up the [website](#) or liking the [facebook page](#).



Loneliness

Alison McGrory, Health Improvement Principal

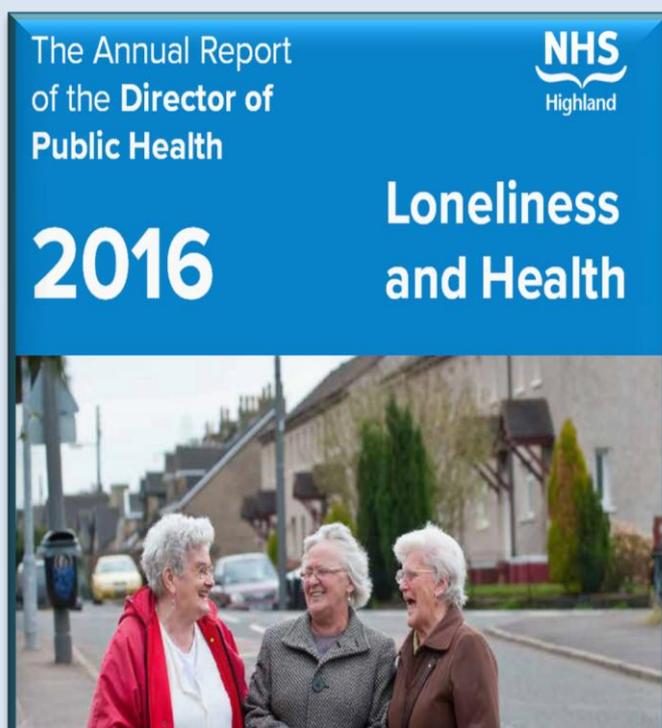
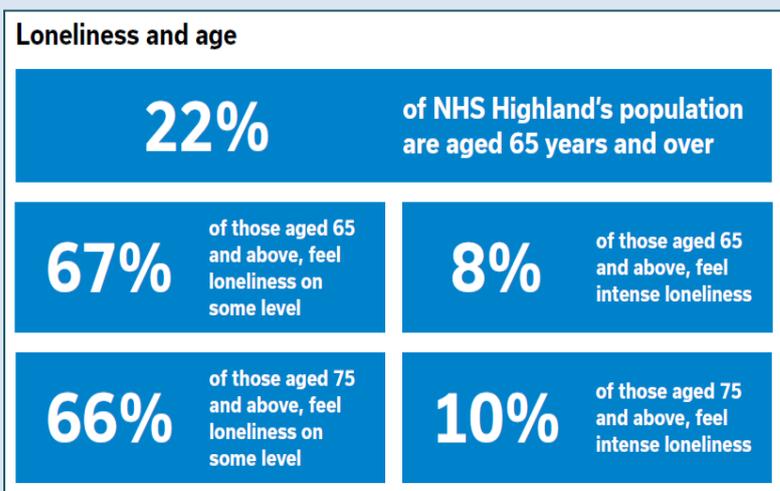
Sam Campbell, Senior Health Improvement Specialist (Mental Health)

DPH loneliness report

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

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

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





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

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

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

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

Training Courses Delivered

- HIV Awareness for secondary school pupils x 2
- LGBT Awareness for secondary pupils x 4
- Transgender Awareness for staff x 1
- Sexual Health and Relationships Education (SHARE) for staff x 2
- CCard Training for staff x 2



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

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

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

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

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

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

Free Condoms

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

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

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

Make decisions about child protection and young people

Assess and respond appropriately to sexual behaviour in children and young people

Understand healthy sexual development and distinguish it from harmful behaviours

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

Barnardos Child Sexual Exploitation (CSE) Training

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

SHARE Training

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

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



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

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

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



Keep Well

*Alison Hardman, Senior Health Improvement Specialist
(Health Inequalities)*

KEEP WELL

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

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



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



Healthy Working Lives Award

Argyll & Bute currently have 30 workplaces registered for the HWL Award Programme, 15 of which have already achieved a HWL Award. In addition, Argyll & Bute also supports 19 cross border HWL registrations (workplaces with sites throughout Scotland),



In total, that means there are 29 Awards held throughout Argyll & Bute: 16 Gold, six Silver and seven Bronze. These organisations vary significantly in size and come from all sectors.

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

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

In addition, HWL's offers a range of services, many aimed at small to medium organisations. These services include:

- A free to call Adviceline 0800 019 2211 offering information and advice on workplace safety and health topics
- A website providing up-to-date information on a range of workplace safety health issues, [downloadable tools](#) and templates for employers.
- The Healthy Working Lives Award Programme which offers organisations a structured path to a healthier workplace with the benefits of a nationally recognised Award Programme, with support from local Healthy Working Lives Advisers
- Health improvement visits by local Healthy Working Lives Advisers who can provide advice on matters such as health promotion activities and information provision as well as assistance to write health related policies e.g. No Smoking, Alcohol and Drugs or Mental Health and Wellbeing Policies
- Free Occupational Health and Safety visits or support available to businesses with less than 250 staff



Marina MacArthur, HR and Training Manager said "since embarking on Healthy Working Lives we have seen a reduction in sickness absence, which is now below 3% and accidents have reduced. Our monthly staff update now always includes an article on health and wellbeing including seasonal healthy recipes".

HWL MENTALLY HEALTHY WORKPLACES Training for Managers

This course is designed to encourage good practice in promoting positive mental health and wellbeing, thereby contributing to a more open culture that puts mental health on the agenda alongside physical health, social inclusion and productivity. The course was recently delivered in Helensburgh, Lochgilphead, Islay and Oban with 38 people attending. The training aims to give employers and line managers a broad understanding of mental health to help:

- Identify the key factors that contribute to a mentally healthy workplace.
- Increase awareness of mental health issues in the workplace.
- Raise awareness of the economic impact of positive mental health in the workplace.
- Improve managers' skills and confidence in dealing with mental health and wellbeing in the workplace.
- Ensure that managers are aware of their legislative responsibilities in relation to health and wellbeing.

Free e-Learning training courses are available for managers or employees to complete. To access any of the eLearning courses visit [Health Scotland's e-learning website](#), create an account and visit the Healthy Working Lives Learning Zone. Courses currently available include: Drugs and Alcohol in the workplace; Mentally Healthy Workplaces; Driving Risks at Work; Health Risks at Work; Violence and Aggression at work. A new course on Supporting Staff Attendance is due to be launched.

Understanding Mental Health

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

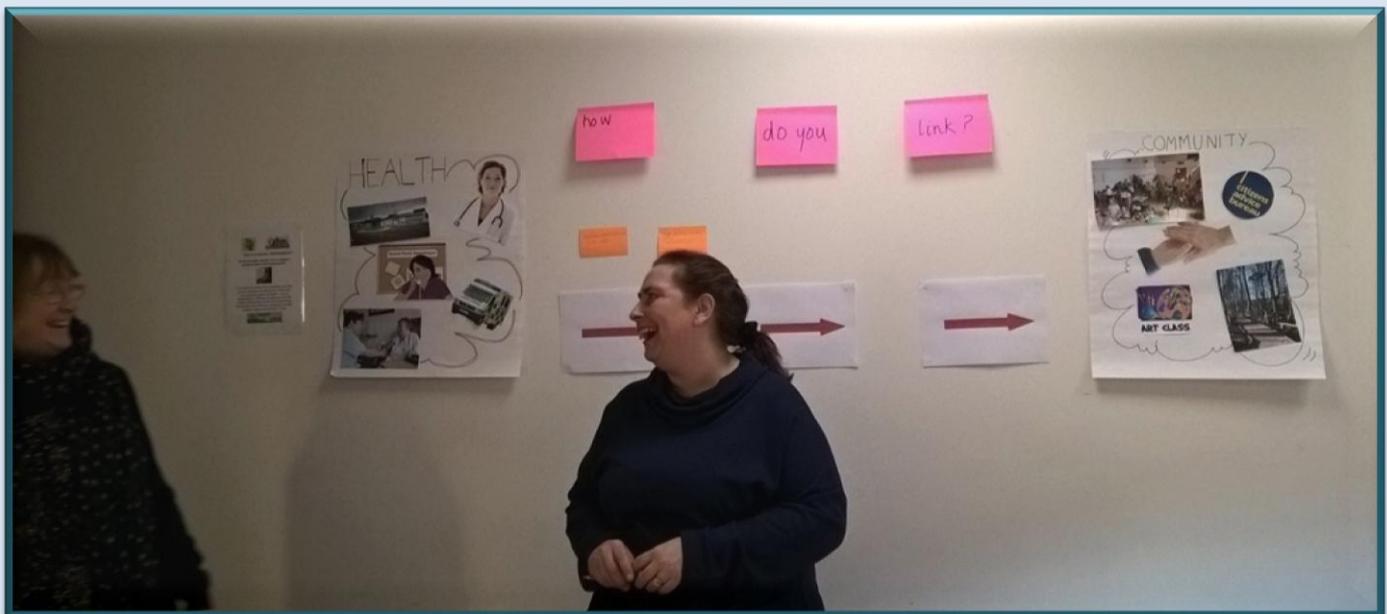
Social Prescribing project with Carr Gomm

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

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

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

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



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

Self Management

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



Motivational Interviewing (MI) to Enhance Person Centred Practice:

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

44 people completed 1 day MI training

17 people completed 2 day MI training

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

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

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

The full suite can be accessed [here](#).



Helping People Cope with Chronic Pain

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

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

A copy of the pilot report can be found [here](#).

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



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

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

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

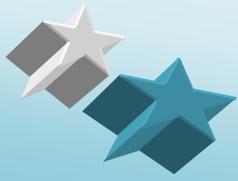


The Health Improvement Team delivered two development days this year. In May 2016 34 people attended an event in Inveraray to consider how the use of technology can help to prevent health problems from arising. The full report is available [here](#).

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

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





Promoting Physical Activity

Yennie Van Oostende, Senior Health Improvement Specialist

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

Branching Out Argyll and the Isles

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

Find out more [here](#).

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

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



Smoke Free

Laura Stephenson, Smoking Cessation Co-ordinator

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

Education

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



Training

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

Services

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

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