

NHS WESTERN ISLES

BOARD MEETING

Meeting date:	28 February 2024
Item:	8.4 (24/27)
Title:	Health Promotion Department – Strategy and Operational Plan Dec Update
Responsible Executive/Non-Executive:	Gordon Jamieson, Chief Executive
Report Author:	Colin Gilmour Head of Health Improvement

1 Purpose

To provide an update on the health improvement plans and programmes of the Health Promotion Department.

This is presented to Board Members for:

- Discussion

This report relates to a:

- Annual Operation Plan

This aligns to the following NHSScotland quality ambition(s):

- Safe
- Effective
- Person Centred

This aligns to the following NHS Western Isles Corporate Objective(s):

CO1	To provide person-centred care, focusing on the evidence based health needs of our increasingly diverse population, identifying and taking every opportunity to improve our patients' health, experience and outcomes	√
CO2	To protect individuals from avoidable harm to continually assessing and managing risk, learning, and improving the reliability and safety in everything we do.	√
CO3	To champion efficiency and effectiveness in our services that delivers minimum possible waiting times.	
CO4	To pro-actively stimulate and intensify our research and application of effective innovation to improve how we care for patients today and into the future.	
CO5	To promote and support people to live longer healthier lives	√
CO6	To specifically target early years, health inequalities, vulnerable and underrepresented and more difficult to engage with groups.	√
CO7	To continually improve and modernise our integrated healthcare services and assurance systems.	
CO8	To value, support the wellbeing of, and develop and sustain a compassionate, confident, competent, flexible and responsive workforce.	
CO9	To deliver our commitment to partnership working to deliver national standards, targets and guarantees.	√
CO10	To have a sustained focus on prevention, anticipation, support self-management and care at home.	√
CO11	To ensure that all resources are deployed to the best effect, achieving desired outcomes, values for money and progressive approach to sustainability.	√

2 Report summary

2.1 Situation

The Health Promotion Department provides a focus for NHS WI activity on improving health and reducing inequalities in health.

In order to deliver effectively to our population, we have identified a range of programmes that address the major risk factors, key age groups and priority settings. We have detailed the background and evidence of effectiveness, developed practical aims and objectives and methods of evaluating progress. This takes the form of a strategic statement followed by a one year operational plan.

2.2 Background

Health inequalities remain a significant challenge, with the most deprived in our society dying earlier and having higher rates of disease, including mental illness. In order to reduce inequalities in healthy life expectancy and wellbeing generally, priorities have been identified where action is most needed:

- Children's very early years, where inequalities may first arise and influence the rest of their lives.
- Addressing the intergenerational factors that risk perpetuating health inequalities from parent to child, particularly by supporting the best possible start in life for all children in Scotland.
- The high economic, social and health burden imposed by mental illness, and the corresponding requirement to improve medical wellbeing.
- The “big killer” diseases.
- Cardiovascular disease and cancer - addressing risk factors such as inactivity, obesity and smoking, which are frequently linked to deprivation.
- Alcohol and drug problems, which often link to violence and other social problems.

2.3 Assessment

The need for a sustained emphasis on the health improvement agenda is clear:

- **Public Health Priorities**

The national priorities remain at the forefront of our work, and are being transferred into a programmes-based approach to ensure we can report back effectively on the work we undertake: The Public health priorities for Scotland are:

- *Priority 1 - A Scotland where we live in vibrant, healthy and safe places and communities.* Example: Place Standard Training and Tools completed. Locality Profiles in place.
- *Priority 2 - A Scotland where we flourish in our early years.* Example: Healthy Hebridean Kids campaign materials produced and launch in June.

- *Priority 3 - A Scotland where we have good mental wellbeing.* Example: Workplace awareness raising and training campaign carried out with 30 workplaces.
- *Priority 4 - A Scotland where we reduce the use of and harm from alcohol, tobacco and other drugs.* Example: Smoking Cessation Service recognised in SG report as only 1 of 2 Boards achieving national targets.
- *Priority 5 - A Scotland where we have a sustainable, inclusive economy with equality of outcomes for all.* Example: Vulnerable Groups – equality mainstreaming through development of Health Literacy training and programme aligned to the partnership Adult Learning Plan. Locality Programmes in two communities with higher deprivation indicators. Supporting target areas by organising community funding for things like childcare, growing projects, benefits uptake, educational inputs and employment opportunities.
- *Priority 6 - A Scotland where we eat well, have a healthy weight and are physically active.* Example: Move More Service level Agreement with local Authority agreed. 120 patients will receive a physical activity programme.

There are requirements to continue to provide specialist programmes in the areas of alcohol, drugs and smoking as well as sexual health and relationships.

2.3.1 Quality/ Patient Care

The Action Plan provides an update on a wide range of public and patient improvement initiatives

2.3.2 Workforce

Many face to face services have been reorganised to offer digital solutions to client and public contact. Staffing to resource the activities is in place.

2.3.3 Financial

The financial resources required to fulfil the plan have been identified and in place.

Name – Director of Finance / Finance Manager	Signature
Comment from the Director of Finance / Finance Manager	

2.3.4 Risk Assessment/Management

The Health Promotion department has a Business Continuity Plan and Risk Register.

2.3.5 Equality and Diversity, including health inequalities

This Action Plan directly identifies how agencies are addressing inequalities in the Outer Hebrides. This supports the Public Sector Equality Duty, Fairer Scotland Duty, and the Board's Equalities Outcomes.

2.3.6 Climate Emergency and Sustainability Development

State how this report will support or impact on the Scottish Government's policy on Global Climate Emergency and Sustainability Development DL(2021)38, against the 5 themes:

1. Sustainable Buildings & Land. Actions related to Anchor Organisations and funding bid to Sustrans re use of land and buildings for active travel and paths network
2. Sustainable Travel. Actions as above including action to achieve Cycle Friendly Employer award
3. Sustainable Goods and Services. Action to increase access to NHS Community benefit Gateway
4. Sustainable Care. Actions to prevent physical deterioration with patients and those in care.
5. Sustainable Communities. Actions related to partnership Community Led Local Vision, including funding plan and support for local agencies and businesses

2.3.7 Other impacts

Health promotion activities are assessed for health impact and to ensure they align with governance requirements.

2.3.8 Communication, involvement, engagement and consultation

This plan has been agreed by the membership of the Health Promotion team and is signed off by the Public Health Management Team. The elements relating to external campaigns and public engagement are agreed by the Director of Public Health and the Head of Communications.

2.3.9 Route to the Meeting

The full strategy including Training and Campaign Descriptors was presented to the Corporate Management Team in January 202.

2.4 Recommendation

- **Discussion** – For Members' to obtain assurance.

3 List of appendices

The following appendices are included with this report:

- Item 8.4.1 (24/14) - Appendix 1, Health Promotion Strategy and Operational Plan 2023-2025. Dec2023 update.