

# Aberdeenshire Health and Social Care Partnership

## Health Improvement Delivery Plan 2019-2020



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## 1. Introduction

Aberdeenshire has generally lower levels of deprivation and a better health profile when compared nationally and whilst Aberdeenshire has good health compared to most other parts of Scotland, this should not be our benchmark. Scotland's overall health is poor when considered in a wider UK and European context. There is a need to further improve health in Aberdeenshire and reduce avoidable poor health, long term conditions and diseases.

Whilst health and social care services have a contribution to make in achieving this, so does being part of a well-connected community where people can thrive and have a sense of their own health, happiness and wellbeing.

Aberdeenshire Health and Social Care Partnership is committed to not only providing excellent clinical and social care but also to support people and communities to take an active role in their health and to live as well as possible.



This plan sets out the actions that Aberdeenshire Health and Social Care Partnership will take forward this year, together with our communities and partners across health and social care, local government and the third sector. The Plan sets out the principal action that will take place at an Aberdeenshire level, as well as highlighting activity that will take place within specific localities. The actions outlined in the plan have been informed by national and locally identified priorities, targets and needs.

## 2. Health Improvement Priorities

In 2018 national public health priorities were published for the first time in Scotland to support a whole system approach to improving health and wellbeing<sup>1</sup>. In setting these priorities Scottish Government recognised the important contribution everyone can play by working together to improve the health of the population and to reduce the health inequalities that exist across Scotland.

In Aberdeenshire we have reviewed our health improvement priorities to ensure consistency with the national Public Health priorities for Scotland.

Our priorities are:

- ensuring every child has a good start in life
- encouraging healthy weight, diet and activity
- reducing the use of tobacco and harm from smoking
- reduce the use of and harm from alcohol and other drugs
- improving mental wellbeing
- minimising the impact of poverty and inequalities
- making health improvement everyone's business.

These priorities were devised to ensure that we continue to improve health at a population level in Aberdeenshire as well as close the health inequalities gap. Many of the health improvement actions outlined in the plan also address the adverse impact that factors such as economic disadvantage, educational attainment, gender and ethnicity can have on health and well-being.



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<sup>1</sup> Public Health Priorities for Scotland, COSLA/Scottish Government, 2018  
<https://www.gov.scot/publications/scotlands-public-health-priorities/>

### 3. Population Health in Aberdeenshire and Scotland

At a population level health in Aberdeenshire is generally good compared to other parts of Scotland and in recent years despite the range of factors that can be barriers to good health we have seen a number of positive changes to the health of people in Aberdeenshire.

While Smoking is still the largest preventable cause of ill health and premature death over the last decade Aberdeenshire smoking rates have continued to decline, with fewer people taking up smoking, smoking rates among school children at their lowest level and the number of women who smoke during pregnancy continuing to fall<sup>2,3</sup>.

The biennial SALSUS survey highlights that substance use prevalence has declined considerably over the last couple of decades. Among 13 year olds, the use of alcohol, tobacco and other drugs has remained unchanged since 2013, The proportion of both 13 and 15 year olds who had drunk in the last week has declined greatly since 2002 and only a small proportion of Aberdeenshire pupils completing the 2015 survey had drunk alcohol in the 7 days prior to the survey<sup>4</sup>.

The Childsmile Programme, continues to improve oral health outcomes for children. Nurseries, Playgroups, Primary Schools and Special Needs Schools participate in the Childsmile programme which support children in daily supervised tooth brushing and fluoride varnish applications where appropriate. This has resulted in a significant improvement in the oral health of young people in Aberdeenshire in the last 9 years.

However, there have been less positive changes with regards to obesity and unhealthy weight. In order to address this situation in 2018 Scottish Government published 'A healthier future: Scotland's diet and healthy weight delivery plan'<sup>5</sup>. The plan set out how Scottish Government intends to work with partners in the public and private sector to help people make healthier choices about food, including actions to ensure children get the best start in life, eat well and have a healthy weight; the food environment supports healthier choices; people have access to effective weight management services; leaders across all sectors promote healthy weight and diet and diet-related health inequalities are reduced.

Poor mental health, including among young people, is an issue that partners working in a range of settings continue to identify as an issue that presents within the context of their work. The Aberdeenshire HSCP Adult Mental Health and Wellbeing Strategy highlights a wide range of issues and actions which will contribute to addressing this situation.

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<sup>2</sup> Tobacco Control (Aberdeenshire), ScotPHO, 2017

<https://scotpho.nhs.uk/scotpho/profileSelectAction.do>

<sup>3</sup> Scottish Adolescent Lifestyle and Substance Use Survey: Smoking Summary Report 2015, Scottish Government, 2016

<https://www.gov.scot/publications/scottish-schools-adolescent-lifestyle-substance-use-survey-salsus-smoking-summary/>

<sup>4</sup> Scottish Schools Adolescent Lifestyle and Substance Use Survey (SALSUS) 2015: multiple substance use, Scottish Government, 2016

<https://www.gov.scot/publications/scottish-schools-adolescent-lifestyle-substance-use-survey-salsus-2015-six-9781786529848/>

<sup>5</sup> A healthier future: Scotland's diet and healthy weight delivery plan, Scottish Government, 2018

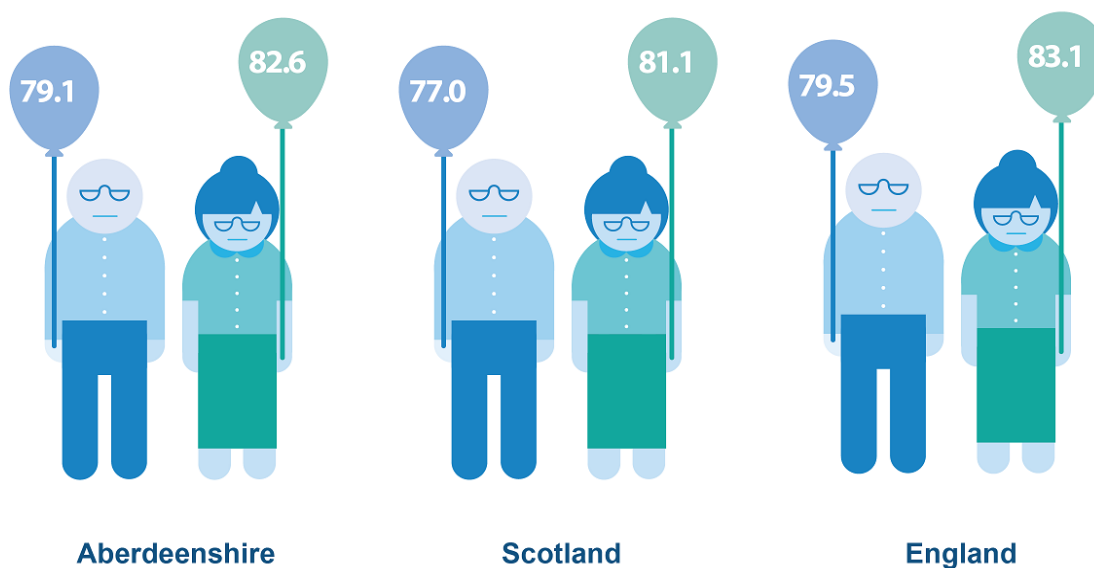
<https://www.gov.scot/publications/healthier-future-scotlands-diet-healthy-weight-delivery-plan/>

## 4. Life Expectancy in Aberdeenshire and Scotland

Life expectancy not only gives an indication of how long people are likely to live, but also serves as a thermometer for the public's health. Aberdeenshire has good health compared to most other parts of Scotland. Between 2015 and 2017, Aberdeenshire had the 5<sup>th</sup> highest life expectancy for men, 79.1 years, and 5<sup>th</sup> equal highest life expectancy for women, 82.6 years, compared to all other local authorities in Scotland<sup>6</sup>.

**Figure 1**

**Life Expectancy in Years (from birth) in Aberdeenshire, Scotland and England, 2015 - 2017 (3 year average, NRS/ONS)**



Scotland's Life Expectancy has been steadily increasing since the Second World War, but in recent years it has shown signs of stalling. This stalling has been found across the whole of Scottish population but is more acute in our most socio economically deprived communities. This indicates the public's health is no longer improving, although the precise relationship between stalling life expectancy and socio-economic inequalities in health is unclear.

A main cause for concern is that socio-economic factors play a bigger role in how long you live than it did before. A number of factors are likely to have contributed to more people living in poverty and or with squeezed incomes. In-work poverty and high housing costs, combined with welfare reform, are making it harder for people to achieve a level of income that supports a good quality of life<sup>7,8</sup>.

Figure 2 highlights the differences in life expectancy across our communities in Aberdeenshire that are at least in part due to these wider socio-economic factors.

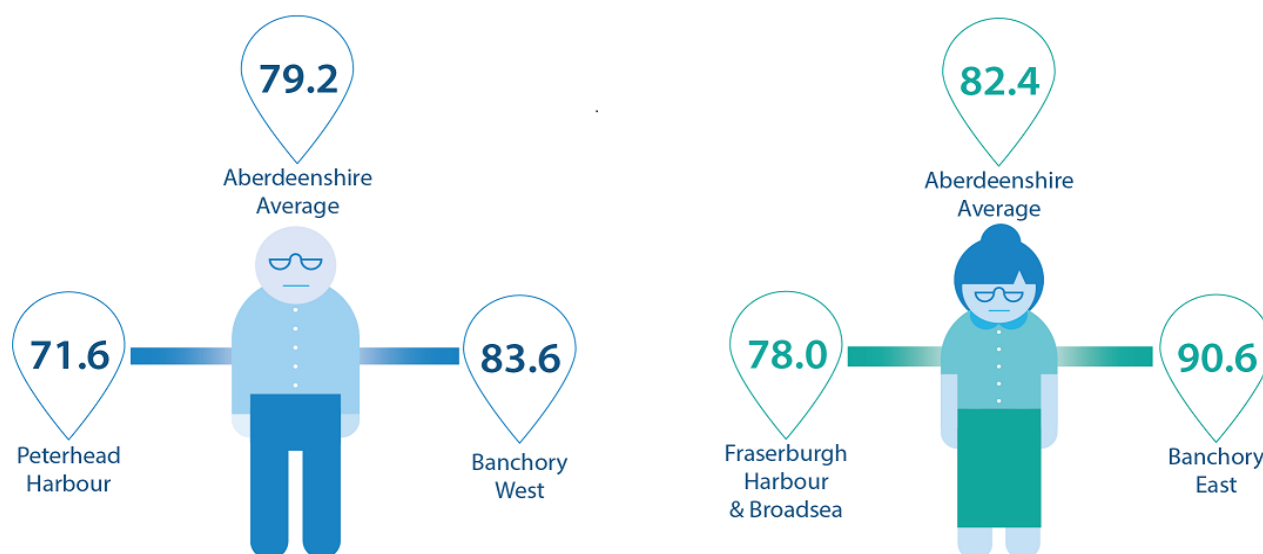
<sup>6</sup> Life Expectancy in Scottish Areas 2015 – 2017, National Records of Scotland, 2018  
<https://www.nrscotland.gov.uk/files//statistics/life-expectancy-areas-in-scotland/15-17/life-expectancy-15-17-publication.pdf>

<sup>7</sup> Recent adverse mortality trends in Scotland: comparison with other high-income countries, Fenton, L et al, 2019  
<https://www.scotpho.org.uk/publications/reports-and-papers/recent-adverse-mortality-trends-in-scotland/>

<sup>8</sup> Socioeconomic inequality in recent adverse mortality trends in Scotland, Fenton, L et al, 2019  
<https://www.biorxiv.org/content/biorxiv/early/2019/02/07/542472.full.pdf>

Figure 2

### Male and Female Life Expectancy Differences Across Aberdeenshire, 2015 midpoint (ScotPHO)



## 5. Poverty and Squeezed Income in Aberdeenshire

Aberdeenshire is a relatively affluent area of Scotland but there are people living in Aberdeenshire who are living 'in' or 'on the fringes' of poverty. Many households living in poverty in Aberdeenshire are experiencing 'in-work poverty', that is, households in which at least one adult works.

In 2016 over 5,000 people (2.1%) live in areas in Aberdeenshire identified as in the most 20% deprived in Scotland<sup>9</sup>. Deprivation tends to be concentrated in North Aberdeenshire.

In Dec 2018 Aberdeenshire had the 4<sup>th</sup> lowest level of unemployment in Scotland. But recent unemployment figures show that unemployment is increasing, with 2655 people unemployed in April 2019<sup>10,11</sup>.

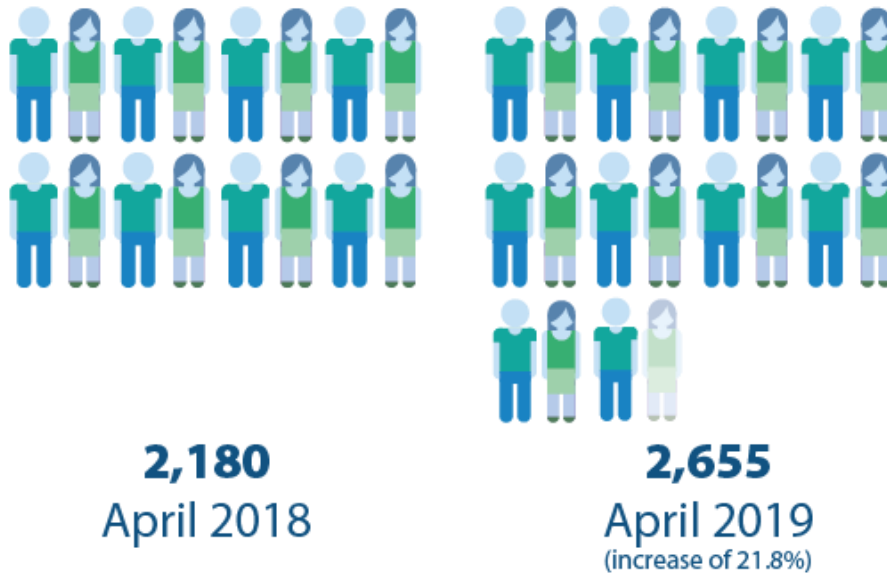
<sup>9</sup> Scottish Index of Multiple Deprivation, Scottish Government, 2016  
[http://simd.scot/2016/#/simd2016\\_20pc/BTTTTFTT/10/-2.4101/57.2694/](http://simd.scot/2016/#/simd2016_20pc/BTTTTFTT/10/-2.4101/57.2694/)

<sup>10</sup> Aberdeenshire's Economy, Aberdeenshire Council Planning Information and Delivery Team, 2019  
<https://www.aberdeenshire.gov.uk/media/23887/aberdeenshireseconomyq12019update.pdf>

<sup>11</sup> Aberdeenshire's Labour Market, Aberdeenshire Council Planning Information and Delivery Team, 2019  
<https://www.aberdeenshire.gov.uk/council-and-democracy/statistics/economy/>

**Figure 3**

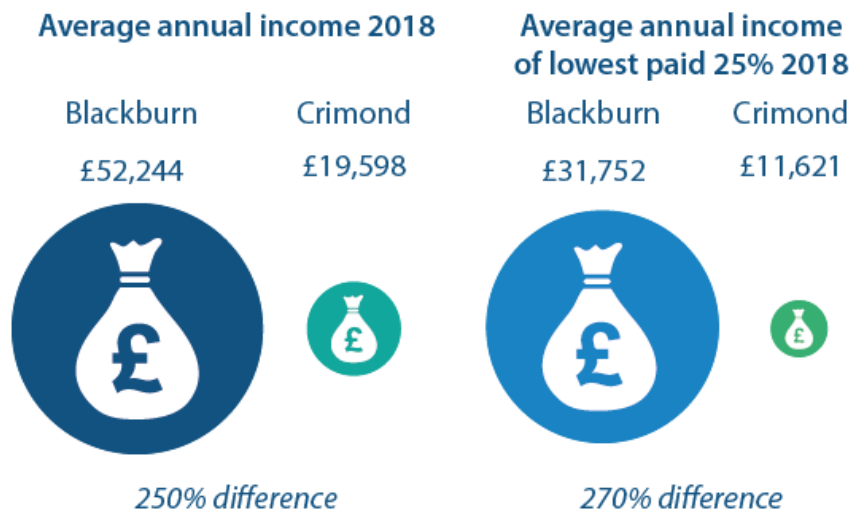
**Number of People Unemployed in Aberdeenshire  
Apr 2018 and Apr 2019 (Aberdeenshire Council)**



Whilst average income levels are high in Aberdeenshire there is a 250% difference in the average annual incomes across Aberdeenshire with communities in North Aberdeenshire tending to have much lower average incomes compared to those nearest to Aberdeen City<sup>12</sup>.

**Figure 4**

**Average Annual Income in  
Selected Areas of Aberdeenshire  
(Aberdeenshire Council)**



<sup>12</sup> Household Income in Aberdeenshire, Aberdeenshire Council Planning Information and Delivery Team, 2018  
<https://www.aberdeenshire.gov.uk/media/23639/household-income-in-aberdeenshire-2018.pdf>



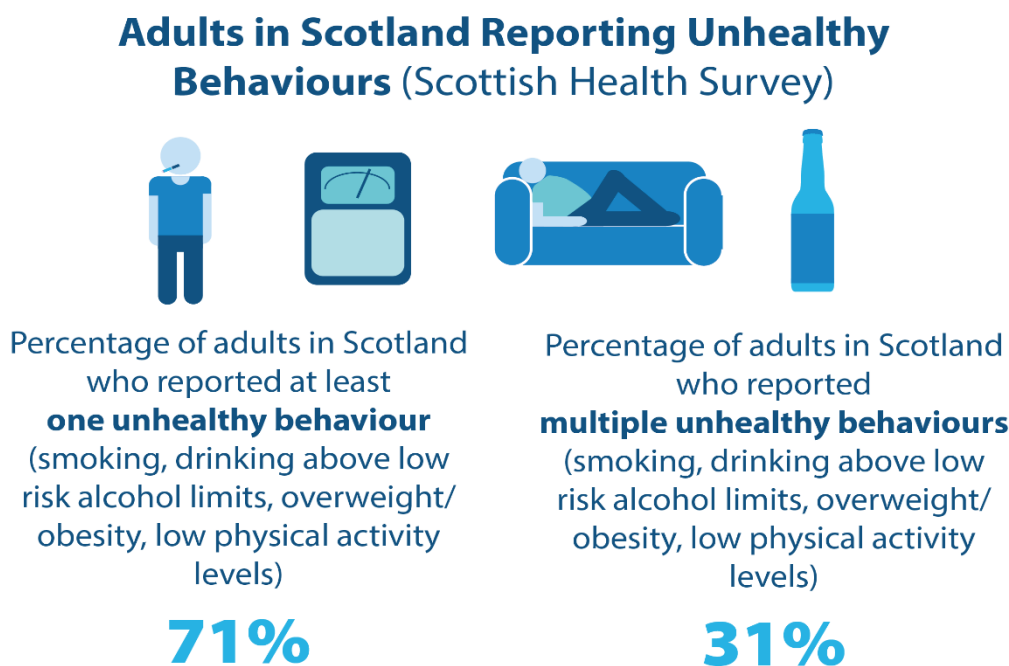
Welfare reform, insecure employment, the changing nature of employment including zero hour contracts, fuel poverty, rising costs in housing, childcare and transport, rising unemployment and associated debt are all real factors affecting people, families and communities in Aberdeenshire which can impact on health and wellbeing<sup>13</sup>. The Health and Social Care Partnership will continue to work with its partners to prevent and reduce the negative impacts of poverty and squeezed income on people’s health and wellbeing.

## 6. Lifestyles – Health, Wellbeing and Long Term Conditions

In addition to socio-economic factors people’s lifestyles – whether they smoke, how much they drink, what they eat, whether they take regular exercise – can also affect their health by reducing quality of life and life expectancy. People often adopt more than one of these behaviours simultaneously which can have an adverse impact on quality of life and life expectancy<sup>14</sup>.

When asked about their health behaviours (smoking, drinking above low risk alcohol limits, overweight/obesity, low physical activity levels) 71% of Scottish adults reported at least one unhealthy behaviour and 31% had multiple unhealthy behaviours.

Figure 5



People living in the most deprived areas of Scotland were twice as likely to have two or more unhealthy behaviours as those living in the least deprived areas<sup>15</sup>.

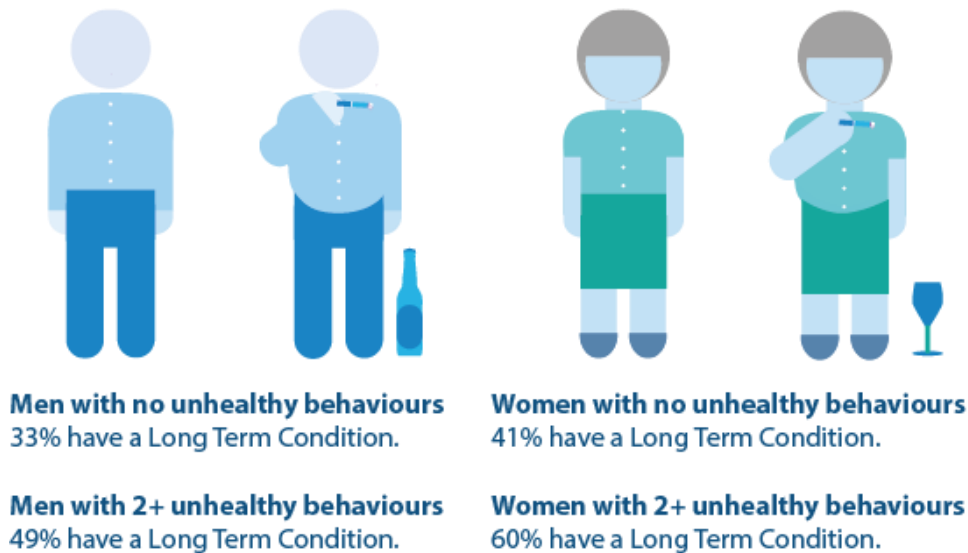
<sup>13</sup> Aberdeenshire Child Poverty Action Plan, Aberdeenshire Community Planning Partnership, 2019 <http://www.ouraberdeenshire.org.uk/our-priorities/reducing-child-poverty/>

<sup>14</sup> Tackling multiple unhealthy risk factors: emerging lessons from practice, Evans, H & Buck, D, The King’s Fund, 2018 <https://www.kingsfund.org.uk/sites/default/files/2018-03/Tackling%20multiple%20unhealthy%20risk%20factors%20-%20full%20report.pdf>

<sup>15</sup> Scottish Health Survey 2016: volume 1: main report, Scottish Government, 2017 <https://www.gov.scot/publications/scottish-health-survey-2016-volume-1-main-report/pages/57/>

Figure 6

### Men and Women with Unhealthy Behaviours who also have a Long Term Condition (Scottish Health Survey)



## 7. Healthy Communities – Living Well and Preventing/Managing Long Term Conditions

A long term condition is a condition that cannot, at present, be cured but is controlled by medication and/or other treatment/therapies. Treatment and care for people with long-term conditions is estimated to take up around £7 in every £10 of total health and social care expenditure<sup>17</sup>.

Some of the most common Long Term Conditions are however preventable and their onset can be delayed or their progression can be slowed down through healthy lifestyle and self-management<sup>18</sup>

<sup>17</sup> Long Term Conditions Compendium of Information: Third Edition, Department of Health and Social Care, 2012

<https://www.gov.uk/government/publications/long-term-conditions-compendium-of-information-third-edition>

<sup>18</sup> Living Longer Living Well: How we can achieve the World Health Organization's '25 by 25' goals in the UK, The Richmond Group of Charities, 2016

[https://richmondgroupofcharities.org.uk/sites/default/files/rg\\_living\\_longer\\_living\\_well\\_report\\_-\\_final\\_pdf\\_-\\_24\\_05\\_16.pdf](https://richmondgroupofcharities.org.uk/sites/default/files/rg_living_longer_living_well_report_-_final_pdf_-_24_05_16.pdf)



## 8. Role of the Public Health Team

The Aberdeenshire Health Improvement Team works with a wide range of partners, staff and communities to support people to live healthily; to ensure our communities are healthy places to live and to ensure individuals are well connected to a wide range of services, support and activities in their communities.

The Aberdeenshire Health Improvement Team leads on, supports and works with partners to gather and interpret health information and data; develop policies, strategies, delivery plans and programmes which have clear outcomes, informed by evidence of effectiveness and cost effectiveness, to improve the health of the population, close the health inequalities gap and address complex health challenges; assess the impact of plans and programmes and shift service provision towards prevention and early intervention. We routinely review the learning from our work to help us develop a better understanding of health and wellbeing in Aberdeenshire and to inform how we plan and deliver future initiatives.

Much of our efforts to further improve health in Aberdeenshire involves working with partners and communities (geographical and communities of interest and experience) to devise positive health improvement solutions that build on the numerous strengths and assets in communities across Aberdeenshire and support the creation and maintenance of sustainable, vibrant, healthy and safe communities.

## 10. Aberdeenshire Health Improvement Delivery Plan 2019-20

### Ensuring Every Child Has A Good Start In Life

Strategic Context: Child Poverty (Scotland) Act 2017; Improving Maternal and Infant Nutrition a Framework for Action, 2011; Early Years Framework 2009, Children and Young Peoples (Scotland) Act 2014; Scotland’s Oral Health Improvement Plan, 2018; Children and Young People’s Improvement Collaborative, 2016; Making a Positive Difference to Children and Young People Through Parenting, 2012; Every Child, Every Chance: tackling child poverty action plan, 2018.

National Performance Outcomes: Improve breastfeeding, Improve children’s dental health (75% P1 children/ 80% P7 children with no signs of dental disease by 2022), increase proportion of babies with healthy weight, increase proportion of children with a healthy weight, reduce children’s deprivation.

What Are We Aiming to Improve	What Are We Going To Deliver
<p>Minimise the impact of inequalities on health and wellbeing in the early years.</p>	<p><b>Aberdeenshire wide</b>  <b>Healthy Start Vouchers and Vitamins</b> – delivery of this programme will ensure that mums and children receive the Health Start vouchers and vitamins they are entitled to in order to supplement their diets at key developmental stages (antenatal, postnatal breastfeeding mums and children (breastfed children and Healthy Start beneficiaries from birth to age 4). Ongoing support work with all sectors who are involved with pregnant mums and families of children under 4 to ensure they are applying for and receiving their Healthy Start vouchers. The focus in 2019/20 will be to ensure that pregnant mums and families of children under 4 are applying for and receiving their Healthy Start vouchers and on improving the uptake of postnatal and children’s vitamins.</p>
	<p><b>Aberdeenshire wide</b>  <b>Best Start Grant</b> - ongoing work to ensure all sectors who are involved with pregnant mums are aware of the Best Start Grant, including the next phase of the grant, the early year’s payment of £250 which will be launched spring 2020. Eligible families will be encouraged to apply by partners supporting pregnant mums. The Best Start/Healthy Start programmes will also be promoted through the Early Years Forums.</p>

	<p><b>Aberdeenshire wide</b>  <b>GIRFEC Groups</b> –support local GIRFEC groups to focus on improving children’s wellbeing, including support for GIRFEC groups to deliver improvement plans around the SHINARI framework.</p>
	<p><b>Aberdeenshire wide</b>  <b>Weaning toolkit</b> - dissemination of the Confident Weaning toolkit to all Health Visiting teams. Workforce training in relation to weaning and general nutrition to be developed in line with Grampian Healthier Futures Strategy. Support community level activity promoting healthy nutrition for the family, including weaning and beyond breastfeeding.</p>
<p>Improved parental knowledge/skills to support family health and wellbeing.</p>	<p><b>Aberdeenshire wide</b>  <b>Provision of Evidence Based Parenting Support</b> - through the Early Years Strategy a scoping exercise to identify a sustainable delivery model to continue to provide evidenced based parenting support programmes will be concluded. To date this work has gathered existing multi-agency service data and qualitative feedback from families to quantify the demand/need across Aberdeenshire. The next stage is to review effectiveness evidence of current programmes adopted elsewhere in Scotland. Specific programme outcomes will be matched to identified need to identify delivery models that could be adopted in Aberdeenshire. It is intended that delivery models will be implemented by 2020.</p>
	<p><b>Aberdeenshire wide</b>  <b>Early Years Forums</b> – support the development of Early Years Forums, including their capacity to deliver on identified priorities which include <b>North</b> - Banff: Play, Fraserburgh: Play, Peterhead: TBC <b>Central</b> – Ellon: Community Connectedness, Kemnay: Community Connectedness, Inverurie: Play, Oldmeldrum: Parenting Support, Turriff: Early language &amp; Communications, Westhill: Parenting Support, <b>South</b> - Banchory: Mental Health, Aboyne: Parental Support, Alford: Learning Difficulties/Autism, Huntly: Mental Health, Stonehaven: Parenting Support, Portlethen: Early language &amp; Communications, Mearns: Parenting.</p>

<p>Increased number of women breastfeeding.</p>	<p><b>Aberdeenshire wide</b>  <b>Supporting Breastfeeding</b> - Breastfeeding Friendly Scotland is a Scotland wide scheme which will be promoted in Aberdeenshire. Establishments will be encouraged to sign up to this scheme so that breastfeeding mums can feel confident to feed within identified establishments. While legally entitled to breastfeed in public mums have identified that a Breastfeeding Friendly scheme would provide additional assurance and help them to identify premises which promote themselves as Breastfeeding Friendly. Training and support will be provided to a network of supporters to help mums feel fully supported in their breastfeeding journey and have a group or individuals to turn to for help and advice on general feeding. 5 new infant feeding online courses have been developed and these will be promoted to NHSG and Aberdeenshire HSCP staff via Turas. The courses aim to give the learner an understanding of breastfeeding, formula feeding and weaning and enhancing practitioner confidence in supporting mums through infant feeding, ensuring the child receives the best start. Making the eLearning material available to relevant third sector and local authority partners will be explored. Aberdeenshire council will be supported to scope out their maternal and infant feeding policy as part of their support for mums returning to work, enabling them to continue on their breastfeeding journey.  The HSCP will continue to deliver the UNICEF Baby Friendly Initiative standards ensuring staff are trained and women are supported to feed their babies, to maintain UNICEF Baby Friendly Initiative Accreditation. Health Visiting Services will be assessed for re accreditation in September 2019.</p>
<p>Reduce the number of children with dental caries</p>	<p><b>Aberdeenshire wide</b>  <b>Childsmile</b> – the programme continues to be delivered across Aberdeenshire with an emphasis on health inequalities. It supports nurseries and schools across Aberdeenshire, ensuring that all SIMD 1 and 2 nurseries and schools are taking part. The programme promotes the importance of all children being registered with a dentist and have access to the childsmile programme in the community, education or a clinical setting.</p>

## Encouraging Healthy Weight, Diet and Activity

Strategic Context: Improving Maternal and Infant Nutrition a Framework for Action, 2011; Scotland's Oral Health Improvement Plan 2018, Children and Young People's Improvement Collaborative, 2016; A healthier future: Scotland's diet and healthy weight delivery plan, 2018; A More Active Scotland Building a Legacy from the Commonwealth Games, 2014; Let's Get Scotland Walking The National Walking Strategy, 2014.

National Performance Outcomes: Increase proportion of children with a healthy weight, Increase physical activity, improve adult healthy weight management, falls rate per 1,000 in over 65s

What Are We Aiming to Improve	What Are We Going To Deliver
A positive relationship with food and physical activity from birth to adulthood	<p><b>Aberdeenshire wide</b>  <b>Healthier Future</b> - support the HSCP and other partners to implement the Healthier Future agenda (Scotland's diet and healthy weight delivery plan) within the context of area and locality level planning. This will include supporting the Grampian Healthier Futures Health Promotion Group in the development of an action plan for 2019/20. Initiatives such as Football Fans in Training, a Pedometer Challenge and Confidence to Cook will be taken forward within this context. A Diabetes prevention, detection and early intervention framework will also be developed within the context of the Healthier Futures type 2 Diabetes framework action plan. The framework will enhance existing type 2 diabetes and pre diabetes weight management services, improving access to type 2 diabetes and pre diabetes weight management interventions across Grampian by incorporating a digital technology physical activity component into the diabetes weight management programme. Links with third sector, supporting services and commercial weight management programmes will also be strengthened.</p>
Children and adults achieve a healthy weight and have the knowledge to make positive	<p><b>Aberdeenshire wide</b>            Adult and child healthy weight pathways - The Scottish Government recently published guidance on adult and child healthy weight pathways as part of the Healthier Futures work. Multi-agency work will be progressed across Grampian to implement an adult weight management pathway and child healthy weight</p>

<p>food and physical activity choices for themselves and as parents</p>	<p>pathway in line with the guidance from Scottish Government. Key focus will be on Tier 2 services working with Community Dietetics and partners such as leisure services.</p> <p><b>Aberdeenshire wide</b>  <b>Grow Well Families</b> - promote the Grow Well Families toolkit in partnership with Community Dietetics to those working with families, especially parents/guardians of children who are in the unhealthy weight range.</p>
<p>Communities, families and carers develop Food Skills for health and wellbeing.</p>	<p><b>Aberdeenshire wide</b>  <b>Enhancing Food skills</b> - support a range of partners across Aberdeenshire including Community Kitchens, Education and the third sector to implement activity to further improve food skills, including enhancing access to Confidence to Cook and REHIS training for vulnerable client groups and families of young children in Marr and K&amp;M. In Fraserburgh Confidence to Cook will continue to be used as an engagement tool at Fraserburgh North School to build relationships with parents of children attending North School and to improve healthy nutritional choices, uptake of the breakfast club and bowel health. The Grow Well Families toolkit will be promoted in partnership with Community Dietetics to those working with families, especially parents/guardians of children who are in the unhealthy weight range.</p> <p><b>North Aberdeenshire</b>  <b>Strengthening service support for the most vulnerable</b> - in collaboration with partners strengthen services for the most vulnerable in Peterhead and Fraserburgh, improving access to healthy and affordable food options and every day essentials. Support Garioch Kitchen to deliver the 'Hungry for Success - Student survival Guide' course to students from the Prep for Life class at Inverurie Academy and to deliver Eat for Less sessions in Turriff.</p>
<p>Increased range of opportunities and improved infrastructure to enable people/residents of Aberdeenshire to be more active</p>	<p><b>Aberdeenshire wide</b>  <b>Improving walking and cycling infrastructure and physical activity opportunities</b> - support community infrastructure development for walking and cycling, including support for health walk groups and paths infrastructure projects.</p>



	<p><b>Aberdeenshire wide</b>  <b>Physical activity and rehabilitation opportunities for people with a long term condition</b> - support Live Life Aberdeenshire and other providers of leisure and physical activity opportunities to develop and implement a social prescription scheme for physical activity, including for people with a Long Term Condition. Work in partnership with HSCP AHPs, Live Life Aberdeenshire and Grampian Cardiac Rehabilitation Association and wider partners to offer NHS led COPD and Falls prevention programmes in community settings followed by a further rehab exercise programmes run by partners across Aberdeenshire. In partnership with Live Life Aberdeenshire promote the benefits of participation in health walks and local health walk groups and opportunities. Support promotion of health walk leader/volunteering opportunities.</p>
	<p><b>North Aberdeenshire</b>  <b>Health and Transport</b> – as part of the development of the delivery of the NHS Grampian Health and Transport Action Plan the provision of free cycle training to be offered in Aberdeenshire, potentially being piloted in Fraserburgh Hospital initially, linking with the installation of cycle shelters as part of the Cycle Friendly initiative.</p>
	<p><b>South Aberdeenshire</b>  <b>Daily Mile</b> – support the implementation of the Daily Mile in identified educational establishments in Marr and K&amp;M.</p>

## Reducing the Use of Tobacco and Harm from Smoking

Strategic Context: Tobacco Control Strategy: Creating a Tobacco Free Generation 2013; Health (Tobacco, Nicotine etc. and Care) Act 2016; Scottish Prison Service - Creating a Smoke Free Prison Environment; Raising Scotland's Tobacco – Free Generation our Tobacco Control Action Plan, 2018.

National Performance Outcomes: Key Objective - Reduce the percentage of adults that smoke (to 5% or less by 2034), smoking cessation quits

What Are We Aiming to Improve	What Are We Going To Deliver
Reduce the percentage of adults that smoke to 5% or less by 2034	<p><b>Aberdeenshire wide</b>  <b>Grampian Tobacco Strategic Plan</b> - support delivery of a Grampian Tobacco Strategic Plan, including implementation of actions appropriate to Aberdeenshire. Support the Aberdeenshire Local Tobacco Alliance to develop and deliver a 2018-21 action plan, informed by National Tobacco Priorities and the Grampian Tobacco Strategic Plan, working with partner organisations to reduce smoking rates in Aberdeenshire.</p>
	<p><b>Aberdeenshire wide</b>  <b>Aberdeenshire Local Tobacco Alliance</b> - support the Aberdeenshire Local Tobacco Alliance to work in partnership with organisations to reduce smoking rates in Aberdeenshire, support the implementation of smokefree environments and the ongoing work of Trading Standards to ensure the public and retailers are aware of legislation, regulation and the law.</p>
Reduce the availability of tobacco products to children, prevalence of smoking and exposure to second hand smoke among children, particularly Care Experienced children and other vulnerable young people	<p><b>Aberdeenshire wide</b>  <b>Supporting residential, foster and kinship care settings become smokefree</b> - support partners to prevent and reduce smoking with children and young people living in residential, foster and kinship care. Support the implementation of policy, data collection, the development of cessation pathways and services for both the child/young person and their carer. Design and deliver training to the corporate parenting workforce.</p>

<p>Creating a greater number of smoke free environments/public spaces/places</p>	<p><b>Aberdeenshire wide</b>  <b>Smokefree environments</b> - ongoing support and monitoring of Aberdeenshire Council's smoke free grounds policy and its implementation across approximately 600+ facilities/grounds. Support 11 community hospitals to implement the new smoking legislation '<i>Introduction of offenses to smoke within 15 meters of hospital building</i>'. Review and update Nicotine Replacement Therapy (NRT) Protocol. Devise and promote online staff training module. Support HMP Grampian to create a smokefree prison environment in line with the appropriate legislation. Develop a Grampian wide Smokefree Homes and Cars resource for Early Years Practitioners who work with families. The resource will aim to increase practitioner knowledge, confidences and skills to support families to create and sustain smoke free environments and enable them to signpost to smoking cessation services.</p>
<p>Improved public and practitioner awareness of benefits of stopping smoking and support services available.  More people achieving successful quit at 3 and 12 months</p>	<p><b>Aberdeenshire wide</b>  <b>Promotion of smoking cessation services</b> - support a range of action to improve public and practitioner awareness of benefits of stopping smoking and support services available to support people achieve a successful quit at 3 and 12 months intervals.</p> <p><b>Aberdeenshire wide</b>  <b>Pharmacy smoking cessation services</b> - support smoking cessation services within the community pharmacy setting to improve 3 and 12 week quit rates by continuing to deliver specialist staff training regarding tobacco, legislation etc.</p>
<p>Reduction in women who smoke in pregnancy and increase babies with healthy birth weight</p>	<p><b>Aberdeenshire wide</b>  <b>Smoking in pregnancy</b> - working as part of a Grampian approach, support midwifery services to better understand the smoking behaviour and cessation needs of pregnant women. Investigate emerging evidence regarding improving the quit rates for women while pregnant and the effectiveness of incentives in smoking cessation.</p>

## Reducing the Use of and Harm from Alcohol and Other Drugs

Strategic Context: Alcohol Framework 2018: preventing harm – next steps on changing our relationship with alcohol; UK Chief Medical Officers Low risk Drinking Guidelines; 2016; Aberdeenshire CPP Changing Aberdeenshire’s Relationship with Alcohol Local Outcomes Improvement Plan, 2019; Rights, respect and recovery: alcohol and drug treatment strategy, 2018.

National Performance Outcomes: Reduce alcohol related hospital admissions, alcohol brief interventions delivery

What Are We Aiming to Improve	What Are We Going to Deliver
Improved public and practitioner knowledge of low risk drinking levels and the impact of alcohol on communities and individual health and wellbeing	<p><b>Aberdeenshire wide</b>  <b>Promoting low risk alcohol consumption</b> - promote low risk drinking including the Scottish Government and NHS Health Scotland’s ‘Count 14’ know your units campaign, which encourages people to consider their alcohol consumption and ensure that they understand what the guidelines look like in actual alcohol servings. Promote and support the development of a range of social media work to include a campaign on Foetal Alcohol Spectrum Disorder (FASD) which will coincide with FASD Awareness Day (9th September 2019); the Sobering Thought campaign jointly developed by the 3 Grampian ADPs. In partnership with LLA, the ADP and in negotiation with key partners at a community level support the installation of branded wall mounted resource dispensers to improve awareness of health and wellbeing issues (including alcohol and drugs) and community based supports and services.</p>
	<p><b>Aberdeenshire wide</b>  <b>Mouth cancer</b> – the Let’s Talk about Mouth Cancer Campaign will be promoted throughout Grampian raising awareness of mouth cancer and its main risk factors including smoking and alcohol use.</p>
	<p><b>Aberdeenshire wide</b>  <b>Oral health training for Criminal Justice practitioners</b> - support the delivery of Mouth Matters and Smile 4 Life training to organisations and partners working with those with experience of the criminal justice system, homeless and those using alcohol and drugs.</p>

	<p><b>Aberdeenshire wide</b>  <b>Changing Aberdeenshire’s Relationship With Alcohol</b> – support action at a community level in support of the Aberdeenshire LOIP priority Changing Aberdeenshire’s relationship with alcohol.</p>
Reduction in people experiencing alcohol and drugs related harm	<p><b>Aberdeenshire wide</b>  <b>Prevention of alcohol and drug misuse/substance misuse among young people</b> - in collaboration with Community Justice, Police Scotland, School Liaison Officers and third sector partners contribute to the development to a coordinated, GIRFEC compliant, approach to the prevention of alcohol and drug misuse/substance misuse among young people, including supporting action within community and school settings in the development of policy and practice and regarding engagement with parents (promotion of “the Slide” teaching resource) and the promotion of Fearless (<a href="http://www.fearless.org/en">www.fearless.org/en</a>). Support the development and dissemination via local GIRFEC Groups of a workforce development training survey to inform the Children and Young People substance misuse needs assessment.</p>
	<p><b>Aberdeenshire wide</b>  <b>Alcohol Brief Interventions</b> – provide ABI training and delivery in Primary Care, Midwifery and wider settings e.g. welfare advice, employability, Police Custody suites and Housing.</p>
Improved awareness of alcohol support services	<p><b>Aberdeenshire wide</b>  <b>Community alcohol toolkit</b> - support distribution and use of a community resource toolkit developed in Aberdeenshire (unit calorie wheels, scratch cards, unit glasses and other resources such as Alcohol and Older People booklet, Scottish Families Against Drugs (SFAD) services leaflets, Aberdeenshire Alcohol &amp; Drug services poster and cards, Count 14 posters) and pop up marquee/shelter for use in communities.</p>

## Improving Mental Health and Wellbeing

Strategic Context: Mental Health Strategy 2017-27; A Connected Scotland: Tackling social isolation and loneliness and building stronger social connections Draft Strategy, 2018, Aberdeenshire Adult Mental Health and Wellbeing Strategy 2019

National Performance Outcomes: Improve adult mental wellbeing

What Are We Aiming to Improve	What Are We Going To Deliver
Improved public and practitioner awareness of mental health and how to improve it	<p><b>Aberdeenshire wide</b>  <b>Raising awareness of mental health</b> - raise public and practitioner awareness of mental health support services by promoting the use of Scotland's Service Directory, ALISS. Promote and support the delivery of Scotland's mental health first aid adult training, Scotland's mental health first aid young people training and other appropriate mental health training courses. Promote and support the delivery of the Branching Out program in collaboration with local partners (<a href="http://www.forestry.gov.scot/forests-people/health-strategy/branching-out">www.forestry.gov.scot/forests-people/health-strategy/branching-out</a>).</p>
	<p><b>Aberdeenshire wide</b>  <b>Mental Health training</b> - promote and support the delivery of Mentally Healthy Workplace training and Resilience training.</p>
	<p><b>Aberdeenshire wide</b>  <b>Conversation Café's</b> - provide ongoing support to the existing network of Conversation Café's in Aberdeenshire. Facilitate the development of new Conversation Café's and similar opportunities in partnership with Mental Health services.</p>
	<p><b>Aberdeenshire wide</b>  <b>Aberdeenshire Wellbeing Festival</b> - encourage and support partner initiatives as part of the Aberdeenshire Wellbeing Festival in 2019.</p>

	<p><b>Aberdeenshire wide</b>  <b>Improving the mental health of young people</b> - support the use of key mental health resources for young people in schools and community settings. In collaboration with partners in education support the implementation of a Low Intensity Anxiety Management project for schools in Aberdeenshire. Provide support for the development of a mental health training matrix and the GIRFEC Mental health and Wellbeing Thematic Subgroup as it develops a range of mental health actions within the context of the Aberdeenshire Children’s Services Plan.</p>
<p><b>Minimising the Impact of Poverty and Inequalities</b></p>	
<p><u>Strategic Context:</u> Child Poverty (Scotland) Act 2017; Health Inequalities In Scotland Audit Scotland, 2012; Commission on Future Delivery of Public Services, Christie, 2011; Every Child, Every Chance: tackling child poverty action plan, 2018</p> <p><u>National Performance Outcomes:</u> Reduce premature mortality, reduce the proportion of people living in poverty, improve people’s perceptions of their neighbourhood, reduce the proportion of employees earning less than the living wage, reduce the health inequalities gap in sexual health and BBVs, reduce children’s deprivation</p>	
<p><b>What Are We Aiming to Improve</b></p>	<p><b>What Are We Going To Deliver</b></p>
<p>Prevention and minimisation of the impact of poverty and inequality on health and wellbeing</p>	<p><b>Aberdeenshire wide</b>  <b>Tackling health inequalities within health and social care</b> - embed within AHSCP action to address/reduce health inequalities within the context of its transformation programmes, including the Fairer Scotland Duty/Equality Impact Assessment to mitigate unintentional inequalities of implementing programmes/service delivery.</p>
	<p><b>Aberdeenshire wide</b>  <b>Support development, testing and use of Combined Impact assessment for HSCP and Aberdeenshire Council</b> – support the use of Health Impact Assessment as a structured way to inform decision making and ensure that policy and programme decisions achieve the best health outcomes as a transition to achieving the ambition of Integrated Impact Assessment (IIA) that incorporates HIA with a range of other impact</p>

	<p>assessments to include; equality, human rights, health, poverty and climate change and sustainability. Support the mainstreaming of the Equalities Duty within Aberdeenshire Council.</p>
	<p><b>Aberdeenshire wide</b>  <b>Rapid Rehousing Transition Plan</b> – support the development of the Aberdeenshire Rapid Rehousing Transition Plan &amp; Action Plan and the development and delivery of the Aberdeenshire HSCP contribution to the plan, including contributing to actions, such as Housing First, to prevent homelessness.</p>
	<p><b>Aberdeenshire wide</b>  <b>Period poverty</b> - support partners across the Aberdeenshire school estate to ensure young people have access to free sanitary products in school establishments in ways that are destigmatising, inclusive and sustainable longer term, building on pilot work carried out in 2018/19. Develop and disseminate guidance for schools. Support work to consider the needs of those who are home schooled and how young people can be engaged with effectively to inform the development of this work. In addition, provide support to partners within other community settings, such as Pharmacies, to develop complementary provision.</p>
	<p><b>Aberdeenshire Wide</b>  <b>Specialist Link Workers</b> - in partnership with Information and Advice Services and Housing Service extend the provision of information and advice services in GP surgeries in areas with greatest need</p>
<p>Create the circumstances for vulnerable people to live in better health.</p>	<p><b>Aberdeenshire wide</b>  <b>Housing First</b> - continue to contribute to the development and roll out of the Housing First initiative in Aberdeenshire, including the development of an outcomes assessment tool for the project.</p> <p><b>North Aberdeenshire</b>  <b>Poverty Summit</b> - support the development and delivery of key actions and initiatives arising from the Poverty Summit for Banff and Buchan and Buchan, held early 2019.</p>



<p>Improve the health and wellbeing of those living in poverty or at risk of poverty by supporting action to ensure children have the best start in life; maximise income; improve employability prospects; improve housing options and address fuel poverty</p>	<p><b>Aberdeenshire wide</b>  <b>Reducing child poverty</b> - support development of and relevant reporting in relation to Aberdeenshire's child poverty action plan. Within the context of the Aberdeenshire and national Child Poverty Action Plans support the development of Financial Inclusion Pathways between Health Visiting and Midwifery and community based Money Advice agencies to further improve financial inclusion support for pregnant women and their families across Aberdeenshire. In collaboration with partners promote the Best Start Grant and Vitamins, Healthy Start programme and neonatal expenses fund. Within the context of the Pupil Equity Fund support schools to consider appropriate action to reduce the cost of school day and the impact of poverty on child health and attainment.</p>
<p><b>Making Health Improvement Everyone's Business</b></p>	
<p><u>Strategic Context:</u> Guan Yersel, The Self-Management Strategy for Scotland 2011; Realising Realistic Medicine, CMO Report 2015</p> <p><u>National Performance Outcomes:</u> percentage of adults able to look after their health very well or quite well</p>	
<p><b>What Are We Aiming to Improve</b></p>	<p><b>What Are We Going To Deliver</b></p>
<p>Support partners to embed improving health and wellbeing in their policy, practice and service delivery</p>	<p><b>Aberdeenshire wide</b>  <b>Healthy Working Lives</b> – provision of continued support for Healthy Working Lives Award holders in Aberdeenshire Council, NHS Grampian and HMP Grampian.</p> <hr/> <p><b>Aberdeenshire wide</b>  <b>Improving health and wellbeing in farming</b> – the Fit for Farming resource will be promoted in Aberdeenshire in partnership with the National Farmers Union and the farming network. A monthly feature in the Press and Journal will also help to highlight the issue of health and wellbeing in farming and highlight local action. NHS Grampian Public Health in collaboration with Robert Gordon University School of Health Sciences will develop an intervention aimed at improving mental wellbeing in the Scottish farming population, a large focus of this work will be Aberdeenshire.</p>

	<p><b>Aberdeenshire wide</b>  <b>Self-management</b> - development and implementation of a Self-Management Plan for the HSCP. As part of the Self-Management Plan support the implementation of House of Care, which provides participating GP practices in Aberdeenshire with training and support to undertake a care and support planning approach to help patients self-manage their long term conditions and to access wider community support to enable self-management. Support the test of digital tools, including the Florence Blood Pressure pilot and the MY COPD test in South Aberdeenshire. A rehabilitation community pathway will be developed and in South Aberdeenshire self-management peer support groups will be developed where required to provide support for those living with a Long Term Condition.</p> <p><b>Aberdeenshire</b>  <b>Prehabilitation in cancer care</b> - in partnership with Macmillan support the delivery of a feasibility study to establish how prehabilitation within the context of cancer care might be delivered at a community level.</p> <p><b>North Aberdeenshire</b>  <b>Urgent Care</b> - embed the learning in practice from the Urgent Care project carried out in North Aberdeenshire in 2018/19.</p> <p><b>South Aberdeenshire</b>  <b>Making Every Opportunity Count (MEOC)</b> - continue to support the roll-out of MEOC training with Health and Social Care teams in South Aberdeenshire.</p> <p><b>Aberdeenshire wide</b>  <b>Caring for Smiles</b> - training will be delivered to all care homes in Aberdeenshire to ensure that the oral health of all residents is risk assessed and a care plan developed and implemented. Caring for Smiles training to be delivered to NHS care staff in all hospitals, particularly those caring for older adults.</p>
Residents of Aberdeenshire are empowered to improve their	<p><b>Aberdeenshire wide</b>  <b>Primary Care Link Workers (mental health and wellbeing)</b> – develop and commission a universally available link worker service in primary care to provide short-term personalised support to enable individuals to take control of their wellbeing, live independently and improve their health outcomes.</p>

<p>own health and the health of others</p>	<p><b>Aberdeenshire wide</b>  <b>Cancer Screening Equality</b> - identify groups in Aberdeenshire who have poorer up-take of cancer screening services. Work with partners using a variety of approaches including, <i>Making Every Opportunity Count</i>, Community Champion model, and engagement with GPs and existing cancer screening services to improve the up-take of cancer screening and reduce the screening equality gradient.</p>
	<p><b>Aberdeenshire wide</b>  <b>Sexual health</b> - contribute to the completion and promotion of a sexual health website (an extension of the NHS Grampian 'Ins and Outs website which focussed on contraception) to provide accessible information on all aspects of sexual health. Sexual Health and Blood Borne Virus training will be delivered to partners working with young people around sexual health, blood borne viruses, diversity, coercion and exploitation. Planned work with School Nurses and other professionals who work with young people to look at how we can make sexual health services more accessible.</p>
	<p><b>Aberdeenshire wide</b>  <b>Prevention and treatment of Hepatitis C</b> - ongoing campaign (Get Tested, Get Treated, Get Cured) to increase testing and treatment for Hepatitis C, with the aim of eliminating Hep C in Grampian, including focused work within HMP Grampian. Continue to work with criminal justice social work and a range of third sector partners to raise awareness of sexual health and increase testing for BBVs.</p>