Aberdeenshire
Health & Social Care
Partnership

Health Improvement Delivery Plan
2021 - 2023

Contents

1. Introduction

The COVID-19 pandemic created many challenges and restrictions to our daily lives. These challenges affected everyone differently but disproportionately affected our most vulnerable as well as our older people, Black, Asian, Minority Ethnic (BAME) communities and people with underlying medical conditions **(1).**

Partners across Aberdeenshire, working in collaboration with community groups and volunteers were able to put in place an unprecedented range of support for communities across Aberdeenshire that reduced the impact of COVID-19, including people who were advised to shield; those who were vulnerable and those adversely impacted by the economic impact of COVID-19.

The COVID-19 pandemic has required Aberdeenshire Health and Social Care Partnership (AHSCP) to review how we can adapt our current and future work to address the challenges and learning from COVID-19, enabling local people to look after and improve their own health and wellbeing and live in good health for longer. This will require services to be delivered in different ways, including the enhanced use of technology to deliver services effectively.

In light of our local learning from COVID-19 this plan sets out the key health improvement priorities for Aberdeenshire until 2023. These priorities recognise the important contribution everyone can play by working together to improve the health of the population and to reduce health inequalities. These priorities have been informed by national health improvement priorities, which are also delivered at a Grampian level, and also Grampian and Aberdeenshire priorities identified as part of the COVID-19 Recovery and Renewal process **(2,3)**.

The Aberdeenshire Health Improvement priorities are consistent with the ambitions set out in the Aberdeenshire Health and Social Care Partnership Strategic Delivery Plan 2020 – 2022 **(4).** The AHSCPs Strategic Delivery Plan 2020 – 2022 supports the delivery of the AHSCPs 'prevention and early intervention' priority as outlined in the AHSCPs Strategic Plan and highlights the need to support people to live healthy lifestyles, support people to self-manage long-term conditions and support people to avoid preventable conditions **(5).**

The Aberdeenshire Health Improvement priorities are also consistent with NHS Grampian's Public Health Recovery and Renewal priorities. NHS Grampian will continue to build a Public Health system which puts people at the centre of decisions about their wellbeing and empowers our communities to thrive. NHS Grampian have identified 5 Public Health Recovery and Renewal priorities to be progressed from 2021 – 2022. These are Poverty and Child Health; Safe and Sustainable Communities; Mental Wellbeing; Responding to/ Living with COVID-19 and Critical and Protected Services. The AHSCP Public Health Team, along with our partners within the AHSCP and Aberdeenshire Community Planning Partnership have a key role in supporting the delivery of NHS Grampian's Public Health Recovery and Renewal vision.

The Aberdeenshire Health Improvement priorities have also been informed by Aberdeenshire Council priorities which have been reviewed and refreshed in light of COVID-19. The Aberdeenshire Council priorities include a focus on health and wellbeing and enabling communities to be resilient **(6).** Working closely with other partners the AHSCP will lead the delivery of the health and wellbeing priorities within the Aberdeenshire Council Plan.

The AHSCP Health Improvement priorities also contribute to the delivery of the priorities identified in the Aberdeenshire's Local Outcome Improvement Plan (LOIP) **(7).** Agreed by the Aberdeenshire Community Planning Partnership, these are Health and Wellbeing, which includes a focus on Mental Health and Wellbeing and Healthy eating, being active and healthy weight; Changing Aberdeenshire's Relationship with Alcohol; Reducing Poverty and Connected and Cohesive Communities.

As we live with COVID-19, there is a need for AHSCP along with our Community Planning partners across Aberdeenshire to continue to support people, especially those adversely impacted by COVID-19 and those with protected characteristics, to build resilience and achieve good health and wellbeing.

In light of COVID-19, AHSCP has identified 4 key health improvement priorities for 2021- 2023 which will support our communities to live well and stay resilient, these are:

- Improving mental health and wellbeing.

- Healthy eating, being active and healthy weight.

- Minimising the impact of poverty and inequalities.

- Building resilience and community capacity for health improvement.

This plan outlines the principal actions that will take place at an Aberdeenshire level in relation to each of the above priorities, as well as highlighting activity that will take place within specific localities. Key action will be progressed in collaboration with our communities and partners across health and social care, local government and the third sector.

2. Aberdeenshire Health Improvement Priorities 2021 – 2023

In this section the context for each of the four priorities is highlighted, including key trends and challenges identified pre COVID-19 and also those that will required to be addressed as we live with COVID-19. Section 4 sets out the actions that have been identified for each of the four key health improvement priorities identified for Aberdeenshire. These will be taken forward between 2021 and 2023 to address the range of complex issues highlighted in the section.

Improving mental health and wellbeing

Mental health refers to our psychological or emotional health and wellbeing. It is about how we think and feel, how we behave, how life affects us and how we cope with it, how we engage with others and the choices we make. When we are in 'good' mental health, we feel that we can cope well and respond positively to life, and we can be involved in relationships, activities and our community. However, like physical health, our mental health can vary over time.
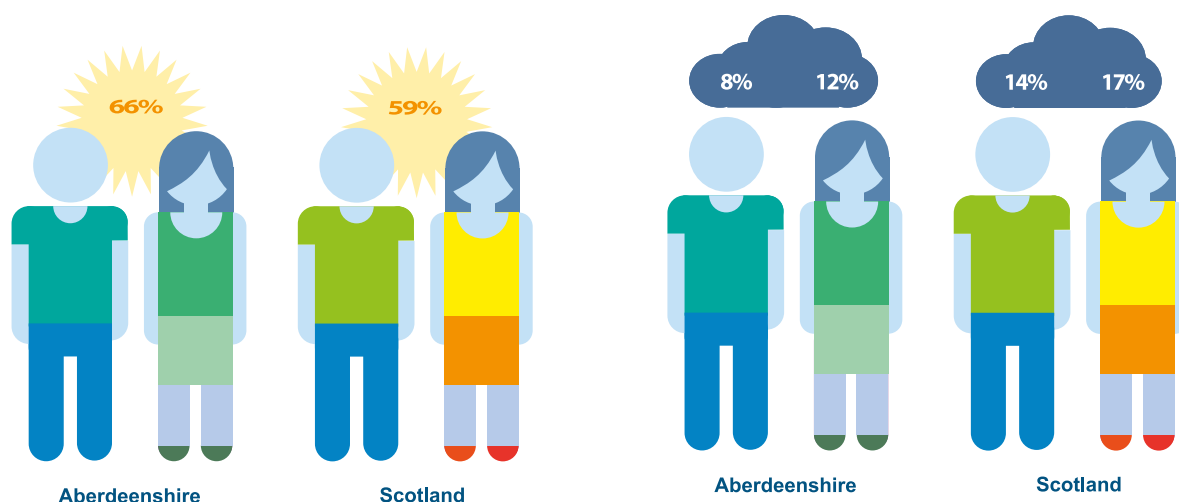
Figure 1

Percentage of adults in Aberdeenshire and Scotland reporting good psychological wellbeing, 2015 - 2018 average, Scottish Health Survey General Health Questionnaire

Figure 2

Percentage of men and women in Aberdeenshire and Scotland reporting common mental health problems, 2014 - 2017 average, ScotPHO Mental Health Profile

Mental health problems are not experienced equally across our communities. Specific groups are at higher risk of developing mental health problems due to exposure to social and economic issues such as poverty, poor housing, unemployment, chronic health problems and social isolation. People with lifelong mental health problems are likely to die 15 – 20 years earlier than people without **(8).**

The COVID-19 pandemic impacted hugely on our mental health with many indirect and unintended adverse impacts such as feelings of stress, anxiousness, anger and feeling overwhelmed at the way that our lives changed. COVID-19 has further exacerbated mental health issues for many adults and young people, with some organisations reporting greater demand for mental health support services since the start of the COVID-19 pandemic.

During the COVID-19 pandemic regional and local support services were quick to adapt and support people who were experiencing COVID-19 related adverse impacts on their mental health.

The Aberdeenshire Community Impact Assessment highlighted the views of Aberdeenshire residents on both the positive and negative aspects of the COVID-19 pandemic, including the impact of the pandemic on the mental health of others and access to mental health services.

The Aberdeenshire Community Impact Assessment – COVID-19 also highlighted a study carried out by the Office of National Statistics in June 2020 which explored the relationship between COVID-19 and depression in adults **(9).** The main findings include:

- Almost one in five adults (19.2%) experienced some form of depression during the COVID-19 pandemic in June 2020; (9.7% pre- pandemic).

- One in eight adults (12.9%) developed moderate to severe depressive symptoms during the pandemic, while a further 6.2% of the population continued to experience this level of depressive symptoms; around 1 in 25 adults (3.5%) saw an improvement over this period.

- Adults 16 to 39 years old, females, those unable to afford an unexpected expense, or disabled were the most likely to experience some form of depression during the pandemic.

- Feeling stressed or anxious was the most common way adults felt their well-being was being affected, with 84.9% stating this.

- Over two in five (42.2%) adults experiencing some form of depression during the pandemic said their relationships were being affected, compared with one in five (20.7%) adults with no or mild depressive symptoms.

Over recent years mental wellbeing among young people has been declining across Scotland and we see similar trends in Aberdeenshire among 13 year olds and 15 year olds **(10).** The Aberdeenshire Children's Services Plan 2020 – 2023 includes Children and Young People's Mental Health and Wellbeing as one of its 5 priorities **(11).** This priority is supported by a multi-agency action plan, which provides the strategic context within which the mental health and wellbeing needs of children and young people in Aberdeenshire are being addressed.

The contribution of stopping smoking to improvements in physical health are widely recognised but there is now evidence that stopping smoking can lead to improvements in mental health conditions like Depression, Stress and Anxiety. It has also been found that by quitting smoking it can help reduce the amount of medication a person may need (12). Reducing smoking in people that have poor mental health is a national priority within the Scottish Government's 10 year Mental Health Strategy (13).

In collaboration with ASH Scotland Smoking and Mental Health IMPACT training is being delivered to mental health practitioners in Aberdeenshire, this will enable and empower practitioners to feel confident to have the conversation and support cessation with their clients.

Following a review of the Aberdeenshire LOIP priorities in 2020 the Aberdeenshire Community Planning Partnership identified Health and Wellbeing as one of its LOIP priorities until 2027. Mental Wellbeing is a key strand of this overarching priority, this will make an important contribution to our wellbeing in Aberdeenshire as we recover from and live with COVID-19. As part of the key action identified by the Aberdeenshire Community Planning Partnership the AHSCP have commissioned a community Mental Wellbeing communications campaign. This will provide an opportunity to tackle stigma, highlight strategies that promote positive mental wellbeing, including highlighting the steps local ambasadors have taken to look after their mental wellbeing and promote a range of services and community supports.

Initiatives such as the Aberdeenshire Wellbeing Festival, which was run as a virtual event for the first time in 2020, was also run as a virtual event with the addition of socially distanced community events in 2021. The Wellbeing Festival provided an opportunity to highlight the importance of mental health within our communities as well as providing the Aberdeenshire public with opportunities to participate in a range of activities which promoted positive mental health.

# Healthy eating, being active and healthy weight

There are early indications that in some areas of Scotland that the COVID-19 lockdowns and restrictions led to a change in our eating habits, with reports of an increase in snacking high calorie and sugary food and also in our alcohol consumption which may exacerbate the nation's unhealthy weight **(14).**

The Scottish Health Survey shows that 3 in 10 men and 4 in 10 women in Aberdeenshire do not meet the recommended daily activity levels **(15).** Therefore, a range of physical activities opportunities need to be offered to encourage people and their families to be more active. Live Life Aberdeenshire continue to develop local opportunities, including a programme of health walks and a physical activity pathway for people with Long Term Conditions **(16).**

Aberdeenshire Council's recent Community Impact Assessment Survey highlighted the positive and negative aspects of the COVID-19 pandemic. Negative aspects highlighted the impact of mental health and wellbeing. However, positive aspects included the opportunity to become more physically active during the pandemic.

With approximately two thirds of adults now being overweight or obese, being an unhealthy weight is becoming the norm in our society. The causes of unhealthy weight are many and complex, but largely caused by consuming too many high calorie food and drinks, reduced physical activity and increasingly sedentary behaviours i.e. watching or using electronic equipment, TV, mobile phones and gaming.
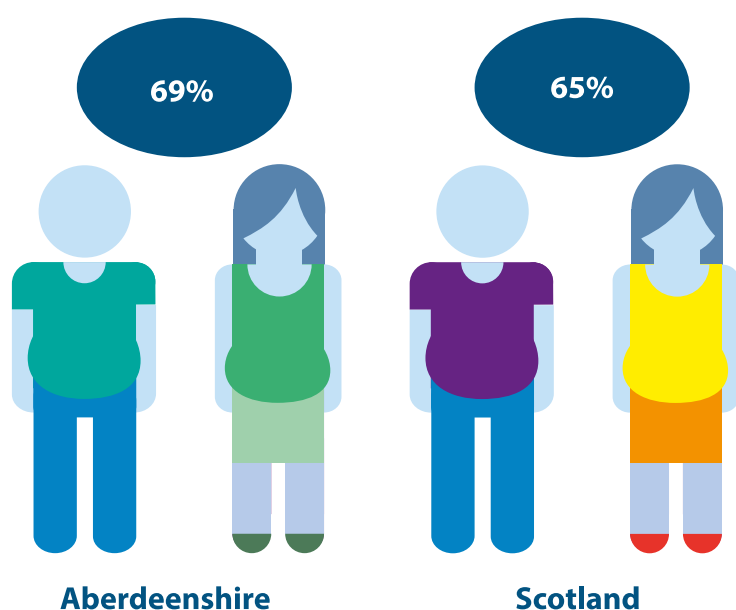
Figure 3

Prevalence of adult unhealthy weight (overweight and obesity), comparison between Aberdeenshire and Scotland, 2018, Scottish Health Survey

69% 65%

Aberdeenshire Scotland

For Primary 1 children in Aberdeenshire 22% were overweight or obese in 2018/19, comparable to the figure for Scotland as a whole **(17).**

Extensive evidence already exists linking unhealthy weight as a risk factor in many chronic diseases including type II diabetes, certain cancers and cardiovascular disease **(18).**

A growing body of evidence linking unhealthy weight as a risk factor for the development of serious COVID-19 complications supports the need for a range of healthy weight interventions including supporting people to lose weight but also creating healthy environments that help support healthy lifestyles choices **(19).**

In addition, there is a clear health inequality link to unhealthy weight with more people living in areas with higher social deprivation likely to be affected. People who experience financial difficulties can find it difficult to eat healthily. When money is tight, processed food can be the preferred option in terms of availability, storage, preparation and cooking when compared to healthier options.

It is also important to acknowledge that although we have seen a significant improvement in oral health in children in Scotland over recent years, inequalities persist. National data highlights this with 58.1% of P1 children having no signs of obvious decay in the most deprived areas compared with 86.9% in the least deprived areas **(20).**

The Aberdeenshire Community Planning Partnership as part of its overarching Health and Wellbeing LOIP priority includes healthy eating and active living (HEAL) as a key strand of this priority. Tackling these complex, systemic issues effectively will require a whole systems approach (WSA) by Community Planning Partners in Aberdeenshire.

A WSA will allow a shared and collaborative understanding of HEAL with our partners and our communities across Aberdeenshire, by working together on developing a shared long-term plan to more effectively tackle this complex issue.

Minimising the Impact of Poverty and Inequalities

Health inequalities are the unfair and avoidable differences in people's health between parts of our population, both across Aberdeenshire and Scotland, and they continue to grow (21).

One of the main causes for this are socio-economic factors, which contributes 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 (22, 23).

Smoking rates in Scotland's most deprived communities have increased by 5%

One in three people in Scotland's most disadvantaged areas smoke **32%**

Compared to just **one in ten** people in the most affluent areas **9%**

If trends continue, we could miss the 2034 target by 16 years

ASH Scotland, 2021

Tobacco use also causes significant financial harms, both to household budgets and the wider economy. It is estimated that, on average, a person who smokes spends between £1700 - £2150 per year on cigarettes. Smoking costs around £1.1 billion to Scotland each year, including an estimated £500 million spent by NHS Scotland to treat smoking related diseases (24). Addressing tobacco use will play a significant part in reducing the harm caused by health inequalities and improve well-being, particularly for vulnerable groups.

Due to the economic impact of COVID-19 the levels of poverty and financial hardship people will experience is predicted to grow as we live with COVID-19 and it is anticipated that this will have an adverse impact on physical and mental wellbeing. During lockdown, many people in Aberdeenshire experienced financial hardship due to changes in their usual circumstances, which was reflected in the increased use of Foodbanks and other aid services across Aberdeenshire, with 8296 people in Aberdeenshire accessing support from the North Foodbank in December 2020 compared to 3869 in December 2019. In 2019 the Aberdeenshire North Foodbank reported feeding 5208 individuals from 2623 households from its 5 Foodbank centres. In 2020 this figure rose to 7467 individuals from 3572 households, a 43% increase compared to 2019, with the number of households with children increasing by 54% (25).

The number of individuals in Aberdeenshire claiming Universal Credit also rose from 12,462 individuals in Aberdeenshire in May 2020 to 15,019 in April 2021, with the greatest number of claimants resident in North Aberdeenshire (26).

The best evidence currently available suggests that COVID-19 will further exacerbate health inequalities for some groups within our communities as follows:-

Older people - at the highest direct risk of experiencing a severe COVID-19 infection, more likely to live alone, less likely to use online communications and are at risk of social isolation.

Young people - affected by disrupted education at critical time. In the longer term they are most at risk of poor employment and associated health outcomes in an economic downturn.

Women - more likely to be carers, likely to lose income if they need to provide childcare, potential for increase in domestic violence for some.

People with mental health problems - may be at greater risk from social isolation.

People who use substances or in recovery - risk of relapse or withdrawal.

People with reduced communication abilities (e.g. learning disabilities, limited literacy or English language ability) - may not receive key governmental communications.

People on low income - effects will be particularly severe as they already have poorer health and are more likely to be in insecure work without financial reserves **(27).**

A range of measures will require to be implemented in order to mitigate the higher risk of experiencing health inequalities for some groups within our communities. These include the health improvement priorities outlined in this plan as well as a range of action that will be required at Scottish Government and UK Government level, including measures to support economic growth and digital inclusion.

During the COVID-19 pandemic many individuals in Aberdeenshire lost their jobs or had their working hours reduced **(28).** The impact of COVID-19 on the economy, nationally and at an Aberdeenshire level, is likely to further exacerbate health inequalities, with those already experiencing inequality likely to be most adversely affected.

The uptake of the COVID-19 vaccine has undoubtedly been a success. However, within some groups vaccine uptake has been less compared to the population as a whole, the reasons for this are complex **(29).** To mitigate the impact of COVID-19 in BAME communities AHSCP is working to increase the uptake of the COVID-19 vaccine in communities where uptake is lower compared to the population of Aberdeenshire as a whole and to address the barriers to vaccination identified by BAME communities.

Work is also underway to further improve the uptake of the COVID-19 vaccine in groups such as the fishing and fish processing industries and the oil and gas sector.

COVID-19 highlighted that many individuals and families within our communities experienced Digital Exclusion/Vulnerability, with many not having access to a computer, tablet or smartphone. This posed considerable challenges for the vulnerable and most deprived as their preferred face to face method of engagement and communication with support services was not available as an option during the pandemic. The Aberdeenshire Humanitarian Assistance Hub was able to assist those experiencing digital Exclusion/Vulnerability to access IT hardware, enabling them to engage with organisations and partners who were able to move the delivery of support online.

A significant financial donation to AHSCP and NHS Grampian by the Fraserburgh based Klondyke Fishing Company also enabled IT equipment to be provided to vulnerable and socially isolated clients across Aberdeenshire.

Garioch Community Kitchen - Central Aberdeenshire

In Garioch, the local Community Kitchen provided almost 4000 shopping bags to local families in partnership with schools and third sector partners over a 20 week period in 2020. This short film outlines the work of Garioch Community Kitchen, including their work to support families in need during the COVID-19 pandemic in collaboration with Inverurie Academy and other partners.

Garioch Community Kitchen Facebook Page

Kincardine and Mearns Community Response to COVID-19

The effort made in the Kincardine and Mearns area to support local communities throughout the COVID-19 pandemic have been captured in this short film.

K and M Community Response to the COVID19 Crisis Film June 2020

Building Resilience and Community Capacity for Health Improvement

Building community resilience and capacity within communities in Aberdeenshire supports the creation of healthier communities and enables our communities to play an active role in improving individual and community health. This approach is central to our approach to health improvement in Aberdeenshire and will continue to be vital as we live with COVID-19, building on the valuable work that took place during the COVID-19 pandemic when Local Resilience Groups were able to coordinate the considerable efforts of a range of third sector agencies, including a large number of volunteers and local businesses enabling a range of practical support to be delivered to vulnerable and shielding individuals and families. Examples of support provided at a community level included enabling those shielding as well as those that were isolated and vulnerable to access weekly food parcels; providing low level psychological support to individuals who were shielding; delivering prescriptions and provision of sanitary products and helping with tasks such as pet walking. These humanitarian acts helped reduce anxiety and social isolation while enabling support in relation to basic needs to be provided when required. Volunteering opportunities also provided valuable opportunities to apply existing skills for the benefit of communities throughout Aberdeenshire, as well as enabling those volunteering to develop new skills and enhance employability.

The Public Health team will continue to work closely with Local Resilience Groups to further develop and sustain community health improvement initiatives, putting our communities at the heart of identify solutions to local health improvement needs as we live with COVID-19.

3. Implementation and Governance of the Aberdeenshire Health Improvement Plan

A range of services across the AHSCP and other partners such as NHS Grampian, Aberdeenshire Council, third sector partners and our communities across Aberdeenshire will have a key role in supporting the delivery of this plan, responding to emerging needs as they arise. There will be a focus on ensuring our communities are healthy places to live and that individuals are well connected to a wide range of services, support and activities in their communities.

The AHSCP Health Improvement Team has a key role in supporting partners to deliver this plan through:

- gathering evidence of effectiveness and cost effectiveness

- gathering and interpreting health information and data

- development of policies and strategies

- development of delivery plans and health improvement programmes which have clear outcomes

- assessing the impact of plans and programmes

- shifting service provision towards prevention and early intervention.

The Performance Monitoring Framework for this plan will set out clear objectives, targets, outcomes and outputs for the projects outlined in this plan and will also demonstrate alignment and contribution to the AHSCPs strategic priorities and the AHSCPs Equalities Outcomes. This plan is part of a programme of transformational initiatives which will support delivery of the AHSCPs Strategic Delivery Plan. A range of qualitative and qualitative data will be utilised to describe the outcomes and key benefits achieved by the projects outlined in this plan and how they have impacted on the wellbeing of our communities throughout Aberdeenshire. A series of high level Performance Measures for this plan have been developed and progress against these will be reviewed quarterly. This approach will support reporting to the AHSCP Strategic Planning Group, NHS Grampian and the Aberdeenshire Community Planning Partnership and will also contribute to the Integrated Joint Board Annual Report.

The AHSCP Partnership Health Improvement Team, in collaboration with partners, will routinely review the learning from delivery of the Aberdeenshire Health Improvement Delivery Plan to help develop a better understanding of health and wellbeing in Aberdeenshire and to inform how we plan and deliver future Public Health initiatives.

The ongoing fluid and changing landscape presented by COVID-19 necessitates that the Aberdeenshire Health Improvement Delivery Plan will be a 'live' document, which may be subject to further revision to respond to new or emerging challenges and opportunities.

4. Aberdeenshire Health Improvement Delivery Plan 2021 – 2023

Improving mental health and wellbeing

Working with partners we aim to: -

▸ Further improve public and practitioner awareness of mental health and wellbeing and how to improve it.

▸ Further improve public and practitioner awareness of mental health and wellbeing support services and how to access them.

Key Actions 2021 – 2023

- Support the development and delivery at an Aberdeenshire and locality level of the Mental Health and Wellbeing LOIP priority, including the development and delivery of a Communications campaign.

- Build community psychological resilience by promoting self-help tools and signposting to psychological support resources/services for the Aberdeenshire public, including those impacted by COVID-19 and the health and social care workforce. Develop guidance for partners on the promotion of positive mental wellbeing at a community level.

- Support the development and sustainability of community approaches that promote recovery, wellbeing and reduce social isolation e.g. Conversation Cafés and community food initiatives. Introduce virtual Cafés to connect people as we live with COVID-19.

- Support the implementation of a Primary Care Link Worker Service (mental health and wellbeing) to be available in all General Practices.

- Host an annual virtual/face to face Aberdeenshire Wellbeing Festival.

- Support practitioners working with children and young people to understand the impact of Adverse Childhood Experiences and have access to resilience resources. Identify gaps and barriers for young people in accessing support services.

- Co-ordinate/provide key mental health and wellbeing training to health and social care and children's services practitioners e.g. Mental Health Awareness/Mental Health First Aid/Low Intensity Anxiety Management.

- Contribute to identifying and promoting the range of community supports available to support mental wellbeing in Aberdeenshire.

- Identify and implement a Community Listening Service, providing additional capacity in Primary Care to support people with low level mental health issues.

- Identify and support strategies to address loneliness at a community level.

- Support Aberdeenshire Council Education and Children's Services to implement the Aberdeenshire GIRFEC Mental Health Action Plan.

Healthy eating, being active and healthy weight

Working with partners we aim to: -

▸ Create a positive relationship with food and physical activity from birth to adulthood.

▸ Enable families, young people, older people, those living alone and carers to develop Food Skills for health and wellbeing.

▸ Enable children and adults to achieve a healthy weight and to be able to make positive food and physical activity choices.

▸ Create and promote opportunities for children and adults in Aberdeenshire be more active.

Key Actions 2021 - 2023

- Lead the development and implementation of a system wide Community Planning Partnership plan focussing on healthy eating active living (HEAL).

- Implement with partners the national child and adult healthy weight standards, providing evidence based healthy weight interventions.

- Trial community based healthy weight interventions, working with pharmacy and third sector partners.

- Continue to map existing food insecurity provision in Aberdeenshire. Support the development of approaches to prevent and alleviate food insecurity, reduce stigma associated with seeking support and building communities' resilience to combat food insecurity.

- Review provision of food skills training and build community food skills capacity supporting those living on a low income and/or who are vulnerable. Introduce virtual food skills opportunities to connect people as we live with COVID-19.

- Support the health and social care workforce to access health information and support to be active and maintain a healthy weight through the HSCP Wellbeing newsletter and Healthy Working Lives.

- In partnership with Live Life Aberdeenshire and the third sector develop community physical activity pathways and opportunities for people living with a Long-Term Condition and/or who are not active.

- In partnership with Live Life Aberdeenshire further develop the network of health walks and volunteer walk leaders; promote the use of Greenspace and recreational cycling opportunities.

- Support the delivery of early years and school based healthy eating, oral health and active living activities and resources.

- In partnership with Aberdeenshire Council explore opportunities to promote Green Travel.

- Roll out Breastfeeding Friendly Scotland across our health and social care services and continue delivery of UNICEF Baby Friendly Initiative.

Minimising the impact of poverty and inequalities

Working with partners we aim to: -

▶ Prevent and minimise the impact of poverty and inequality on health and wellbeing.

▶ Create the circumstances for vulnerable people and those living in poverty, or at risk of poverty, to live in better health.

▶ Support action to ensure children have the best start in life by maximising parental income; improving employability prospects; improving housing options; reducing fuel poverty and reducing digital exclusion.

Key Actions 2021 - 2023

- Support Aberdeenshire Council Education and Children's Services to improve the availability of sanitary products in schools and community settings.

- Support the implementation of a Criminal Justice Health Improvement plan to improve uptake of screening, the management of Long-Term Conditions, reduce tobacco use and improve mental health and wellbeing. Ensure a focus on Early Intervention and Prevention and the needs of women within the criminal justice system.

- Contribute to the delivery of Aberdeenshire's Child Poverty Action Plan, including development of an Income Maximisation Pathway for key health services, delivery of the Lived Experience Forum, improving access to information and advice services and support schools reduce the cost of the school day.

- In partnership with Aberdeenshire Council Housing Service jointly deliver actions to prevent homelessness and better meet the housing needs of vulnerable groups including people with substance misuse, mental health problems and learning disabilities.

- In partnership with Aberdeenshire Council implement the Primary Care Specialist Link Worker Service (money advise) in General Practices in areas of deprivation in Aberdeenshire.

- Contribute to the development of Aberdeenshire's Food Strategy, including the development of interventions to address food insecurity.

- Facilitate/participate in Poverty Hubs to develop multiagency actions in response to local issues associated with poverty and inequalities.

- Support the implementation of the Aberdeenshire Council Integrated Impact Assessment to ensure that polices, plans and actions promote health and reduce health inequalities for service users and local communities.

Building resilience and community capacity for health improvement

Working with partners we aim to: -

- ▶ Create vibrant and resilient communities which value diversity and support those in need.

- ▶ Build capacity for health improvement within communities.

Key Actions 2021 - 2023

- Building on our experience during the COVID-19 pandemic work with Aberdeenshire Voluntary Action and other key partners to build community capacity so that our communities are socially connected, have the local resources and opportunities to live well and support is available to those who are vulnerable and/or isolated.

- Support the Aberdeenshire Alcohol and Drug Partnership (ADP) to deliver its strategic priories, including supporting people to use alcohol in a less harmful way; promote responsible alcohol licensing; promote alcohol and drug support services and support communities develop resilience and sustainable approaches to alcohol and drug misuse.

- Support the ADP Forums to contribute effectively to prevention and early intervention approaches and local alcohol licensing decisions.

- In partnership with Aberdeenshire Council build resilience, capacity for improving health and wellbeing within the Gypsy/Traveller community and improve access to health and social care in line with the Scottish Government Gypsy/Traveller Action Plan.

- In collaboration with partners promote training opportunities, such as Health Issues in the Community and Making Every Opportunity Count (MEOC), to build capacity for health improvement within communities and partners agencies.

- Explore, test and roll out the use of digital solutions to community health improvement initiatives e.g. Conversation Cafes and to support self-management e.g. My COPD app, Florence Blood Pressure monitoring and Florence Smoking Cessation support.

- Further develop the AHSCP Public Health Team Facebook pages as a way of communicating key health improvement messages with the Aberdeenshire public.

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