Health Promotion Service
Annual Report 2018/19

The Health Promotion Service leads on approaches which maintain and improve health and wellbeing and mitigate, prevent or undo health inequalities.
Introduction

Our 2018/19 annual report reflects the first year of the Health Promotion Service Strategic Framework 2018/23. An illustration of the framework is on the next page. We have made good progress against our three strategic priority areas which are Early Years, Children and Young People’s Wellbeing; Healthy Sustainable Communities and Places, and Supporting Healthy Behaviours and Reducing Harm.

Highlights from our year’s achievements include a partnership project to engage young people with community planning; work with organisations around cancer screening and the development of an online resource to support people who are exploring their gender identity. We continued to share our successes both locally and nationally. Further information can be found on the Knowledge Exchange page.

This last year has seen changes at national level with the progress of the Public Health Reform. National public health priorities have now been agreed and the new Public Health Scotland will be formed in the near future. We look forward to leading the implementation of health promotion approaches with our partners for the population of Lothian amidst the changing landscape.

Moyra Burns

Health Promotion Service Manager
Strategic Framework 2018/23

A five year framework for action

Our new strategic framework was launched in 2018. This reaffirms the principles and functions of health promotion and identifies priority areas where the Service will play a key role in achieving greater equity in health and wellbeing for the population of Lothian.

**Aim**

To lead the implementation of health promotion approaches in order to improve health equity across Lothian

**Service Principles**

- Prioritise Early Intervention & Prevention
- Promote Health Equity
- Address the Determinants of Health

**Priority Areas**

- Early Years, Children & Young People’s Wellbeing
- Healthy, Sustainable Communities & Places
- Supporting Healthy Behaviours & Reducing Harm

**Core Functions**

- Programme & Project Management
- Organisational & Partnership Development
- Capacity Building
- Information & Knowledge Mobilisation

**Annual Delivery Plan**

**Measuring Outcomes**

Evaluation Plan & Annual Report

This strategy helps shape our annual delivery plan. The delivery plan takes into consideration local and national drivers, together with local knowledge and identified need. The articles that follow in our annual report provide a snapshot of how we identify and address some of these drivers and needs.

**IN THE PIPELINE:** We are reviewing our measuring outcomes system and moving towards a process of outcome mapping.
Capacity Building Programme 2018/19

Learning opportunities across Lothian

Our capacity building and training programme has reached a wide audience in 2018/19, including workplaces, higher education establishments and third sector.

The training programme was delivered predominately by health promotion specialists and we were delighted to work in partnership with external services for some specific courses. Over 250 participants took part in training, an increase of nearly 20% from the previous year.

Training has included issues such as:
• Introduction to Group Work Skills.
• Sexual Health.
• Getting the Balance Right.
• Scottish Mental Health First Aid for Adults and Young People.

Bespoke training sessions have also been delivered working with organisations such as Skills Development Scotland, Lothian Association of Youth Clubs and Women’s Aid East and Midlothian.

We have also developed a social media presence to publicise our training opportunities. You can find us on Twitter@health_nhs.

We have continued to strengthen our links with higher educational establishments such as Queen Margaret University and the University of Edinburgh. This work has included guest lecturing on health promotion approaches at undergraduate and postgraduate level and providing support to postgraduate dissertations. The most recent dissertation to be supported was an exploration and evaluation of universal approaches and programmes to improving Maternal and Infant Nutrition in Lothian.

Luisa Walker

“It has increased my confidence in talking to young people about mental health.”

“It has given me the confidence to talk about suicide with young people.”

Scottish Mental Health First Aid: Young People

“Lots of information and exercises that I will be able to incorporate into my practice.”

Sexual Health of Adults & Vulnerable Groups

“So much!! Dynamics, group set ups, being a good facilitator, lots of tips and skills.”

Introduction to Group Work Skills

For more information on our upcoming courses please visit our website here
Health Promotion Resource Centre

Free information service for all those living and working in Lothian

The Health Promotion Resource Centre continued to attract new users and there are currently 1,251 people actively using the service. As part of our resource review, we worked with Healthy Respect to update the Learning Disabilities section.

New resources include:

- Working with sexual offenders with learning disability.
- Working with parents with learning disability.
- The law and capacity, current good practice.
- The menopause and learning disability.

The Resource Centre publicises The Knowledge Network and responded to 4,011 enquiries about the service. We also distributed 266,364 leaflets and 2,335 posters that were requested by users. New titles continue to be featured on our online ordering system which can be accessed via HPAC.

A new version of “Ready Steady Baby” was produced by NHS Health Scotland and the Resource Centre assisted them by ensuring that copies reached all Community Midwives and also GP Practices where required.

Increased use of NHS Health Scotland’s Web2Print system means we can provide maternity services with translations of specific resources in 20 different languages.

Campaigns including Seasonal Flu, National Walking Month and Book Week Scotland were supported. Links continued to be strengthened with other NHS Lothian services such as Community Vaccination, Managed Clinical Networks and Occupational Health.

Phil Horne

Maternity Resources in Arabic & Polish.
Scotland Mental Health First Aid: Young People

Working in partnership with Skills Development Scotland to build the capacity of its workforce

In 2018, we carried out a needs assessment for Skills Development Scotland (SDS) Edinburgh to help identify the staff’s training needs to support their clients. Around 50 members of SDS took part over two sessions and the biggest area of concern identified was the mental health and wellbeing of young people they work with.

Throughout the summer of 2018, we delivered Scotland’s Mental Health First Aid for Young People to SDS staff. Six months later, a follow up survey was undertaken to identify the impact of the course on their practice.

The survey was encouraging, reporting that:

• 100% of respondents reported the course had made a difference to their practice.

• Respondents felt their confidence increased in talking to young people about mental health and wellbeing.

“*It has increased my confidence in talking to young people about mental health.*”

The issue of raising the question about suicide also improved after attending the course:

“*It has given me the confidence to talk about suicide with young people.*”

Overall, this course has increased the skills and confidence of participants, which has improved their approach with colleagues and the young people they work with.

Luisa Walker & Jacqueline Kirkland

**IN THE PIPELINE:** If you are interested in Scotland’s Mental Health First Aid for Young People then please visit our capacity building website.

Early Years, Children & Young People’s Wellbeing
Tobacco Prevention

Exploring Peer to Peer Supply of Tobacco in High Schools

Health professionals have long recognised the key role peers play in influencing children and young people to take up smoking. In partnership with University of Edinburgh and Axiom Consultancy, we undertook a study to understand more about what drives young people to supply tobacco to their peers, and how best to tackle the issue in the future.

We conducted structured workshops with 240 S3 (13-14 year old) pupils from eight secondary schools in Lothian to explore their views. We also interviewed 36 teachers.

Most pupils said it was easy to get hold of cigarettes at school and that sharing and/or selling happens regularly. Most teachers were less aware of the issue.

Unlike the supply of alcohol or illegal drugs, pupils and teachers were unclear what action would be taken if a pupil was caught supplying tobacco. However, the prevailing view among pupils was that they would expect the school to take firm action to address peer to peer supply of tobacco.

Feedback also indicated that some local shops were still supplying tobacco to underage young people, which partly drives the supply chain in schools.

Crucially, pupils think that the availability of cigarettes in school is an important reason why younger pupils start smoking.

Colin Lumsdaine

IN THE PIPELINE: Schools are being supported to consider how they can address peer supply.

Early Years, Children & Young People’s Wellbeing
Shifting Community Planning Indicators

Measuring breastfeeding rates in West Lothian: idealism meets realism

The Scottish Government and the World Health Organisation recognise the benefits of breastfeeding to both mum and baby. Research has shown that breastfeeding reduces the risk of ill health to both mum and baby in both the long and short term.

Targets around breastfeeding have historically been based on initiation rates, (this is the number of babies who receive any breast milk after birth). Within West Lothian, 70% of women start to breastfeed but by the time the baby reaches six to eight weeks old breastfeeding rates have dropped to 42%.

The World Health Organisation recommends exclusive breastfeeding for 6 months. However, research across the UK has shown that 80% of women stop breastfeeding earlier than they intended and 200,000 women nationally are unhappy about their breastfeeding experience.

The work within West Lothian looked at altering breastfeeding outcomes within the local outcome improvement plan. Agreeing this change in outcome means a restructuring of breastfeeding support work across the locality. Following consultation, agreement was reached and an application to alter the outcome measure was approved by the Community Planning Partnership.

The altering of this measure meant there was senior management buy in to support a successful bid to the Scottish Government “Programme for Government” funding. This funding will increase the workforce to provide early proactive support with the aim of reducing the drop off in breastfeeding rates over the first six weeks of life.

Tracy McGillivray & Sarah Archibald

IN THE PIPELINE: The impact of changing the focus of this work will allow NHS Lothian to support new parents to feed their babies.
Youth Talk is a partnership project with Lifelong Learning and the third sector to meet actions from the Edinburgh Locality Improvement Plans and Edinburgh Children’s Partnership Plan. It involves four stages of participation, with young people and decision-makers working together to develop actions.

We have spoken to thousands of young people in Edinburgh to get their views on how to make their communities better. We have done this by consulting with young people in the Wester Hailes, Leith, Liberton/Gilmerton and Drumbrae areas of the city through flash polls, surveys and focus groups.

It has been a privilege to engage with some amazing young people by providing training and experience, including:

- **North East Youth Ambassadors** were trained and supported to co-facilitate focus groups and events.
- Young people in each locality were selected to judge the ‘**Choose Youth Work**’ funding applications which focused on priority areas identified through Youth Talk.
- The development of action groups to support future **Youth Talk projects**.

We will soon be sitting around the table with decision-makers to discuss young people’s ideas to improve their local areas.

**Tammy Rudduck**

**IN THE PIPELINE:** We will be showing off the talents of our young people through artistic endeavours including a photographic exhibition, as well as showcasing musical and theatrical talents at upcoming Youth Talk events.
Welfare Advice in Hospital

The continued success of the Welfare Rights and Health Project

The Welfare Rights and Health Project is provided in partnership with Citizens Advice Edinburgh offering free, confidential money advice and support to patients, carers and staff. The project operates at the Royal Infirmary of Edinburgh and the Western General Hospital. The welfare advisers visit the wards and offer a bedside service, acting on behalf of the patient, carer or staff member to navigate the complex benefits system. The welfare advisers help to take pressure off staff by providing practical advice in relation to money worries.

The project supports people to take control of their circumstances whilst in hospital and can help to contribute to a quicker discharge home and a reduction in possible readmission to hospital. Having a hospital-based service means patients and carers are accessing financial support and information at a time when they are often most vulnerable. The recent roll out of Universal Credit across Lothian has emphasised the need for welfare advice and support to minimise the effects of poverty and ensure individuals and families are receiving the money to which they are entitled.

The project has three part-time advisers across the two hospital sites and supported a total of 499 clients from 1 April 2018 to 31 March 2019 with a financial gain of £597,000 of which £110,000 has been confirmed so far.

Feedback from a 2018 staff survey clearly shows how valuable NHS Lothian staff find the project:

“It is an extremely valuable service. Patients have commented to me that the advisers are friendly and efficient and have assisted them greatly in dealing with the minefield of applying for benefits and the paperwork involved.” NHS Lothian staff member.

Kerry Murray

Healthy, Sustainable Community & Places
Health Promoting Health Service

Supporting and embedding a health promoting culture within NHS Lothian

The Health Promoting Health Service (HPHS) is a national framework which aims to ensure that any contact with the NHS is an opportunity to improve health for staff, patients and visitors.

Over the last year we have focused our work around four main outcomes: effective leadership, staff health and wellbeing, hospital environment and patient pathways. Work in these areas contributes to the overall ambition of creating an NHS in Lothian that has a culture of health promotion embedded in our practice.

A key achievement over the last year has been the delivery and evaluation of a pilot project that aimed to support Primary Care Pharmacists and embed the HPHS ethos and health promotion in their daily practice. Following the initial needs assessment, a one and a half day training programme was designed and included topics such as health literacy, health behaviour change and health inequalities. Both on the day and follow up evaluations were extremely positive, with practitioners describing how the training had positively impacted their daily practice and how they now felt more confident, skilled and knowledgeable to work in a person-centred, holistic manner. This project was presented at the 2019 NHS Lothian Research & Development conference, the poster from which can be found online.

“I now look at my patient as a whole and assess the non-visual circumstances that may impact on their adherence to medicine and understanding of the health information I am providing. I ask more open questions to allow the patient to talk freely; they generally discuss the barriers that are in their way to follow through with health promotion advice.” Feedback from a Primary Care Pharmacist.

Alison Eadie & Sue Muir

IN THE PIPELINE: A new action plan will be launched for 2019/20 and the piloted training will be rolled out across NHS Lothian.

Healthy, Sustainable Community & Places
The uptake of the cervical screening test is on the decline. Working with the NHS Lothian Detect Cancer Early Team, we emailed a survey to organisations registered with the Healthy Working Lives award programme.

The survey asked questions in relation to the policies and procedures in place to support staff to attend screening appointments. All of the organisations had policies and procedures in place for managing staff absence and all included a statement on attending medical appointments.

Following on from these results we designed a poster for workplaces which not only provided key messages of the benefits of cervical screening but also encouraged employees to check if their organisation allowed time off for medical appointments. The poster was displayed in the ladies toilets of two different organisations during Cervical Cancer Prevention Week.

A follow up questionnaire to staff identified that not only was the poster well received but the main message that staff remembered from the poster related to receiving time off to attend medical appointments.

The poster will be made available to other organisations via HPAC. It will also be used to raise awareness of the screening clinics available for NHS Lothian staff.

Kathryn Sinclair
Since their initial development in 2016, the “Health and Wellbeing Contacts in Lothian” card has been widely distributed and positively evaluated across Lothian. The purpose of the card is to support and encourage people who are leaving prison to access appropriate health and wellbeing services in the community, whether that is registering with a GP or attending a community pharmacy.

There is also information available on support for mental health, substance misuse, welfare, housing and homelessness. The contact card is printed in colour and is A6 in size, designed to fit in your back pocket.

The card has the potential to benefit the health of people leaving prison, as well as their families and friends. They aim to enhance knowledge, reduce barriers and facilitate engagement with health and wellbeing services within Lothian.

In 2018 a consultation with partners including the Scottish Prison Service, Community Justice and Third Sector organisations informed the content of the updated card. The new card has been printed and distributed across Lothian via HMP Addiewell, HMP Edinburgh and a number of community organisations. A supply of the contact card has also been given to several other prisons in Scotland that have people who return to Lothian upon release.

Alison Eadie & Sabina McDonald

IN THE PIPELINE: An evaluation will be conducted to assess the impact of this resource.
Your Voice, Your Choice 2

Participatory budgeting – poverty and inequalities

Your Voice, Your Choice 2 is a Musselburgh Area Partnership participatory budgeting initiative, which aimed to support the community to present ideas and projects that would have a positive impact on tackling poverty and reducing inequalities in Musselburgh, Wallyford and Whitecraig. Money was made available to the community through the Scottish Government Community Choices Fund and the Area Partnership funds.

As a member of the Your Voice, Your Choice subgroup in the Musselburgh Area Partnership, the Health Promotion Service supported the development of guidance documents and an application form. The forms were available as paper copies and online and asked various questions relating to inequalities and poverty. The scoring for the shortlisting was weighted on these questions, specifically how the project would address inequalities and/or poverty.

After the short-listing process communities were able to vote on the projects using a digital voting process enabled by the Democratic Scotland Society in addition to the traditional paper voting.

The successful projects were announced at a local event in March 2019. These projects included:

- **Putting Money in Your Pocket** – to help people to maximise their household income.
- **Musselburgh Kindness Fund** – to provide social, family and health workers and community staff with access to small amounts of funds to support families in crisis.
- **Mobile Fruit in Musselburgh area** – to put a mobile van on the road one day per week selling fresh produce.

Jacqueline Kirkland

**IN THE PIPELINE:** These projects will now have a year to complete the work and then a full evaluation report will be written about the projects which we will support in writing. Now on to Your Voice, Your Choice 3!
Alcohol
Policy, Prevention and Promotion

Health Promotion’s main focus for alcohol work within Lothian is around Alcohol Brief Interventions (ABI) and alcohol licensing.

We support the development and implementation of alcohol licensing policy in the four Licensing Board areas of Edinburgh to promote the objective of ‘protecting and improving public health’, which includes:

- Reviewing licensing applications.
- Providing health data and evidence of best practice for the development of new licensing policies, which were published in November 2018.
- Supporting the Local Licensing Forums in their role of reviewing matters relating to licensing in their area.

In ABI, following the Scottish Government’s introduction of targets to deliver ABI’s nationally in April 2008, we have developed the delivery of ABI’s to inform and support people to manage their alcohol consumption and maintain their health.

In November 2018 the Health Promotion Service presented a poster at the 8th European Alcohol Policy International Conference highlighting NHS Lothian’s activities and achievements.

Eleanor McWhirter & Elizabeth Oldcorn

IN THE PIPELINE: The service is leading the update of the Edinburgh Alcohol Strategy in line with the new National Alcohol Framework.
Developing Physical Activity Alliances

Global to Local: Learning how to love strategy, policy and networking

If physical activity had a relationship status on social media it would surely be, ‘It’s Complicated’. No single service or organisation can be solely responsible for physical activity. It cuts across a number of organisational responsibilities, policies and strategies. Therefore to enable us to work effectively we needed to adopt a broad based multi-sectored approach from the community level up, connecting with community planning and cohesive with citywide, national and even global policies.

From a community perspective we have worked with partners to establish physical activity networking structures across Lothian. These Physical Activity Alliances are linked to the community planning process and create opportunities for stakeholders to come together, share good practice and raise awareness of opportunities relating to physical activity.

We are currently mapping local assets, which will help guide action planning towards making best use of existing resources and assist in identifying gaps and priorities across each locality. Knowledge of best practice and evidence-based approaches has helped shape the conversation around physical activity and ensure a direction of travel that takes a broad based, inclusive approach that prioritises inequalities.

John Brennan

Supporting Health Behaviours & Reducing Harm
Increasing attention has been given to the emerging and anticipated care needs of the ageing HIV population. In 2017 Terrence Higgins Trust released a report titled *Uncharted Territory*, which described the disproportionate physical, mental and social impacts experienced by individuals growing older with HIV. It also highlighted gaps in current health and social care service provision across the UK. Despite it being national in focus, only 10% of respondents and interview participants were from Scotland.

A Senior Health Promotion Specialist led a health needs assessment using epidemiologic and qualitative research methods to investigate the local experience of people living with HIV in Lothian and determine their current and anticipated health and social care needs. This thorough review included:

- Analysis of data on demographics, morbidity, inpatient admissions, outpatient appointments and A&E attendances.
- Completing focus groups and in-depth interviews with service users and discussions with service providers.

This work is understood to be the most in-depth and comprehensive consultation to occur with people living with HIV in Scotland around their needs as they get older.

Provisional recommendations focus on service provision, training needs, addressing stigma, data systems and patient support.

*Cris Stothart*

**IN THE PIPELINE:** Lothian HIV Care & Treatment Group will review and take forward recommendations from the health needs assessment.
Ageing Well

Training workbook developed for volunteers

We work in partnership with our four local authorities to deliver Ageing Well projects. Ageing Well promotes healthy lifestyles for people over 50 through a range of social opportunities such as walking groups, seated exercise classes and walking football.

Alongside Ageing Well Coordinators, a team of volunteers lead on or support the programme of activities on offer. The volunteers are mostly older adults who want to share their love of being active with others.

We worked to develop the Volunteer Training Workbook alongside Ageing Well Coordinators and Health Promotion Specialists. The training workbook aims to provide information and some practical resources to introduce the volunteers to the project, and prepare them for their new roles.

The workbook includes topics such as health inequalities and healthy eating to support volunteers to feel confident in their knowledge. There are also some case studies for volunteers to work through to encourage them to think about values, attitudes and communication skills. Finally, the workbook contains all the necessary policies and guidelines to enable them to feel confident and ready to start volunteering.

The training book has been distributed to the Ageing Well projects and feedback about the resource has been positive.

Rebecca Dey

Volunteer Training Workbook

Ageing Well Resource.

Supporting Health Behaviours & Reducing Harm
NHS Lothian Health Promotion staff have recently been involved in a project to support people attending the NHS Lothian Chalmers Gender Identity Clinic. The clinic offers a triage service for transitioning people and their families. The numbers of people attending the clinic have increased significantly over recent years. Staff involved in the clinic wanted to create a resource which would provide information for people who were exploring their gender identity.

Through conversations with the transgender community, it was agreed that a film would be a valuable resource for providing this information and could also alleviate the fears and anxieties expressed about attending the clinic. We also wanted to create something that health professionals, support workers, friends and families could use to increase their awareness about the service.

A range of stakeholders were involved in the making of this film, including NHS Lothian staff, third sector organisations and film production company HeeHaw. Over 50 members of the transgender community were also involved in consultations and contributed towards the design, content and feel of the film.

The film was launched in March 2019 with an event which provided an opportunity to thank everyone who was involved in the project and raise the awareness of the resource. It is now live on the Gender Identity Clinic web page here.

“I’ve really enjoyed being part of this exciting and really well executed project... thank you for including us/me and congratulations on producing what I’m sure will be a hugely beneficial asset to the Lothian GIC service.”

Third Sector Partner Organisation.

Rebecca Dey

IN THE PIPELINE: The film and accompanying fact sheets are currently being developed for use by Gender Identity Clinics across Scotland.
Continuous Development

Developing the specialist health promotion workforce

The UK Public Health Register is an independent, dedicated regulator for public health professionals aimed particularly at those who have no regulatory body. A Practitioner Registration scheme was introduced in Scotland in 2013 with four boards located in the West of Scotland and has been gathering momentum ever since. NHS Lothian joined the Scheme in 2016 along with three other Scottish Boards, with the remaining Boards joining for the 2018/19 intake.

‘Portfolio readiness’ is the key to success in achieving registration and, to this end, a series of candidate briefings and portfolio development workshops have been held over the past year. Applications were opened for two cohorts of practitioners in this period and five Lothian practitioners were successful in being admitted to the Scheme.

The Lothian Scheme Coordinator was actively involved at a National level, contributing to the review of processes and standards which was undertaken in 2017/18. This work has now been concluded and the new processes and standards came into force in April 2019. In addition the Coordinator worked with the Scottish Boards Scheme Coordinators Group to develop and deliver practitioner induction training for the latest intake of applicants.

The Coordinators’ Group has also been working with the Scottish Health Promotion Managers’ Group and NHS Heath Scotland to shape the wider workforce development programme across Scotland. For further information about the Registration process in Lothian contact Helen Smart.

Secondment Opportunity to Lothian’s House of Care Collaboration, a partnership between NHS Lothian and the Thistle Foundation

The project coordinator’s role was to lead, train, facilitate, coach and mentor workstreams that included primary care, pharmacists and cardiac rehabilitation. The aim was to support the cultural and process shift required to develop a person outcome approach through enabling a ‘good conversation’. This focuses on the social circumstances of a person’s life, their health and wellbeing and what can support them in their community. This aims to reduce health inequalities.

Critical to success was the shift in focus to ‘what matters’ to the person with the collaboration providing shared leadership and learning, a menu of support that was adaptable, pragmatic and enthusiastic.

People report feeling able to support and manage their own health and wellbeing with professionals having improved job satisfaction as they see the impact a ‘good conversation’ can have. The work will continue and be developed across Lothian.

Tracy McLeod
Knowledge Exchange
Showcasing the work we do with partners

Faculty of Public Health Conference in Peebles, November 2018

Presentations
- Preventing Commercial Sexual Exploitation: Changing culture by challenging demand
  Helen Smart.
- Exploring the lived experience of Homelessness in Midlothian
  Chris Stothart.
- Can providing free nicotine replacement therapy protect children from second hand smoke in disadvantaged homes?
  Colin Lumsdaine.

Posters
- The Sexual and Reproductive Health Needs of Women with Multiple Risk Factors
  Rebecca Dey, Sheila Wilson, Dr Duncan McCormick.
- Transgender Awareness Training
  Elizabeth Oldcorn.

NHS Lothian Research and Development Conference 2018

A pilot project within Primary Care
Now I see the individual, not only the health condition
Alison Eadie.

'I now look at my patient as a whole and assess the non-visual circumstances that may impact on their adherence to medicine and understanding of the health information I am providing. I ask more open questions to allow the patient to talk freely; they generally discuss the barriers that are in their way to follow through with health promotion advice.'