
EAST DUNBARTONSHIRE JOINT HEALTH IMPROVEMENT PLAN

2018 to 2021

DRAFT March 2018

INTRODUCTION

Vision

The Strategic Plan for the Community Planning Partnership (CPP) is the Local Outcomes Improvement Plan (LOIP) which has six strategic outcomes. The East Dunbartonshire Community Planning Partnership's vision is; "Working together to achieve the best with the people of East Dunbartonshire."

This will be realised through shared knowledge, values, intelligence and by working in partnership for a healthier, happier and fairer East Dunbartonshire.

This Joint Health Improvement Plan (JHIP) is the local delivery plan for Outcome 5 but also links to Outcome 3;

Outcome 5: Our people experience good physical and mental wellbeing with access to a quality built and natural environment in which to lead healthier more active lifestyles

Outcome 3: Our children and young people are safe, healthy and ready to learn

Approach

A major part of being healthy is about being able to take decisions and have control over your own life circumstance. The CPP acknowledges that improving health needs to stretch beyond traditional approaches to embrace multi agency, collaborative actions that will support and increase the health and wellbeing outcomes across East Dunbartonshire.

The content of the draft plan describes a range of universal and targeted approaches that promote health, prevent ill health and address inequalities in health. This draft plan aligns to that of the World Health Organisation (WHO), who, through their Ottawa Charter for Health Promotion (WHO 1986 & 2005) established a series of actions that are required to achieve a healthy population and to reduce health inequalities. The JHIP will mirror the approach of the Ottawa Charter, through:

- Building healthy public policy
- Creating health promoting environments
- Strengthening community actions (and assets)
- Reorient services toward prevention of illness and promotion of health (WHO 1996)

What matters to local communities?

Service user and carer feedback and involvement will be a continuous process to ensure views from all sectors of the community are captured and shared to influence decisions. Engaging and listening about what matters to our residents is central in determining our key priorities. At recent community events, held on behalf of the CPP, the following themes were reflected in relation to keeping people healthy:

- Increased access and better maintenance of walking routes
- Increased access to Community gardens, nature trail and allotments
- Increased opportunity for social activity and interaction including, healthy eating and fitness groups

The East Dunbartonshire Health & Social Care Partnership engagement events (2017) further identified a range of issues that mattered in supporting people to be healthy. Comments identified health and wellbeing approaches that:

- Reduce social isolation
- Increase physical activity
- Support a healthy diet
- Increase capacity towards self management

The Joint Health Improvement Plan

The Health Improvement Strategic Partnership is responsible for the development and delivery of the Joint Health Improvement Plan. Five partnership sub groups will have responsibility to deliver each of the key actions and to monitor progress against jointly agreed performance indicators.

This draft JHIP recognises there is opportunity to improve local and universal health and wellbeing throughout the authority, through sharing our (partners) collective objectives and actions. The Plan focuses on developing opportunities for individuals, families and communities to be much more involved in improving their own health and wellbeing. It also addresses inequality, against which actions will be identified to reduce the inequality gap; including; health, economic, social and geographical.

The draft Plan sets out the key priorities and actions describing:

- What is known about the priority
- What the approach should be; and,
- What CPPs will do collectively to deliver joint ambitions

KEY PRIORITY 1

Tobacco Prevention, Cessation & Control

What does the data say?

Smoking is the biggest preventable cause of illness and death, with smoking prevalence in the most deprived communities being four times higher than within the most affluent (Scot Gov 2015).

- 23.3% of adults reported as smokers, Scotland, (2011 census).
- 15% of adults reported as smokers - ED Adult HWB Survey 2014
- 34% who live in our most deprived communities reported as smokers - ED Adult HWB Survey 2014

Those who are exposed to Second Hand Smoke

- 25% of adults reported being exposed to second hand smoke - ED Adult HWB Survey 2014
- 46% of adults report being exposed to second hand smoke - ED Adult HWB Survey 2014

What matters to communities?

Local people highlighted the need to work in partnership with other organisations to promote and deliver a wide range of services that promote positive health, such as helping people stop smoking.

Approach

The multi-agency Tobacco Alliance is the strategic group responsible for the development and implementation of actions to reduce tobacco harm across East Dunbartonshire. The focus is not only the prevention of smoking and supporting those who want to stop smoking, but also action that supports the enforcement of legislation

What will partners do?

- Deliver stop smoking services particularly within the most disadvantaged communities
- Establish a Home Fire Safety & Stop Smoking partnership referral process for those identified as being vulnerable to fire in their homes.
- All partner organisations develop and implement policies and protocols reflecting the requirements of national guidance and legislation to reduce the impact of smoking on their employees
- Create a range of community based smoke free environments including Smoke Free Play-parks, Smoke Free Community Events.
- Deliver a range of interventions to determine compliance with enforcement legislation, including reducing access to illicit tobacco products

Measuring Success

The main impact measure will be smoking prevalence and exposure to second hand smoke which will be quantified through the 3 yearly Health & Wellbeing survey which reports levels of smoking within East Dunbartonshire.

KEY PRIORITY 2

Obesity and Physical Activity

What does the data say?

Scotland's obesity rates continue to be amongst the highest in the developed world (Scottish Gov. 2017)

- 65% of adults are overweight – Scottish Health Survey 2017
- 50% of adults reported being overweight - ED Adult HWB Survey 2014
- 35% of adults who live in our most deprived communities meet target for consumption of fruit / vegetable consumption - ED Adult HWB Survey 2014
- 63% of adults meet the national physical activity guidelines – Scottish health Survey 2016
- 71% of adults met the physical activity target - ED Adult HWB Survey 2014
- 58% of adults who live in our most deprived communities meet target for physical activity - ED Adult HWB Survey 2014

What matters to communities?

Local people highlighted the partners should help people to improve their health through activities such as walking, gardening and other social activities

Approach

The East Dunbartonshire Obesity and Physical Activity Action Group have the key role in delivering Scotland's national obesity strategy and physical activity action plan. The focus of the plan will be to deliver actions that will increase the number of adults attaining the weekly recommended target for being physically active and consuming healthy food options.

What will partners do?

- Review recommendations from National Obesity strategy and develop and deliver an action plan reflecting the local and national priorities to reduce level of obesity
- Develop pathways with third sector organisations to provide wider access to community cooking groups
- Deliver community led food initiatives, increasing knowledge and capacity for the safe food handling and hygiene practice
- Deliver leisure, cultural and recreational activities, particularly in PLACE communities, to maximise physical activity opportunities, including walking and cycling
- All partner organisations develop and implement policies supporting a healthy and active workforce

Measuring Success

The main impact measure will be percentage of residents who meet the target for physical activity determined through the 3 yearly Health & Wellbeing survey.

KEY PRIORITY 3

Alcohol and Drug, Intervention and Awareness

What does the data say?

The harm caused by alcohol has become a major challenge affecting Scotland (Scottish Gov. 2009)

- 50% of men regularly drink over alcohol consumption guidelines (Scottish Gov 2008)
- 30% of women regularly drink over alcohol consumption guidelines (Scottish Gov 2008)
- 22% of adults exceed the daily limit for alcohol consumption - ED Adult HWB Survey 2014
- 31% of adults who live in our most deprived communities exceed the daily limit for alcohol consumption - ED Adult HWB Survey 2014
- 16% of adults reported to have been binge drinkers in the previous week - ED Adult HWB Survey 2014

What matters to communities?

Local people highlighted the need to work in partnership with other communities and organisations to promote and deliver a wide range of services that promote positive health and to help people access the services they need

Approach

The East Dunbartonshire Alcohol and Drug Information and Awareness Group (ADIAG), is a multi agency partnership, delegated by the The East Dunbartonshire Alcohol and Drug Partnership to deliver actions to increase awareness of alcohol and misuse issues

What will partners do?

- Improve accessibility and uptake of Alcohol Brief Interventions within Primary Care and Community settings.
- Increase capacity of partners to deliver Alcohol Brief Interventions to their service users
- Deliver a suite of alcohol and drugs training across local communities and partners staffing teams to raise awareness of the impact alcohol has on people's health
- Deliver community alcohol and drug campaigns providing support and increasing capacity to licensees across East Dunbartonshire
- Deliver a range of interventions to determine compliance with enforcement legislation, including reducing access to illicit alcohol

Measuring Success

The main impact measure will be the consumption of alcohol by adults reported in the 3 yearly Health & Wellbeing survey

KEY PRIORITY 4

Positive Mental Health and Capacity Building

What does the data say?

To achieve good mental health we need to ensure more equitable access to services and develop individual capacity – Scot Gov 2016

Community Learning Development should empower people, individually and collectively to make positive changes in their lives and their communities through learning - Scottish Gov 2012

- 13.7% of National population suffer depression
- 90% of adults have a positive perception of their mental health - ED Adult HWB Survey 2014
- 84% of adults who live in our most deprived communities have a positive perception of their mental health - ED Adult HWB Survey 2014
- 70% of adults feel in control of their decisions affecting life - ED Adult HWB Survey 2014
- 60% of adults who live in our most deprived communities feel in control of decisions affecting life - ED Adult HWB Survey 2014

What matters to communities?

Working with other organisations to promote and deliver a wide range of services and opportunities promoting positive mental health

Approach

The East Dunbartonshire Community Learning Action Group is a multi agency partnership, whose action plan will deliver the identified actions to build confidence, resilience and wellbeing within local communities and across East Dunbartonshire

What will partners do?

- Deliver a range of community engagements, in partnership, to assess and to identify local priorities and community learning needs.
- Develop and implement a co-ordinated approach, to deliver training supporting community learning and development priorities within PLACE localities
- Implement recommendations from National Mental Health Strategy and develop and deliver an East Dunbartonshire Mental health Improvement Plan reflecting the local and national priorities, increasing community resilience and wellbeing
- Review, re-establish and increase access to the East Dunbartonshire Community Asset Map

Measuring Success

The main impact measure will be those who report a positive perception of their mental health and who identify the feeling or belief they have control of the decisions that affect their lives, reported in the 3 yearly Health & Wellbeing within East Dunbartonshire.

KEY PRIORITY 5

Healthy Environment

What does the data say?

The environment in which people live and the prosperity they enjoy have significant impact on their health and wellbeing – Scottish Gov 2009

What matters to communities?

Engagement within the PLACE communities identified a need for increased access and better maintenance of walking routes and increased access to Community gardens, nature trail and allotments.

- 10% of adults have a negative perception of availability of safe play spaces - ED Adult HWB Survey 2014
- 32% of adults who live in our most deprived have a negative perception of availability of safe play spaces - ED Adult HWB Survey 2014

Approach

The East Dunbartonshire Healthy Environment Action Group, is a multi agency partnership, whose action plan will deliver actions supporting the outcomes of the East Dunbartonshire Green Network Strategy

What will partners do?

- Implement recommendations from East Dunbartonshire Green Strategy Network to improve and increase opportunities for active travel.
- Revise, develop and increase local growing and food production with an emphasis on increasing access and availability to allotments
- Increase the number of safe play opportunities
- Deliver programmes to address anti-social behaviour and crime related activity
- Promote and enforce a range of environmental legislation towards a cleaner and safer East Dunbartonshire

Measuring Success

The main impact measure will be delivered through the review of the East Dunbartonshire Councils Green Network Indicator report

