

# Wellbeing Delivery Plan

## Annual Update 2023/24



## EAST AYRSHIRE COMMUNITY PLAN 2015-2030

### WELLBEING DELIVERY PLAN 2021-24: PARTNERSHIP ACTIONS

#### PROGRESS UPDATE FOR YEAR ENDING 2023/24

The Wellbeing Delivery Plan captures the actions being taken forward collectively by the broadest range of local partners. It is supported by a number of strategic plans, and their related annual reports contain further detail of the Wellbeing activity taken forward across our partnership over the last year, including:

- The Health and Social Care Partnership Annual Report 2023/24
- The Children and Young People’s Services Plan Annual Report 2023/24
- Violence Against Women Partnership Annual Report 2023/24
- Alcohol and Drug Partnership Annual Report 2023/24

Action	Partnership Activity	Partners
<b>W1</b> Third and Voluntary Sector Resilience (Procurement) - Develop and diversify contract management arrangements and support for social enterprises	Identify new opportunities to further develop collaborative commissioning, new contract arrangements and support for social enterprises with the third sector, independent care sector and community partners	EAC, Third Sector, Independent Care Sector, HSCP, NHSAA and Locality Groups

**2023/24 Update:** The HSCP launched its [Partnership Provider Statement 2022-24](#) in 2022, signing up to principles set out in its accompanying Charter that will benefit residents and communities through strong partnership working. The Statement was co-developed with a range of local partner organisations to set out collective beliefs, celebrate existing collaborative success and to identify opportunities for improving local health and wellbeing. The Partnership Provider Statement was created for organisations and groups which deliver health and social care services across East Ayrshire, or would like to provide services going forward, to guide effective collaborative working in the area. A collaborative commissioning approach is key to delivering the East Ayrshire HSCP’s Strategic Plan 2021-30 and the Statement describes this in detail, setting out a collaborative commissioning vision of: *“Resilient communities, taking charge of their wellbeing, with an open flourishing, high quality and sustainable care community that has the right commissioning conversations. Where people need support it should be the right support, from the right person, in the right place and at the right time”*. The HSCP will be updating it’s Partnership Provider Statement in late 2024 as our Market Facilitation Plan, in alignment with the HSCP Strategic Plan.

The East Ayrshire CVO held a Third Sector Showcase event on 9 February 2024 in Kilmarnock, which provided local organisations and community groups with an opportunity to promote their work and to network with third sector organisations within East Ayrshire. This event was well attended and attendees heard from numerous guest speakers from local and national partner agencies.



Action	Partnership Activity	Partners
<p><b>W2</b> Community Wealth Building (Financial Power)- Direct Community Wealth Building investment and resources towards wellbeing to build capacity and strengthen community power</p>	<p>Promote access to Community Wealth Building funding for community initiatives to increase resilience, promote innovation and strengthen community power, recognising the valued contribution to wellbeing by communities, the third sector and the independent care sector</p>	<p>Vibrant Communities, EAC, HSCP, Third Sector, Independent Care Sector, NHS Public Health and Locality Groups</p>

**2023/24 Update:** The Wellbeing for All Participatory Budgeting (PB) Fund returned for a second year in 2023, offering community based groups and initiatives across East Ayrshire the opportunity to apply for funding to support priorities in their locality area. The Fund opened for applications on 28 July 2023 and to support communities to access the Fund, application support sessions were held throughout August across East Ayrshire both in person and online, where potential applicants could ask questions and be supported to complete their application. A total of 121 applications were received and following a screening process, 92 of these applications progressed to the locality voting events. Online voting was made available to residents in each locality over the age of eight years on 1 September and remained open until the first voting event commenced. The locality voting events took place in the first week of October in each locality area:

- Kilmarnock locality: 2/10/2023 - Park Hotel, Kilmarnock;
- Northern locality: 4/10/2023 - Morven Hall, Newmilns;
- Southern locality: 6/10/2023 - Cumnock Town Hall, Cumnock.

Residents were able to vote for five projects they felt best supported the needs of their local area, with 5,063 people casting their votes in total, a significant increase from 1,031 participants in the previous year. This was largely due to online voting having provided better access to participate for those unable to attend the in-person events. £150,000 in funding was made available, with £50,000 allocated equally to each locality area and up to a maximum of £5,000 per candidate group.



The groups and organisations that secured funding focused on a wide range of supports, with all sharing a common focus on improving the wellbeing of local residents. These included: supporting people with a cancer diagnosis; youth sports clubs; community-based food banks; addiction recovery; support for older and disabled residents affected by social isolation; craft activities; and support, outings and events for vulnerable children.

Action	Partnership Activity	Partners
<b>W3</b> Embed a place-based approach to the planning and delivery of community wellbeing programmes, supports and initiatives through Locality Groups	Provide further opportunities for local leadership on community health and wellbeing through Locality Groups, as place-based, decision-making delivery networks	All partners

**2023/24 Update:** Over the course of 2023/24, the Locality Planning Groups (LPGs) have focussed on progressing the actions and delivering on the priorities detailed in each of the three Locality Action Plans. These locality priorities and associated actions reflect the following core areas: community participation and engagement; transportation and connectivity; addictions related stigma; social Isolation and loneliness; poverty; and specifically child poverty. These priorities align closely with the strategic priorities outlined in the East Ayrshire HSCP’s Strategic Plan 2021-30. Good progress has been achieved in 2023/24, including:

- a survey on attitudes towards stigma was launched in the summer of 2023 with a good response rate from residents. The findings will contribute to the development of a coherent and targeted approach to challenging stigma in our communities;
- a further stigma survey with a focus on capturing the views of young people in respect of stigma towards people experiencing problematic alcohol and drug use also went live in May 2024;
- in terms of social isolation and loneliness, each LPG have worked with a range of partners to develop a coordinated approach to signpost people to the relevant supports available across each of the localities;
- work undertaken with partners to raise awareness of and challenge child poverty in communities, with Social Security Scotland now represented on each LPG;
- each LPG now has representation in the six HEART Community Hubs, contributing towards improving and delivering children’s services in communities; and
- the Southern LPG has worked with partners, including with the Pathfinder Project, to contribute towards improving community transport links in the Southern Locality.

The Locality Planning arrangements have remained unchanged since the formation of the LPGs in 2016 and following discussions with partners, an assessment and review of Locality Planning in East Ayrshire has been conducted. This review is also linked to the Council's initiative to establish a place-based approach to the provision of services. To date, the review has focussed on the arrangements and impact of the LPGs in order to improve and further develop our approach to Locality Planning and to consider how we best support key community priorities. The findings will also inform and contribute to the Council's wider planning agenda in respect of community empowerment.

An initial aim of the review was to refresh the membership of the LPGs and to encourage wider groups and organisations who were not previously represented on each of the Groups to participate. A number of linked activities have been undertaken and the Review Group has since made good progress in refreshing the LPG memberships. New members were identified and have been invited to attend a development session to outline the focus of Locality Planning and the key objectives of the Locality Planning agenda in East Ayrshire.

Over the next year, the LPGs will continue to focus on working with partners to deliver improved outcomes for local residents. We are hopeful that the findings and recommendations from the Locality Planning Review will help to improve the operational and strategic effectiveness of our Locality Planning arrangements going forward to allow us to continue delivering positive outcomes for the people and communities we serve.

Action	Partnership Activity	Partners
<p><b>W4</b> Transform how we support adults and older people through a shared commitment to human-rights based service redesign, delivery and practice</p>	<p>Promote and embed a place-based, multi-disciplinary approach to service redesign across all wellbeing, health and social care services. Maximise opportunities for collaboration and joint working with people, families and carers to achieve their outcomes</p>	<p>All partners</p>
<p><b>2023/24 Update:</b> A series of Multi-Disciplinary Team (MDT) Conversation events took place in September 2022 with the HSCP workforce and partners, including third sector colleagues to improve MDT working in East Ayrshire and in doing so, contribute towards better outcomes for residents. Some of the consistent messages we heard in relation to building MDT momentum included that good relationships and a clear understanding of roles across services are vital. Furthermore, staff indicated that a shared space where they could come together to network, learn, problem-solve and build relationships, would be productive and valuable.</p> <p>Three self-facilitating Communities of Practice (COP) groups were subsequently established in 2023 within each locality to provide a platform for achieving these aspirations to enhance MDT working across East Ayrshire. To date, each COP group has met three times, with diverse memberships which continue to rise. Examples of conversations that have been held between members include:</p> <ul style="list-style-type: none"> <li>• agreeing the purpose and future success measures for each respective COP group, with consideration given to the overarching aim of improving local MDT working;</li> <li>• sharing ‘a day in the life of’ each representative, to increase knowledge of each others roles and to allow members to identify opportunities for collaboration;</li> <li>• exploring and increasing awareness of local community resources; and</li> <li>• inviting guest speakers to present on an area of interest to the COP, for example statistics relating to the locality area.</li> </ul> <p>The COPs are empowered to determine how they wish to use their time together to progress the overarching aim of building MDT momentum. Future areas of focus are therefore emerging, however confirmed activities in 2024 include:</p> <ul style="list-style-type: none"> <li>• Convenors and Co-convenors will meet quarterly to share their activities to ensure the COPs learn and evolve with each other;</li> <li>• the COP progress and measures of success will be monitored by members; and</li> <li>• the Knowledge Hub will be introduced as a digital means of sharing information and resources.</li> </ul>		

Action	Partnership Activity	Partners
<b>W5</b> Promote and support local and national Suicide Prevention Programmes	Work collaboratively with communities, partners and recovery networks to reduce suicide rates and address the stigma associated with suicide and mental health	Suicide Prevention Partnership, All partners
<p><b>2023/24 Update:</b> There has been a continued rise in the number of probable suicide deaths in East Ayrshire in recent years, with the local 5-year aggregate rate having increased from 12.8 between 2014-2018 to 19.0 per 100,000 population between 2018-2022. Care should be taken when interpreting patterns in probable suicide statistics, however this remains an area of significant attention both locally and nationally to develop and improve preventative approaches. In response to this ongoing trend, a wide range of suicide prevention activity was undertaken in East Ayrshire by the Council's Health and Safety team, Vibrant Communities, the HSCP, NHS Ayrshire and Arran, and partners throughout 2023/24, including:</p> <ul style="list-style-type: none"> <li>• delivery of pan-Ayrshire and local suicide prevention training programmes for staff, including: 'Ask tell save a life', 'safeTALK' and 'ASIST', with 124 East Ayrshire staff attendances in 2023;</li> <li>• as part of the East Ayrshire Here to Listen campaign, there are now 683 Suicide First Aiders, 581 people trained in Mental Health First Aid and 260 suicide interventions have been carried out, with 68% being referred within a week for bespoke suicide prevention counselling;</li> <li>• the Suspected Suicide Review Group met regularly to assess probable suicide cases to identify associated circumstances and service provision gaps to inform future prevention work;</li> <li>• ongoing promotion of the East Ayrshire Suicide Prevention website, which contains key information including contact details for: Mental Health Practitioners, local GP Practices, Suicide First Aiders and other supports;</li> <li>• the HSCP appointed a full time Suicide Prevention Lead Officer in February 2024 for an initial period of one year;</li> <li>• work to develop a pan-Ayrshire suicide prevention and awareness Communications Plan commenced in the summer of 2023 to ensure consistency in the messages distributed across Ayrshire through social media and other platforms;</li> <li>• Penumbra continued to help East Ayrshire residents by offering 1:1 support and guidance for people who have lost someone to suicide; and</li> <li>• Children and Young People services reviewed their pathways to ensure appropriate information, awareness of increased suicide risks to young people and that young people receive relevant supports.</li> </ul>		



**Training Attendee:**  
*“Prior to this training, I did not feel confident in my responses when someone advised that they were feeling low or had thoughts of suicide. I now feel that I am far more able to explore this topic with people and hopefully be able to offer support at a crucial time”*

Action	Partnership Activity	Partners
<b>W6</b> Engage with partners to develop innovative, creative and community-led approaches to prevent drug-related deaths	Support the implementation of the ADP Drug Death Action Plan across partnerships and services, including the roll-out of the opioid reversal drug naloxone. Enhance information sharing between partners in relation to non-fatal overdoses and expand partnership provision of naloxone kits and related staff training	ADP, All Partners

**2023/24 Update:** Like many other areas across Scotland, East Ayrshire has experienced a rise in drug-related deaths in recent years, with our local rates having remained consistently above national levels. 30 people in East Ayrshire died as a result of drug misuse during 2022, which is a 21% decline from the previous year. Evidence suggests that drug-related deaths in East Ayrshire occur most frequently in males aged between 35 to 44, and are often associated with a combination of drugs and/or additional health conditions.

A range of substance misuse prevention and early intervention work is well established and ongoing in East Ayrshire, including the East Ayrshire Substance Related Death Review Group, which continued to meet frequently during 2023/24 to assess the circumstances involved in each death to identify any associating themes, patterns or service gaps to inform future local prevention work.

The East Ayrshire Alcohol and Drugs Partnership (ADP) has expanded the opportunities available for people to engage in treatment, support and recovery during 2023/24. The EACH Recovery Matters initiative is dedicated to providing the support and resources that people need to successfully navigate their recovery journey. Its aim is to promote and develop visible recovery groups within East Ayrshire, including activities and opportunities to volunteer and obtain new skills. The East Ayrshire Recovery Hub in Kilmarnock also provides space for other relevant partners to deliver focussed 1:1 and group work. Throughout 2023/24 this has included: music groups, personal development opportunities, family groups, women/men only groups, housing support and digital inclusion. In addition, the Hub also employs lived experience Community Recovery Engagement Workers



(CREW) and hosts two Peer Outreach Workers (POW) for the Peer Outreach Engagement Service. The CREW and POW both provide 'buddy' type supports, to assist people to engage and remain engaged in services, whilst supporting them to maintain and progress their recovery.

The ADP has also been involved in various other pieces of work to support people affected by substance misuse during the reporting period, including:

- supporting people with lived and living experience in 'getting ready to work' programmes such as volunteering and the East Ayrshire ADP Recovery College;
- hosting an event for International Overdose Awareness Day #KnowYourRoute, in Kilmarnock;
- working alongside colleagues from the Child Protection Committee and Practitioners from Alcohol and Drug services to develop an updated Practitioners Guidance for services working with families impacted by alcohol and drugs;
- supporting the roll out of a QI Framework for all suspected Drug Deaths in East Ayrshire to improve data collection and utilisation; and
- coordinating an annual ADP conference in December 2023, where over 150 practitioners, managers, members of the public, third sector providers, and people with living/lived experience met to discuss opportunities for extending and improving joint working to enhance service provision.



**Service User:**

*"I found help at the East Ayrshire Recovery Hub linking with a peer worker to help me access services. They welcomed me and provided the support and guidance I desperately needed. I was assessed that day and put on a prescription and allocated a chemist the next day"*

Auchinleck Community Development Initiative (ACDI) Recovery, an initiative located in Auchinleck, has actively engaged with and provided support services to people struggling with drug and alcohol addiction. Over the past year, the approach has seen significant growth and momentum in its efforts to reach out to the community and provide essential assistance for those at risk of drug related harm and seeking support with alcohol and/or drug use. ACDI Recovery has also been actively involved in various outreach activities to connect people with drug and alcohol, and other appropriate support services including Housing, Advocacy and Rapid Access to Drug and Alcohol Recovery (RADAR), through hosting a Peer Outreach Worker from the Peer Outreach Engagement Service. The initiative also offers a range of activities including breakfast drop-ins, an Art Detox group, and the 'Lost Girls' group, which provide a supportive environment to help people on their recovery journey.



The work of ACDI Recovery links closely with ACDI's wider community efforts, particularly employability and benefits advice, which is often how individuals requiring support are initially identified. Through collaborating with other community organisations and the wider East Ayrshire Recovery Network, ACDI Recovery has strengthened its impact and reach within the Auchinleck community, the southern locality and wider East Ayrshire.



Action	Partnership Activity	Partners
<p><b>W7</b> Address the stigma experienced by people affected by problem alcohol and drug use including family members, people in prison and people affected by homelessness</p>	<p>Address the stigma and discrimination faced by people in recovery from problem alcohol and drug use and improve access to treatment services and community supports</p>	<p>ADP, All partners</p>

**2023/24 Update:** A number of local addiction support developments were achieved during the reporting period. **Relevant delivery examples provided under action W6 above.**

It is well documented that stigma around addiction has a negative impact on people seeking the support that they need to successfully recover. The Alcohol and Drugs Partnership (ADP) has taken positive and progressive steps to reduce stigma in East Ayrshire throughout 2023/24. There is a dedicated Health Development (Stigma) Officer in East Ayrshire who works with communities to promote social inclusion and engagement.

Addressing addiction related stigma is also a key priority for the three Locality Planning Groups in East Ayrshire, with members and agencies working collaboratively on this issue locally.

A survey on attitudes towards stigma was launched in the summer of 2023 with a good response rate from residents (129). 26% of respondents agreed that they think negatively of a person and of adverse consequences when the term 'addiction' is used in reference to an individual. A further stigma survey with a focus on capturing the views of young people in respect of stigma towards people experiencing problematic alcohol and drug use also went live in May 2024. The findings of these surveys will contribute to the development of a coherent and targeted approach to challenging stigma in our communities.

Action	Partnership Activity	Partners
<b>W8</b> Promote and develop self-management approaches to mental health and wellbeing	Promote self-management for good mental health and wellbeing through person-centred, community-led responses	All partners
<p><b>2023/24 Update:</b> The Community Connectors service commissioned by the East Ayrshire HSCP and delivered by East Ayrshire Council of Voluntary Organisations (CVO), continued to connect people in the community with non-medical support services and resources to help improve their health and wellbeing, with 1,920 East Ayrshire residents being supported by the Connectors during 2023/24. The majority of referrals continue to reflect welfare benefits, social activities, anxiety, depression and social isolation. The team of 8 Community Connectors are aligned with GP practices, Health Practitioners and the University Hospital Crosshouse Emergency Department to promote joint working and reduce pressure on other core services. The Community Connectors work holistically through a person-centred approach to encourage people to access and utilise relevant services within their local communities to achieve positive wellbeing outcomes and personal goals. The Connectors also have direct links into Advocacy and services that support children and families, and over the past year they have also worked with agencies in connection with refugees and displaced families to support people out of deprivation and poverty. The Connectors also attend joint forums and meetings with other partners, including Social Work Front Door Hub meetings, which supports continuity of services and allows immediate action to be taken when required.</p>		
<p>The Wellbeing in East Ayrshire website continued to be regularly updated and maintained throughout 2023/24 to support residents to improve their mental and physical health. The website contains a wide range of practical resources and links relating to numerous topics, including: general wellbeing, mental health, physical exercises, social activity ideas, financial advice, and children, young people, parents and carers. NHS Ayrshire and Arran also continued to provide a range of wellbeing material on it's Better Health website, with a particular focus on: physical activity, alcohol, smoking, mental health, oral health, green health and cost of living support.</p>		
<p>The NHS Health Information and Resource Service continued to provide quality assured health and wellbeing information to residents during 2023/24, covering a range of pertinent themes which influence quality of life and wellbeing. A total of 247 people from East Ayrshire were recorded utilising the Health Information and Resources Service, with 65 new users registered in 2023/24. 652 orders were placed from East Ayrshire in this period and popular topics included tobacco use, mental health and wellbeing, and infant feeding. Team members have also attended a number of events throughout the year to promote the service and share information, including a recent HMP Kilmarnock Prison Health event, where 40 people visited the stall, with attendees commenting that the information provided was useful and relevant.</p>		
Action	Partnership Activity	Partners
<b>W9</b> Prioritise partnership activity on physical activity and healthy weight	Support the adoption of a whole system approach to diet, healthy weight and physical activity across local partnerships	All partners

**2023/24 Update:** Throughout 2023/24, NHS Ayrshire and Arran's Better Health Hub continued to provide support, signposting and onward referrals to address key issues which impact on people's health and wellbeing, including: mental and physical health, financial concerns, weight management, menopause, smoking cessation, food insecurity, housing and discharge aids. The service for East Ayrshire is delivered from within the Staff Wellbeing Centre at University Hospital Crosshouse, with staff, patients and the public being the key target groups. From early 2024, the Better Health Hub also secured space for a half day afternoon session in Crosshouse for patients and the public to access health and wellbeing information on a drop-in basis, in addition to setting up post boxes within Pre-Op and Outpatient departments at University Hospital Crosshouse for people to access the service in a different way. Over the last year, the service has supported 94 staff and 52 patients / members of the public.



**Service User:** Mr M contacted the Better Health Hub for help to quit smoking before his replacement knee operation. The service was able to support him over the telephone providing Nicotine Replacement Therapy (NRT) and weekly contact. Mr M successfully managed to quit before his operation using NRT and continues to remain smoke free. After he returned to work following his recovery, he has been attending the Weigh and Go programme offered and has lost 10kg so far.

NHS Ayrshire and Arran's Child Healthy Weight team continues to support children and their families to achieve a healthy weight through the Jumpstart programme. Jumpstart works with families of children aged 5-17 years old and children with additional support needs, delivering four programmes: Junior (ages 5-9), Senior (ages 10-13), Teens (ages 14-17) and Jumpstart Plus (additional support needs). During 2023/24, 41 children and their families were referred to the Jumpstart programme and 31 continue to be supported at the time of reporting, whilst 10 withdrew. In addition, the team also supported 6 teenagers through a Teen Fit programme, delivered 92 group based physical activity and health education sessions and attended 14 events to promote the service over the last year.

The Early Years service 'Babychat' groups have expanded substantially throughout 2023/24. At the time of reporting, there are 7 groups operating across East Ayrshire to support our children and families with the greatest needs. Parents and carers are identified by our Health Visiting staff and referred into the programme which runs for up to 6 weeks across numerous local venues where people can easily access the groups within their own communities. The sessions are delivered by Health Visitor Support Workers and are also supported by partners including Speech and Language Therapy and Dietetics. Various relevant topics are covered such as healthy eating, infant massage, bonding and attachment and infant feeding, in addition to topics that parents request. Staff are provided with age appropriate resources to ensure the sessions are useful and engaging. Feedback received to date has been hugely positive, particularly in relation to infant feeding, developing new friendships within communities and supporting family relationships.

Action	Partnership Activity	Partners
<b>W10</b> Continue to progress partnership actions on social isolation and loneliness	Work with partners and communities to create and sustain connections across all age groups. Provide opportunities that build positive social networks and connections to mitigate the impact of social isolation and loneliness on physical and mental health	All partners

**2023/24 Update:** The CVO's Connect Call is a befriending service which provides free and confidential support over the telephone, offering friendship opportunities and assistance to East Ayrshire residents who may be socially isolated. Connect Call continues to help reduce social isolation and loneliness in our communities, in addition to promoting safety for people who previously received nuisance calls that had been blocked. At the time of reporting, there are currently 12 trained volunteers working in the service who contact 232 people on a weekly basis, with new referrals being received daily from over 30 different agencies. The volunteers deliver these weekly calls to people aged from 28 -102, illustrating that social isolation and loneliness spans across the age spectrum.

In addition to its telephone befriending service, the CVO also delivers a weekly Brew and a Blether session at WG13 Kilmarnock, to provide people with an informal and relaxed opportunity to come together, connect and enjoy free refreshments. 14 to 24 people attend these gatherings each week, with a range of positive feedback having been received in relation to the impact that the group has made to the attendees' lives.



The Dalmellington Community Health Hub opened in October 2022 and provides a weekly service held in the Dalmellington Community Centre, where a range of NHS and third sector organisations are present offering appointments and drop-in services. The services regularly available to people include: diabetic eye screening, Community Treatment and Care nursing appointments, Quit your Way (smoking cessation), Vibrant Communities programmes, 'Lets Prevent Diabetes', Financial Inclusion, oral health services and weight management services and the foot care service Feet First. Social and digital inclusion services are also delivered weekly to address social isolation and loneliness, and to encourage peer support in the management of chronic diseases. NHS Ayrshire and Arran maintain a dedicated webpage for the Community Health Hub with a weekly calendar of the services available.

Reducing social isolation and loneliness is also a key priority for the three East Ayrshire Locality Planning Groups.

Have you attended the Dalmellington Community Health Hub?



Scan the QR code to complete a short survey to help us to understand how we can develop our services to suit you or visit: <https://www.nhs.uk/health-hubs/1/dalmellington>



Action	Partnership Activity	Partners
<p><b>W11</b> Sustain and embed the cross-cutting partnership delivery arrangements that were established during Covid19 to ensure continuity of the wellbeing and recovery legacy actions</p>	<p>Ensure that wellbeing remains a central focus for action and activity across services, partnerships and communities, with an emphasis on practical, community-led responses. Continue to focus on taking care of our people and wider workforce and on prioritising services to the most vulnerable and in need</p>	<p>All partners</p>

**2023/24 Update:** The CVO's Open Doors Community Living Room project works to respond to the ongoing cost of living crisis by providing a warm, inviting and friendly space for East Ayrshire residents. Based across East Ayrshire, the project offers a safe and comfortable environment with free refreshments and activities for anyone experiencing financial struggles, social isolation or wellbeing issues. Attendees can socialise with other people in their community, and have access to information and resources regarding various topics including health and wellbeing, financial support and other local social opportunities. The project has seen an increased number of people access the service throughout 2023/24, with attendees reporting a number of positive outcomes such as improved wellbeing, more willingness to attend other social or community activities, and an increased likelihood to seek help for financial or health issues.



**Case Study:** Mr B is a 65 year old male who is a long time attendee of the Community Living Room. He has made many friendships within the group and loves to come along and chat with fellow members or just pick a good book to read. He has recently moved further away from the Hub, but continues to attend using his bus pass. Fellow members of the group even helped him with the house move. Mr B has gained much confidence and now helps others in the group and lets them know of other activities they might like or would help them.

The Ayrshire Out of Hours Social Work team continues to deliver essential services for Ayrshire residents in crisis situations 365 days per year, including weekends, evenings and all public holidays. The team actioned more than 9,000 referrals throughout 2023/24, with 3,160 of these being in relation to people from East Ayrshire. The team has worked closely with other services and partners including Police Scotland, Out of Hours Housing services, Out of Hours GP services, District Nurses, Children's Houses and Community Alarms to protect vulnerable people, with some examples including:

- ensuring that unaccompanied asylum seeking children receive appropriate support until further assessment can be undertaken;
- supporting elderly residents to remain in their own homes when main carers were admitted to hospital;
- supporting individuals who have died alone at home, ensuring regular visits and that people are treated with dignity and respect during their final hours; and
- enabling young people to return home by providing bus and train tickets and ensuring safe travel during the out of hours period.

Public protection matters in East Ayrshire are overseen by a Chief Officers Group, which incorporates the following representation: the Alcohol and Drugs Partnership (ADP), Child Protection Committee (CPC), the Adult Protection Committee (APC), the Protection and Learning Team, the Violence against Women Partnership (VAWP) and the Multi Agency Public Protection Arrangements (MAPPA) Oversight Group.

The HSCP's Protection and Learning Team held their first Public Protection Conference in Kilmarnock on 6 September 2023, titled 'No Closed Door - Protecting and Connecting People'. This event was aimed at frontline Practitioners and incorporated three Spotlight Sessions based on three areas of good practice and resources that exist locally. These were MARAC (Multi-Agency Risk Assessment Conference), ProTECHting People Digital Resources to promote safeguarding for people, the workforce and communities, and work on Hearing the Voices of those with Lived Experience. A further four conversation cafes were held with a focus on Public Protection and Safeguarding across all four Committees and Partnerships, entitled: 'Being Ben' (Adult Protection Committee), 'Fiona's Journey' (Violence Against Women Partnership), 'Pieces of the Puzzle' (Child Protection Committee), and 'Whole Family Approach' (Alcohol and Drugs Partnership). These sessions provided an opportunity for multi-agency staff to explore, respect and safely challenge how they work together to address various emerging practice themes, and to share learning and good practice examples, while supporting staff wellbeing. Over eighty multi-agency staff including: NHS frontline practitioners, Education, Housing, Health and Social Care, Alcohol and Drugs services, Police Scotland, East Ayrshire Recovery Network, Women's Aid, Violence Against Women Services and East Ayrshire Advocacy Services, were in attendance and positive feedback was received about the event.

**Attendee:**

*"All of the inputs were really interesting and thought-provoking and really opened up the issue of how we can do more by working together"*



Action	Partnership Activity	Partners
<b>W12</b> Increase access to information and advice on financial inclusion across all partnerships	Develop a Financial Health Check resource and provide information and training on financial inclusion across local partnerships	Financial Health & Wellbeing Group, All Partners
<p><b>2023/24 Update:</b> The Financial Inclusion Team (FIT) in collaboration with partners, continues to support East Ayrshire residents to maximise their benefit entitlement and provide holistic assistance to achieve positive outcomes, which has been particularly important due to the cost of living crisis. Over the last year, the FIT structure and delivery model have underwent a transformation following the outcomes of a Best Value Service Review. The new structure reflects three key themes: child wellbeing, employability and health. With financial support from the Council and the Improvement Service, the FIT has embedded a model of delivery through a number of new projects within Education, Health and GP Practices, designed to reach out to and support vulnerable people in our communities. This restructuring of the FIT and the new projects continued throughout 2023/24.</p> <p>A Health team was created to assist East Ayrshire residents with long-term illness and disabilities, and includes the Macmillan Team, the new Welfare Advice and Health Partnership based within selected GP Practices and the Community Team. A number of Child Wellbeing projects were also taken forward within the reporting period, including rolling out Financial Inclusion to all education networks within East Ayrshire. This work supports families and staff within the academies, and their related primary and early childhood centre networks.</p> <p>The Community team received 3,088 enquiries to the central contact point in 2023/24, with referrals then allocated for appropriate identified supports following triage. 684 residents received direct advice/support from the Community team to claim or challenge benefit decisions, which in total generated financial gains of £3,161,080. The FIT Employability project received 182 referrals and assisted 118 people and families in 2023/24, generating financial gains of £200,274. The In-Court Advice team received 125 referrals in 2023/24, assisting with 10 simple procedures and 116 repossessions, with the total amount of debt assisted with being £392,553, in addition to obtaining further financial gains of £37,884 for people. The Macmillan project supported 402 clients over the last year, resulting in financial gains of £1,647,134 for people. Over the same period, the FIT Welfare Advice and Health Partnership supported 199 clients, resulting in financial gains of £193,978. The FIT Early Years Project received 281 new referrals during 2023/24, generating £1,759,768 for families. Overall, the FIT achieved a total of £8,997,725 in financial gains for East Ayrshire residents in 2023/24.</p> <div data-bbox="212 1062 2009 1295" style="border: 1px solid black; padding: 10px;"> <p><b>Case Study:</b> A referral was received through a GP Practice and the client was referred by the Practice Nurse. The client was a male pensioner who lived alone and was widowed but had a son who provided support when he could. It was apparent that his mobility was poor and upon discussions, his care needs had increased over the past year. A Financial inclusion Assistant helped him to complete an AA application and the client was awarded £68.10 per week. He also received a backdated payment of 8 weeks due to the timescale for awaiting a decision. Whilst awaiting the AA decision, the Assistant informed and supported the client to complete a Blue Badge application, and he was subsequently awarded this. The Assistant stayed in contact with the client until all applications had a decision.</p> </div>		





Action	Partnership Activity	Partners
<b>W13</b> Improve access for people who are unable to use mainstream services	Implement targeted interventions to deliver support to people who are unable to access mainstream services	All partners
<p><b>2023/24 Update:</b> NHS Ayrshire and Arran’s Health Improvement Team have undertaken a range of work during 2023/24 to contribute towards reducing the likelihood of re-offending in Ayrshire. The team has supported people sentenced to an unpaid work order by utilising 30% of hours which can be delivered as a meaningful activity, with almost 50 people having received stress awareness, healthy eating and active living training over the course of a week.</p> <p>NHS Ayrshire and Arran’s Public Health Department in partnership with HMP Kilmarnock, hosted a Health and Wellbeing event which provided 101 prisoners with an opportunity to engage with 24 services that deliver information and support on a variety of health and wellbeing topics including oral health, mental health, speech and language and advocacy support. A number of services which support people on liberation were also in attendance such as Andy’s Man Club, Christians Against Poverty and Kilmarnock Football Club.</p> <p>Over the past year, team members from the Public Health Department, including Consultants, Research and Health Improvement staff, have been members of a working group taking forward the HMP Kilmarnock Health Needs Assessment. On completion of this work, Health Improvement staff were identified as a lead partner for two of the associated recommendations and partnership discussions have commenced in relation to implementing these recommendations.</p> <p>Evidence suggests that a lack of suitable housing options and associated supports can be key factors in re-offending behaviour. East Ayrshire Council continues to work in partnership with SERCO, the HSCP, Community Justice Ayrshire, NHS Ayrshire and Arran and Ayr Housing Aid, to meet the SHORE Standards and to improve the preparation and support for those in and leaving custody. This includes a weekly Community Reintegration meeting within HMP Kilmarnock, at which Ayr Housing Aid attends to discuss people due to be liberated, in addition to information being provided by SERCO on a weekly basis to Housing Options for people who have entered prison and those due for release with an expected liberation date. Ayr Housing Aid also make onward support referrals from the date someone enters prison to support the transition from prison to the community. 75 homeless applications were made following prison discharge in 2023/24 (87% males). This is an increase of 11.9% from the previous year when there were 67 homeless applications and is in line with Justice Services returning to normal operating circumstances post pandemic. The Council’s Housing First initiative, which is a collaborative trauma-informed approach to providing a stable home with intensive wraparound support for homeless people with multiple and complex needs, has also been found to have a positive impact on re-offending.</p> <p>The East Ayrshire Advocacy Service continued to support vulnerable people in our communities over the last year to ensure that their voices were heard and their views were known when decisions were being made about their lives. Demand for the service increased in 2023/24, with the number of new referrals having risen by 29% from the previous year, with the highest increase being observed in advocacy services for adults (46%). The most common reasons for referral in the period were: housing (17%), care planning (12%), benefits (10%), financial (9%) and Mental Health Tribunals</p>		

**Service User:**  
*“I would have been back in jail if I hadn't got housing first. That living in temporary accommodation didn't give you anything to look forward to and you might as well be in jail”*

(7%). The average length of cases declined from 8.5 months in 2022/23 to 6 months in 2023/24, with 80% of cases being closed due to the advocacy issue having been resolved, and 15% being closed due to non-engagement.

The East Ayrshire Advocacy Service has been involved in a number of HSCP projects and meetings throughout the past year, including: the Promise, Getting it Right for Every Child, the HEART model, Child Protection Committee, Adult Protection Committee, Adult Support and Protection Lived Experience Project, proving independent advocacy in care homes, delivering Trauma-Informed Practice training to staff and participating in large-scale investigations/inquiries. The service also launched a new website with the ability to receive online referrals in August 2023.



Action	Partnership Activity	Partners
<b>W14</b> Address child poverty with ambitious targets and actions to shift the child poverty curve	Develop targeted partnership initiatives in response to identified high levels of child poverty in: <ul style="list-style-type: none"> <li>• Southern Locality</li> <li>• Kilmarnock South</li> <li>• Lone parent families</li> </ul>	<b>CYSP</b> , All Partners

**2023/24 Update:** The HSCP's Financial Inclusion Team (FIT) have been proactive over the last year, delivering a number of projects to alleviate financial pressures in our communities. The schools-based pathfinder project continued to support children and young people and their families/carers to maximise their income. Substantial progress has been made during the reporting period to implement this approach. New staff have been recruited and trained, and have taken up post in all secondary schools from April 2023, with all schools supported from June 2023. Evaluation has shown significant financial gains.

Another key initiative has been the Early Years project, where FIT staff worked alongside Health Visitors to support families with children from pre-birth to pre-school by ensuring all their income is fully maximised as an important stage in the child's development. In 2022/23, this project had supported 260 families, generating financial gains of £479,113.19. Throughout 2023/24, this total increased to £1,759.768 with 281 new referrals received.

Addressing child poverty is also a key priority for the three Locality Planning Groups in East Ayrshire and work has been undertaken with partners to raise awareness of and challenge child poverty in communities, with Social Security Scotland now represented on each Group.

**Service User:**

*"The support received has been invaluable. Prior to being in contact with the service, we had accessed some of the benefits available to us, however there were a number of supports we were unaware of, which the Worker assisted us with. This support has enabled us to access a range of financial packages and knowing someone is there when required makes such a difference. The support has made such a difference and contributed at a time where we have felt extremely vulnerable and genuinely worried about coping financially. We truly appreciate the involvement and assistance"*

Action	Partnership Activity	Partners
<p><b>W15</b> Develop and embed an inequalities sensitive culture and approach across all partnerships</p>	<p>Identify and develop collaborative initiatives that address health inequalities at a locality level</p>	<p><b>NHS (Public Health)</b> All Partners</p>
<p><b>2023/24 Update:</b> The CVO's Open Doors Community Living Room project works to respond to the ongoing cost of living crisis by providing a warm, inviting and friendly space for East Ayrshire residents. Based across East Ayrshire, the project offers a safe and comfortable environment with free refreshments and activities for anyone experiencing financial struggles, social isolation or wellbeing issues. Attendees can socialise with other people in their community, and have access to information and resources regarding various topics including health and wellbeing, financial support and other local social opportunities. The project has seen an increased number of people access the service throughout 2023/24, with attendees reporting a number of positive outcomes such as improved wellbeing, more willingness to attend other social or community activities, and an increased likelihood to seek help for financial or health issues.</p> <div data-bbox="1697 325 2063 624" style="border: 1px solid black; border-radius: 50%; padding: 10px; text-align: center; margin: 10px auto; width: fit-content;"> <p><b>Attendee:</b>  <i>"I'd have nowhere else to go if I didn't come here"</i></p> </div> <p>The Dalmellington Community Health Hub opened in October 2022 and provides a weekly service held in the Dalmellington Community Centre, where a range of NHS and third sector organisations are present offering appointments and drop-in services. The services regularly available to people include: diabetic eye screening, Community Treatment and Care nursing appointments, Quit your Way (smoking cessation), Vibrant Communities programmes, 'Lets Prevent Diabetes', Financial Inclusion, oral health services and weight management services and the foot care service Feet First. Social and digital inclusion services are also delivered weekly to address social isolation and loneliness, and to encourage peer support in the management of chronic diseases. NHS Ayrshire and Arran maintain a dedicated webpage for the Community Health Hub with a weekly calendar of the services available.</p> <p>The Ayrshire Out of Hours Social Work team continues to deliver essential services for Ayrshire residents in crisis situations 365 days per year, including weekends, evenings and all public holidays. The team actioned more than 9,000 referrals throughout 2023/24, with 3,160 of these being in relation to people from East Ayrshire. The team has worked closely with other services and partners including Police Scotland, Out of Hours Housing services, Out of Hours GP services, District Nurses, Children's Houses and Community Alarms to protect vulnerable people, with some examples including:</p> <ul style="list-style-type: none"> <li>• ensuring that unaccompanied asylum seeking children receive appropriate support until further assessment can be undertaken;</li> <li>• supporting elderly residents to remain in their own homes when main carers were admitted to hospital;</li> <li>• supporting individuals who have died alone at home, ensuring regular visits and that people are treated with dignity and respect during their final hours; and</li> <li>• enabling young people to return home by providing bus and train tickets and ensuring they access safe travel during the out of hours period.</li> </ul> <p>A new web-based Child Protection database has been developed in the reporting period to replace the existing access database. Through secure networks, this new system will streamline the process of collating data from East, South and North Ayrshire Child Protection Registers and will reduce the need to share Child Protection information through emails, in addition to reducing administration tasks and staff workloads.</p>		

Tackling inequalities is a cross cutting Community Planning Partnership priority and is at the core of the Wellbeing Delivery Plan to develop and embed an inequalities sensitive culture and approach. Joint working with partners across third and independent sectors, and also with the business community, has supported the delivery of the Wellbeing Delivery Plan and the collective efforts to mitigate, prevent and undo the causes and effects of health inequalities. The Health and Social Care Partnership Strategic Plan incorporates much of the good practice and shared learning in tackling inequalities that arose during the COVID -19 pandemic. The Plan sets out the HSCPs commissioning intentions to effectively support people through early intervention, to prevent ill-health and to mitigate the causes of health inequalities. The Children and Young People's Plan provides a strategic framework for long term multi-agency collaborative working across priority areas; tackling poverty, respecting and promoting children and young people's rights, improving wellbeing, achieving and; keeping safe. Work undertaken in relation to Community Wealth Building as part of the Ayrshire Growth Deal provides a framework for inward investment and economic regeneration to address the structural causes of poverty and inequality by strengthening the local economy and creating new job. This will have a corresponding impact on reducing health inequalities.

The NHS Health Information and Resource Service continued to provide quality assured health and wellbeing information to residents during 2023/24, covering a range of pertinent themes which influence quality of life and wellbeing. A total of 247 people from East Ayrshire were recorded utilising the Health Information and Resources Service, with 65 new users registered in 2023/24. 652 orders were placed from East Ayrshire in this period and popular topics included tobacco use, mental health and wellbeing, and infant feeding. Team members have also attended a number of events throughout the year to promote the service and share information, including a recent HMP Kilmarnock Prison Health event, where 40 people visited the stall, with attendees commenting that the information provided was useful and relevant.

The work of the three Locality Planning Groups also contributes towards addressing health inequalities within communities.

Action	Partnership Activity	Partners
<p><b>W16</b> Transform how we support child and family wellbeing through a shared commitment to the emerging integrated Children's Services Delivery Model</p>	<p>Engage with, and contribute to:</p> <ul style="list-style-type: none"> <li>• communities places that are attractive, welcoming to families and offer easy access to supports through which people can develop and commission their own family support services</li> <li>• new and expanded multi-disciplinary teams working around school clusters with communities places at the centre</li> </ul>	<p><b>CYPSP</b>, All partners.</p>
<p><b>2023/24 Update:</b> The Children's Services Wellbeing Model is a transformational approach to improve how our children and families are supported in East Ayrshire. The vision is to ensure that children and families can access support at an early stage in their local community, in a way that challenges discrimination and stigma, with the model incorporating multi-disciplinary team working and the GIRFEC principles. The model was given the name 'HEART' (Help Everyone At the Right Time), an idea suggested by a parent and chosen through a public vote. A range of local services including: Education, Early Years, School Nursing, Health Visiting, CAMHS, Vibrant Communities, Social Work, Housing and Allied Health Professionals, have developed Community Teams, which were formally established on 4th April 2022.</p> <p>Work continued throughout 2023/24 to progress the development of this model in East Ayrshire. The programme team have carried out an evaluation of the HEART locality groups and have held two development days to support culture mapping, programme planning and further implementation of HEART. Existing data has been reviewed and support has been delivered to begin to curate further information to help formulate where the areas of greatest need exist and to develop a shared language and approach to establishing an evidence based model for practice. Four phases have been identified for the implementation of HEART:</p> <ul style="list-style-type: none"> <li>• Creating the conditions for change;</li> <li>• Developing the practice model at a locality level which is outcomes and evidence driven;</li> <li>• Testing the robustness of the model; and</li> <li>• Scaling and sustaining the model.</li> </ul> <p>The HEART programme is currently focused on four core projects:</p> <ul style="list-style-type: none"> <li>• Request for assistance;</li> <li>• Restorative approach/FGDM;</li> <li>• Community participation to Power; and</li> <li>• ALISS- Digital mapping.</li> </ul> <p>These four projects are designed to understand what an early help model or 'blue print' for practice could look like. By understanding the social, environmental and cultural factors influencing the Shortlees locality, the intention is to ensure that supports are meaningful and, targeted. Local community participation will seek to understand the root causes of inequalities and discrimination that impacts on the life chances and wellbeing of the community therefore, testing theory informing community development's, power and participation approach alongside, consistent modelling of,</p>		

restorative practices by practitioners. The 3-5 year evaluation of impact will intentionally consider how a framework can be developed which rebalances service responses from crisis intervention to building community resilience.

Action	Partnership Activity	Partners
<p><b>W17 #KeepThePromise</b> – Transform how we care for our children and young people through a shared commitment to the recommendations of the Independent Care Review</p>	<p>Implement arrangements to demonstrate:</p> <ul style="list-style-type: none"> <li>• organisational working from the perspective of what matters to children and families</li> <li>• the voices of children and families and de-stigmatising language are embedded in everything relating to care experienced children and families and those on the edge of care</li> <li>• UNCRC rights are being consistently upheld</li> </ul>	<p><b>CYPSP</b>, All partners.</p>

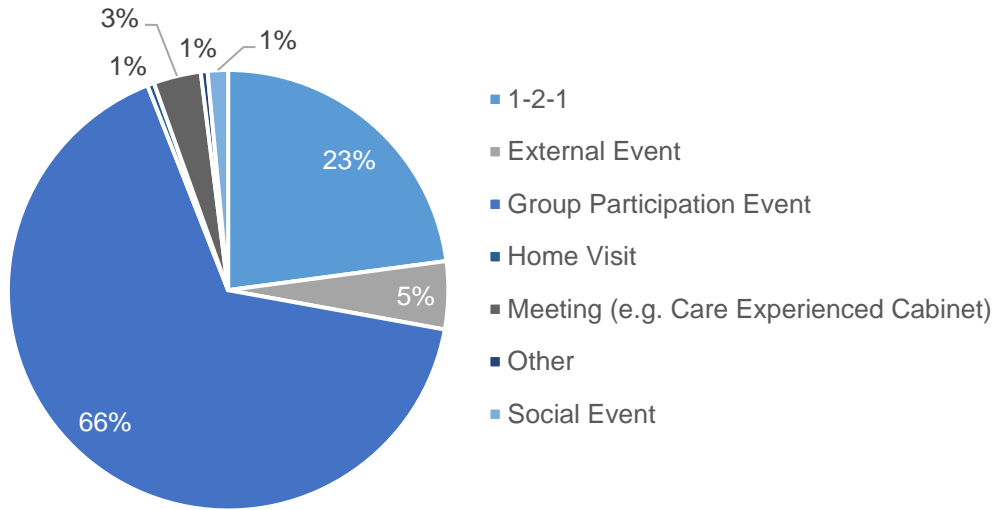
**2023/24 Update:** Embedding ‘The Promise’ continues to be a priority for our services. The Promise Participation team have continued to support ‘ArtClub?’, a co-curated group led by care-experienced young people with an interest in contemporary visual art and activism. The group enables young people from a range of care backgrounds to creatively engage with the issues and interests that affect them, providing a pathway into other participation work, such as the Care Experienced Cabinet (formerly ‘Pizza and Coke’).

The ArtClub? held their first exhibition at the Dick Institute in 2023, entitled ‘Agora’, which displayed artwork inspired by the artists’ experiences of care. The group also held an open day at the SL33 hub to raise awareness of care leavers, and they developed a calendar showcasing their artwork, with proceeds being used to further develop youth-led participation events and projects. The Participation team also held reading and wellbeing sessions for our care experienced young people at a local book shop. These sessions gave young people access to books and reading opportunities alongside the opportunity to take part in creative writing and mindfulness.

We also worked with our care experienced young people over the past year to refresh the Corporate Parenting Board, which was previously known as ‘Pizza and Coke’, resulting in the Care Experienced Cabinet being formed. Meetings of the cabinet have taken place throughout the year, focusing on different themes including: ‘feeling safe and being safe’ and ‘standing on my own two feet’. The meetings have been attended by care experienced young people, senior council officers, kinship carers and elected member, with the number of young people of varying backgrounds in attendance steadily growing.

The team has continued to work hard to promote The Promise and build strong relationships with other partners including, SL33, Vibrant Communities, East Ayrshire Leisure, Ayrshire College, East Ayrshire CVO, Action for Children, Active Schools and Columba 1400. Participation leads carried out a total of 201 Promise participation activities during the reporting period which are detailed below:

Promise Participation Activities 2023/24





Action	Partnership Activity	Partners
<p><b>W18</b> Achieve step change from trauma-aware to trauma-responsive service design, delivery and practice</p>	<p>Support partners to develop culturally sensitive, trauma informed and trauma responsive services. Promote proactive early intervention with children, young people and their families. Embed and apply the principles of a whole system approach to trauma informed and trauma responsive practice</p>	<p><b>CYPSP</b>, All Partners</p>
<p><b>2023/24 Update:</b> An East Ayrshire Trauma Advisory Board is well established to ensure that all partners take trauma into account and to challenge stigma and discrimination in their work, thinking and practice.</p> <p>In October 2023, the Fostering service underwent an inspection and performed strongly across all indicators. Inspector feedback commented that “children experienced high standards of care” and that caregivers were providing nurturing, trauma informed, care. A priority area for the service over the last year has been the provision of quality training for foster carers, offering diverse sessions led by Occupational Therapy, British Sign Language, Trauma trainers, The Scottish Children’s Reporter Administration, dentistry and other social care professionals.</p> <p>As part of our Children’s Houses commitment to implementing The Promise, Practitioners have undertaken work to ensure that written records about children is trauma-informed and takes into account how it will feel for them to read the information. Training on trauma, environment and planning, and communication styles have also been provided to teams providing care in our houses, ensuring they are able to meet the needs of young people.</p> <p>The East Ayrshire Violence Against Women Partnership has continued to expand the implementation of Trauma Informed Contact and Care (TICC) following the successful roll out to all schools in East Ayrshire. All Early Childhood Centres (ECCs) are now able to offer a range of supports to children involved in, or exposed to domestic abuse incidents. Since launching in East Ayrshire there have been a total of 193 TICC referrals between November 2021 and April 2024, 6 of these have been from ECCs since launching in January 2024.</p>		
Action	Partnership Activity	Partners
<p><b>W19</b> Increase digital access and connectivity to reduce digital exclusion and inequality</p>	<p>Maximise opportunities for collaboration on digital transformation and increase connectivity by targeting resources towards digitally excluded communities and groups</p>	<p>HSCP, Vibrant Communities, mPower, CVO, SFRS, Public Health</p>
<p><b>2023/24 Update:</b> Following consideration of the findings from the Technology Enabled Care Pathfinders Project, the HSCP introduced two part time Digital Health and Care Support Worker (DHCSW) roles as a solution to promote using Technology Enabled Care (TEC) as a key enabler for people to manage their long term health conditions and to improve health and wellbeing.</p> <p>Within the reporting period, the DHCSWs have taken forward a number of initiatives including: utilising a TEC Backpack to build people’s confidence and digital skills, providing access to devices such as Komp that can address social isolation and loneliness, managing information screens in GP practices to ensure the health and wellbeing information is accurate and available, and supporting people to attend online multidisciplinary group consultations. Since August 2023, the DHCSWs have also:</p>		

- undertaken an extensive mapping exercise of the northern locality;
- raised the profile of their role and TEC adapting to the needs of people and communities;
- presented a TEC Backpack talk on the national 'Lunch Time Learning Bites' forum;
- delivered an 'open house' satellite session as part of the national programme;
- provided people with practical support such as demonstrating how to order prescriptions online and downloading apps onto devices;
- established a Facebook page to share information about TEC, health and wellbeing and accessing safe and trusted information on line; and
- linked with and delivered talks to a number of local groups across the Irvine Valley.



**Service User:**  
*"KOMP saves me attending everyday as you can tell so much from face to face contact"*

Action	Partnership Activity	Partners
<b>W20</b> Improve access to information and support on health and wellbeing through digital solutions and new technology	Support the use of digital solutions and new technology to increase health literacy, promote self-management and facilitate self-referral	All partners

**2023/24 Update:** Based in Ross Court, Galston, the HSCP's Smart Hub provides an innovative, yet homely space to showcase a variety of different smart home technologies and digital telecare equipment to keep people feeling safe and independent within their own homes. These technologies promote an early intervention and prevention approach, by supporting people before there is an escalated situation or need for social care involvement.

The Smart Hub is open every Wednesday from 9am to 5pm on an appointment only basis and people can attend jointly with their allocated Worker. Up to April 2024, 28 sessions were booked, with approximately 50 Partnership Workers having attended to utilise the resource with very positive feedback received to date. The Smart Hub has also been visited by a range of external and third sector partners, who are interested in the exciting work taking place around technology enabled care.



**Worker:**  
*“Fantastic space - You can really get the feel for what these supports would look like in a home environment”*

The [Wellbeing in East Ayrshire](#) website continued to be regularly updated and maintained throughout 2023/24 to support residents to improve their mental and physical health. The website contains a wide range of practical resources and links relating to numerous topics, including: general wellbeing, mental health, physical exercises, social activity ideas, financial advice, and children, young people, parents and carers. NHS Ayrshire and Arran also continued to provide a range of wellbeing material on its [Better Health](#) website, with a particular focus on: physical activity, alcohol, smoking, mental health, oral health, green health and cost of living support.

NHS Ayrshire and Arran’s Better Health Hub continued to provide support, signposting and onward referrals during 2023/24 to address key issues which impact on people’s health and wellbeing, including: mental and physical health, financial concerns, weight management, menopause, smoking cessation, food insecurity, housing and discharge aids. The service for East Ayrshire is delivered from within the Staff Wellbeing Centre at University Hospital Crosshouse, with staff, patients and the public being the key target groups. From early 2024, the Better Health Hub also secured space for a half day afternoon session in Crosshouse for patients and the public to access health and wellbeing information on a drop-in basis, in addition to setting up post boxes within Pre-Op and Outpatient departments at University Hospital Crosshouse for people to access the service in a different way. Over the last year, the service has supported 94 staff and 52 patients / members of the public.

Following considerable dedication and planning from staff in continuing the roll out of a digital telecare service across East Ayrshire, our Analogue to Digital team were awarded the ‘Gold One Digital Telecare Implementation Award’ by Digital Telecare for Scottish Local Government in 2023. In order to achieve Gold Level One status, a telecare service provider must have completed robust testing of their end-to-end digital telecare solution, resolving any issues uncovered, and have a detailed deployment plan and all required contracts and resources in place for the roll-out of digital telecare.

To date, we have delivered a live digital telecare solution to 80% of all community alarm users in East Ayrshire, successfully completing their transition from analogue to digital equipment. As a result, over 3,000 residents are now supported digitally. Going forward, we will continue to increase this number and work with Digital Telecare as we progress towards the Gold Two Digital Telecare Implementation Award.



Action	Partnership Activity	Partners
W21 Explore opportunities to build health literate communities	Work with partners and communities to implement programmes that build good health literacy, targeting groups at greater risk of low health literacy	All Partners
<p><b>2023/24 Update:</b> The Early Years service ‘Babychat’ groups have expanded substantially throughout 2023/24. At the time of reporting, there are 7 groups operating across East Ayrshire to support our children and families with the greatest needs. Parents and carers are identified by our Health Visiting staff and referred into the programme which runs for up to 6 weeks across numerous local venues where people can easily access the groups within their own communities. The sessions are delivered by Health Visitor Support Workers and are also supported by partners including Speech and Language Therapy and Dietetics. Various relevant topics are covered such as healthy eating, infant massage, bonding and attachment and infant feeding, in addition to topics that parents request. Staff are provided with age appropriate resources to ensure the sessions are useful and engaging. Feedback received to date has been hugely positive, particularly in relation to infant feeding, developing new friendships within communities and supporting family relationships.</p> <p>NHS Ayrshire and Arran’s Child Healthy Weight team continues to support children and their families to achieve a healthy weight through the Jumpstart programme. Jumpstart works with families of children aged 5-17 years old and children with additional support needs, delivering four programmes: Junior (ages 5-9), Senior (ages 10-13), Teens (ages 14-17) and Jumpstart Plus (additional support needs). During 2023/24, 41 children and their families were referred to the Jumpstart programme and 31 continue to be supported at the time of reporting, whilst 10 withdrew. In addition, the team also supported 6 teenagers through a Teen Fit programme, delivered 92 group based physical activity and health education sessions and attended 14 events to promote the service over the last year. Of the 41 participating children and young people, the largest majority of referrals were from SIMD 1 and 2 (74%) with (26%) from SIMD 3,4 and 5.</p> <p>The <a href="#">Wellbeing in East Ayrshire</a> website continued to be regularly updated and maintained throughout 2023/24 to support residents to improve their mental and physical health. The website contains a wide range of practical resources and links relating to numerous topics, including: general wellbeing, mental health, physical exercises, social activity ideas, financial advice, and children, young people, parents and carers. NHS Ayrshire and Arran also continued to provide a range of wellbeing material on it’s <a href="#">Better Health</a> website, with a particular focus on: physical activity, alcohol, smoking, mental health, oral health, green health and cost of living support.</p> <p>The work of the three Locality Planning Groups in East Ayrshire also contributes towards building health literate communities, with their priorities reflecting various themes which influence local health and wellbeing, including: : community participation and engagement; transportation and connectivity; addictions related stigma; social Isolation and loneliness; poverty; and specifically child poverty. These priorities align closely with the strategic priorities outlined in the East Ayrshire HSCP’s Strategic Plan 2021-30.</p>		