



Community Planning in East Ayrshire

WELLBEING










East Ayrshire Council
and
East Ayrshire Community Planning Partnership Board
Joint Performance Event: 19 September 2019

planning as one • working as one • achieving as one




EAST AYRSHIRE COMMUNITY PLAN/LOCAL OUTCOMES IMPROVEMENT PLAN 2018-2021

WELLBEING

Summary of Performance at March 2019

Measures of Success	Baseline	Progress at March 2018	Progress at March 2019	Current status
Wellbeing				
Local Outcome 1: Starting Well				
Links to National Outcomes:				
We grow up loved, safe and respected so that we realise our full potential				
We tackle poverty by sharing opportunities, wealth and power more equally				
Priority 1: Our children have the best start in life				
1. Participation by children and young people in extra-curricular activity (outwith schools) (Increase by 15% by 2020) Annual/East Ayrshire Council/Vibrant Communities	95,075 (2016/17)	106,958 (2017/18)	114,639 (2018/19)	
2. Percentage of child protection concerns raised – non police (Increase) Annual/East Ayrshire Health and Social Care Partnership Information Systems	74.7% (2016/17)	88.2 (2017/18)	92.3% (2018/19)	
3. Percentage of pregnant women drinking 1+ units of alcohol per day in pregnancy (Reduce by 50% by 2020) Annual/NHS Information Services Division (ISD) Scotland	38.1% (2016/17)	37.1% (2017/18)	46.6% (2018/19)	
4. Number of mothers smoking during pregnancy (Reduce by 25% by 2020) Annual/East Ayrshire Health and Social Care Partnership/ISD Scotland	19.4% (2015/16)	19.1% (2017/18)	18.6% (2018/19)	
5. Percentage of babies exclusively breastfed at 6-8 week review (Increase to 28.2% 2020) Annual/East Ayrshire Health and Social Care Partnership/ISD Scotland	14.7% (2015/16)	17.5% (2016/17)	16.9% (2017/18)	
6. Percentage of 0-2 year olds registered with a dentist (Increase to 60% by 2020) Annual/East Ayrshire Health and Social Care Partnership/ISD Scotland	46.5% (2016)	47.5% (2017)	48.8% (2018)	
7. Number of referrals to CAMHS (Reduce by 20% by 2020) Annual/NHS Ayrshire and Arran/CAMHS Service	740 (2016/17)	755 (2017/18)	824 (2018/19)	
8. Rate of exclusions per 1,000 pupils across all schools in East Ayrshire (Reduce by 30% by 2020) Source: East Ayrshire Council	43.4 (2016/17)	21.1 (2017/18)	17.5 (2018/19)	
9. Percentage of school pupils aged 10-18 and Ayrshire College students aged 15-18 will have accessed age appropriate safety programmes related to online safety, allowing them to enjoy the internet (Increase to 100% by 2020) Annual/East Ayrshire Council/Ayrshire College	New indicator-baseline to be established in 2019	N/A	100% (2018/19)	

Measures of Success	Baseline	Progress at March 2018	Progress at March 2019	Current status
10. Educational stretch aim targets set at local level (Achieve all targets by 2020) Annual/Education Services	Reported through the Economy and Skills Delivery Plan			

Key		Denotes improving progress and on target or target achieved.
		Denotes maintaining/improving progress although target not achieved.
		Denotes area for review or improvement.
Progress at March 2019 is measured against the identified baseline position, unless otherwise stated.		

SUMMARY OF PROGRESS ON THE ACHIEVEMENT OF OUTCOMES 2018/19

Wellbeing Delivery Plan 2018-2021 – Our Key Priorities

- Children and young people, including those in early years, and their carers are supported to be active, healthy and reach their potential at all life stages.
- All residents are given the opportunity to improve their wellbeing, to lead an active, healthy life and to make positive lifestyle choices.
- Older adults who require support and their carers are included and empowered to live the healthiest life possible.
- Communities are supported to address the impact that inequalities has on the health and wellbeing of our residents.

Measures of Success – Progress at March 2019

Evidence of performance in relation to the best start in life for children is reflected in the following measures of success:

- Participation by children and young people in **extra-curricular activity outwith schools increased** by 20%, surpassing the 2020 target of 15%.
- **Referrals to social work**, which identify neglect as the main concern from non-police sources (such as schools or NHS), **increased** to 92.3%, indicating earlier intervention.
- The rate of **school exclusions has more than halved** to 17.5 per 1,000 pupils, surpassing the 2020 target of a 30% reduction. Exclusion incidents across all sectors continue to be an area of focus through a multi-agency approach.
- All children and young people in the target age groups have accessed age appropriate safety programmes related to **online safety**, ahead of the 2020 target for reaching 100%.
- While the percentage of **mothers smoking during pregnancy has reduced** from the baseline position, the target of a 25% reduction is unlikely to be achieved by 2020.
- The rate of **women drinking alcohol in pregnancy increased** to 46.6%, from 38.1% in the baseline year. It is likely the increase can largely be attributed to under-reporting of this issue in previous years.
- Based on the current trend, the target of 28.2% of **babies exclusively breastfed** is unlikely to be met. While this year's reported result is above the baseline, it is down from the previous year.
- While the percentage of **0-2 year olds registered with a dentist** increased to 48.8%, the rate of increase is not enough to suggest the 2020 target of 60% will be met.
- Referrals to the **Child and Adolescent Mental Health Service (CAMHS)** have risen rather than fallen; however, recent new investments in child and adolescent mental health are beginning to reveal unmet demand.

Summary of Activity 2018/19

The following examples of activity in 2018/19 have contributed to improving local outcomes for people and communities, and towards the achievement of the Strategic Priorities identified in the Wellbeing Delivery Plan 2018-2021.

Children and Young People's Service Plan

- **East Ayrshire Child Protection Committee (CPC)** and the Children and Young People's Strategic Partnership worked in collaboration to review, revise and align the East Ayrshire Children and Young People's Plan. The Plan sets out the strategic vision and direction, outlining priorities and stretch aims over the period 2017/2020. Seven multi agency action plans support the Plan: GIRFEC Practice Model; Emotional Health and Wellbeing; The Whole Systems Approach (relating to youth justice); Kinship Care; Corporate Parenting; Best Start in Life; Young Carers.

Best Start in Life

- **The Universal Health Visiting Pathway** is fully rolled out across East Ayrshire with all babies and children offered visits within the family home. This has led to the development of a therapeutic relationship between employees and the families they work with and supported early intervention for identified need and prevention of many challenges faced by our families. The integrated children's model of care for school age children has supported improved outcomes for our most vulnerable children, particularly those in need of protection, who are care experienced and those affected by emotional wellbeing concerns.
- Midwives have undertaken additional training over the last two years to ensure accurate recording of pregnant women drinking alcohol in pregnancy and delivering **Alcohol Brief Interventions**. This has been attributed to the increased recorded number of pregnant women drinking during pregnancy. Smoking in pregnancy is addressed at every antenatal appointment and referrals made to **Quit your Way**, with monitoring carried out throughout the pregnancy.
- The **Infant Feeding Team** within Ayrshire Maternity Unit, with peer supporters, have been **supporting new breastfeeding mothers**; and all mothers who are breastfeeding are issued with contact details for the Infant Feeding Team, who offer a telephone support service and signposting to the **Breastfeeding Network**. Ante-natal visits by Health Visiting Support Workers include discussion around feeding choices and awareness raising and breastfeeding support. Five **BabyChat** groups have been established and are building a positive reputation, encouraging new families to engage with the groups to promote growth and development of new babies. The groups provide support for breastfeeding mothers, including role modelling. In addition, pregnancy and new motherhood place some women at risk of loneliness and isolation and BabyChat is helping to reduce this risk, with 100% of survey respondents noting that coming to BabyChat helped them to meet other families and develop friendships
- **Healthy Weight:** The Jumpstart programme, delivered by NHS Health Improvement and a community volunteer, worked with 16 families with children above a healthy weight during the reporting period. Jumpstart raises awareness of the importance of healthy lifestyle choices, such as increasing physical activity levels and making healthier eating choices. The latest available statistics show that the percentage of children in P1 with a healthy weight in East Ayrshire increased from 73.1% to 76.4%.
- The **SHOUT discount card** is available for children from birth to age 11, living in or attending a primary school in East Ayrshire and provides access to a range of leisure services, visitor attractions and commercial services, by ensuring that cost is not a barrier. At March 2019, there were 7,417 SHOUT Card holders in East Ayrshire, including 647 new P1 SHOUT Card holders and 547 Pre5 SHOUT Card holders.
- Fairer Scotland funding allowed the Public Dental Service to expand the **Childsmile Fluoride Varnishing Programme** to an additional 24 primary schools (P1 to P4) across Ayrshire. Targeted fluoride varnish application in primary schools has a proven track record in improving oral health among children and in helping to mitigate long-standing oral health inequalities. The expansion of the Programme represents a 50% increase in coverage of targeted fluoride varnish application in our schools and has allowed us to reach even more comparatively deprived communities locally.
- The priority given to tackling child poverty in East Ayrshire was demonstrated through alternative models of provision to tackle '**holiday hunger**', with **14,000** free meals provided during the school holidays in 2018. A range of sporting and physical activity, with provision of a free lunch, was provided at the **Activity Holiday Programme in 2018**; and the **iLunch Programme**, which seeks to address holiday hunger through a programme of family and community based programmes, but with a more intense focus on learning and skills development for children and their families.
- Partners in East Ayrshire have been working to support and maximise the impact of the national '**Every Child, Every Chance**' Delivery Plan, including the introduction of automated systems to facilitate **school clothing grant** and **free school meal** applications, **maximising uptake**; and **expanding early education and child care** provision across the local authority area.

- A dignified approach to food waste in schools as part of wider **dignified food provision** has been introduced, where surplus food is packaged and children can take the free meals home.

Protecting Children

The **Child Protection Committee (CPC)** has lead responsibility for priorities in respect of neglect, internet safety and the safeguarding themes. In 2018/19, key achievements included:

Neglect:

- A multi-agency training course on Neglect was developed in 2018.
- The Council's Housing Services made changes to their 'street notification' form to include a specific box to record if children were present in houses which were in a poor state of cleanliness. These potential signs of neglect are **raised as a concern** with Social Work services.
- The Graded Care Profile 2 assessment tool is utilised by practitioners, including Social Workers, Health Visitors and Early Years educationalists, to **support their assessments of neglect**.
- An extract of the Child Protection Committee's '**Child abuse and neglect**' leaflet was submitted for inclusion in the East Ayrshire Federation of Tenants and Residents Annual Report, to raise awareness of child abuse/neglect and what members of the community should do if they are concerned about a child. The annual report was circulated to around 12,000 local tenants and residents.

Internet Safety:

- The East Ayrshire Council 3-18 **Internet Safety Framework** focuses on meeting the aims of the Child Protection Committee's Action Plan, which states that all children will have coherent learning opportunities within internet safety by 2020.
- All schools in East Ayrshire have the **Child Exploitation and Online Protection** CPC hyperlink buttons activated on their home/landing pages, to make it easier for children, parents and staff to access digital safety information.
- In February 2019, the CPC supported Safer Internet Day and provided funding for a prize draw to help raise awareness of this important topic, reaching 39,042 via Facebook & Twitter.
- **Danger Detectives** inputs for school aged children included focusing on keeping children safe, including keeping safe online and how to report any online abuse.
- The CPC conducted a schools survey in 2018 to assess the level of awareness of child protection related matters among children and young people, with additional focus on assessing pupils' use of the internet, while **raising awareness of online safety** issues. A total of 3,163 pupils from P4 through to S2 responded to the online survey.

Safeguarding:

- Trauma Informed practice training sessions were delivered to multi-agency staff.
- Screenings of the Resilience documentary and **ACEs workshops**, involving Education Services, Vibrant Communities and Campus Police Officers were delivered in community and education settings, with one-to-one support offered.
- The '**Buttons Mice**' project, helping children to have a voice, was introduced in Play at Home, Play in Prison, in Primary schools and Early Years Centres, across East Ayrshire.
- New training courses were added to the Multi Agency Children's Services Learning and Development Calendar, including Therapeutic Play, Multi-agency Case recording and multi-agency file auditing.

Child Sexual Exploitation

- The CPC led on the development of the Ayrshire Multi-agency Practitioners' Guidance on Child Sexual Exploitation (CSE), published in June 2018 and updated in February 2019. It included contact details of local third sector suppliers of support services, such as, The STAR Centre and Break the Silence.
- In August 2018, the National CSE Working Group's Self Evaluation Tool was updated by the CPC;
- The new East Ayrshire Social Work records management system incorporates a specific flag to help identify incidents involving CSE.
- A quarterly Multi-agency Data and Trends Analysis meeting allows participants to share information and consider emerging local trends in relation to CSE and also involves local private sector and third sector residential care providers;
- The Scottish Government Expert Group on Preventing Sexual Offending Involving Children and Young People toolkit, completed for East Ayrshire, was shared with the Child Protection Committee at its meeting in December 2018.

Human Trafficking

- Police Scotland as a Force developed online Moodle Training in relation to Human Trafficking, which also incorporates Child Trafficking. It is a requirement for every police officer to complete this training. In addition, every division within Police Scotland has a 'Human Trafficking Champion', who is the main point of contact in relation to Human Trafficking reports.
- Police Scotland also work with partners, including the UK Human Trafficking Centre, HMRC, National Crime Agency and United Kingdom Border Force to organise force wide 'local days of action' to target Human trafficking, including Child trafficking. The aim of these 'days of action' is to raise awareness around preventative measures and enforcement action in relation to Human Trafficking issues.
- 17 representatives from the East Ayrshire Partnerships in attended the National CSE Working Group 'CSE and Trafficking event, which provided useful inputs on the links between CSE and human trafficking.

Multi-Agency Action Plans

- **Dietetic Health Promotion Team:** The team aims to work in partnership with individuals, services and agencies across settings and communities to enable and support them to improve their health through better eating. The main focus of the team is working with Maternal and Infant Nutrition and contributing to reducing health inequalities. The team has delivered training sessions/courses with 290 staff/volunteers in East Ayrshire to enable them to disseminate evidence based and up to date nutritional messages within their respective organisations and across communities. It has also focused on 'eating well for pregnancy' as part of the Healthy Bump, Healthy Baby programme at Ayrshire Maternity Unit, involving 212 participants and 31 healthy weaning drop in sessions (Messy Munchers) were delivered across for those with young families. Evaluation has shown a positive impact on the choice and timing of the introduction of first foods.
- **NHS Health Improvement:** Ayrshire and Arran Health Improvement Team have been working in partnership with the East Ayrshire Children's Houses to support Health Improvement within each house, with a Health Improving Care Establishments (HICE) Champion (coordinator) in each house. Each house has continued to embed health improvement within daily activities, with staff accessing guidance and support through the Looked After and Accommodated Nurse and the HICE Learning Forums which offer the opportunity to share best practice across Ayrshire. In 2018/19, the Children's Houses focused on independent living, environment, linking with local activities and resources and accessing specialist support (where appropriate). The HICE Learning Forums included Adverse Childhood Experiences, Pathways to Further Education, Attainment, LGBT+, 16 Days of Action and Mental Health Improvement.
- **NHS Physiotherapists, Rainbow House:** Comprehensive annual reviews are carried out for children with complex additional support needs and their parent/carer, to objectively assess a range of movement, tone, quality of movement and respiratory status. This highlights any areas of concern that may require action or onward referral to relevant agencies.

Home Link Workers: Funded through the Scottish Attainment Challenge, Home Link Workers provide **support for vulnerable children and young people** and their families, with priority given to primary and secondary school pupils in SIMD 1 and 2 areas with a focus on closing the poverty related attainment gap. They are flexible in their approach to meeting the needs and demands of children and their families, both within the school and community settings. Support includes 1:1 work with individual pupils, small group work programmes, project work, extra-curricular activities, leadership work, family support and supporting attendance. In 2018/19: 505 young people and their families were supported by the Home Link Team; 801 home visits took place; 1,523 1:1 support sessions were completed; and 200 parental engagement sessions took place attended by 85 parents/carers.

- **Play in Prison:** People currently imprisoned within HMP Kilmarnock who are fathers have the opportunity to foster or **maintain bonding and attachments** with the child/children in their lives through using the medium of play. Delivering bonding visits, Family Bookshare programmes, Play and Parenting workshops and family events, supports the development of play skills and knowledge and increased parental confidence. Children are 30% more likely to have a mental health problem in later life if they have a family member in prison. Offering children opportunities to maintain contact with their loved ones reduces stress and the trauma that the child and family are feeling, therefore improving the health and wellbeing of the family as a whole.
- With regard to **Children's Mental Health**, the Health and Social Care Partnership contributed to the development of the Ayrshire Mental Health Conversation: Priorities and Outcomes, and developed the **East Ayrshire Mental Health Delivery Plan**. This work was informed through a programme of engagement with a range of partners and stakeholders, including children, young people and families

with lived experience of mental health and mental health services. This aligns with the ambitions of the Programme Board for Children and Young People's Mental Health being taken forward by the Scottish Government and the Convention of Scottish Local Authorities (COSLA) and the recommendations of the Children and Young People's Mental Health Task Force. In East Ayrshire, the **wellbeing model** aims to provide holistic support to children and young people at the point of need and a shift to earlier intervention and prevention, with the intention of improving positive outcomes at an earlier stage and reducing demand for specialist services, including **Children and Adolescent Mental Health Services (CAMHS)**. Work to implement the model, initially focused in the Doon Valley area is being progressed on a multi-agency basis in partnership with CAMHS.

Corporate Parenting

- **Corporate Parenting** is well established in East Ayrshire and there has been a consistent approach to corporate parenting planning through a series of strategies and action plans, developed with the engagement and active participation of children, young people and care leavers. An overarching and distinct theme of the Corporate Parenting Action Plan is the need to ensure the views of children and young people are continually taken into account.
- The CPP Board endorsed the **Corporate Parenting Promise 2018**, which was developed in partnership with '**Connected Voices**', a group of local care experienced young people, which represents our shared commitment to ensure that children looked after have the best opportunities to develop to their full potential.
- **Children Looked After:** As at 31 March 2019, 381 children and young people were Looked After, with 225 Looked After at home or in the community, 125 Looked After and Accommodated away from home in Foster Care, and 31 Looked After away from home in Children's Houses or residential care. Focused activity contributed to working towards our ambition of there being no discernible difference between outcomes for looked after children and their peers (for example, health improvement support in the Children's Houses, Home Link Worker support, Play in Prison). There is a continued focus on reducing school exclusions including: robust monitoring and tracking; data analysis; training for staff, including raising awareness of trauma, trauma-informed practice and adverse childhood events; and the impact of exclusion on life outcomes. Schools are being supported to improve and quality assure Additional Support Needs provision to ensure equity and equality for children and young people looked after. All newly qualified teachers in East Ayrshire Council undertake specific training to support care experienced young people, to ensure they are able to respond proactively to support them.
- Our targeted work to support vulnerable children and young people, one of the CPP Board's strategic priorities, has seen initial positive destinations (employment, training and education) for looked after young people increase from 77.8% in 2016/17 to 88.9% in 2017/18, closing the gap with their peers (94.3% in 2016/17 and 93.6% in 2017/18).
- **Shannon's Box** was created to make entering care a little easier for children and young people. The box contains items carefully selected by Shannon, a member of our Connected Voices Group, alongside a personal letter from her, to help comfort children and young people manage their emotions. The box was influenced by her own experience of entering care, with input from other young people with care experience. The box has gained significant attention nationally and has now been launched in East Ayrshire.

Fostering and Adoption

- **Fostering and Adoption:** At March 2019, 67 foster carers had been recruited, exceeding our target, and the number of external placements reduced by over half since the end of 2015, to the benefit of our children and young people by being cared for closer to home. A total of 18 adoptions were completed in 2018/19 and at 31 March 2019, 7 children had permanency plans and were awaiting adoption.

Year of Young People

- **East Ayrshire Children and Young People's Cabinet (EACYPC)** was established as part of the 2018 Year of Young People, ensuring that the views of children and young people across East Ayrshire are represented in the decision making process of the Council and the Community Planning Partnership. The first joint meeting of the Council's Cabinet and EACYPC was convened in August 2018 and is now included on the annual calendar. Among some of its activity in 2018/19, the EACYPC successfully campaigned for gender neutral toilet facilities to be installed at Auchinleck Academy and this has also been factored into the planning design of the new Barony Campus, Cumnock. Current activity includes working with the Council on the regeneration of Kilmarnock Town Centre.

- East Ayrshire's 2018 **Youth Conferences** were themed around the United Nations Rights of the Child. Through peer education workshops, young people explained their personal journeys as LGBT+ young people, being a young carer and having a disability.
- Weekly support is provided to the **LGBT group within Park School**, which has been recognised by the Head Teacher as a great asset and specialist support mechanism for the pupils.
- LGBT training was delivered to the Council's Housing Options Team, recognising the issues that LGBT individuals face both in homelessness and risk of homelessness (due to stigma, discrimination and non-acceptance by families), Vibrant Communities hosted an information sharing session, with the Chair of EA TARA discussing supports available to LGBT individuals with the All About Us Group which runs weekly in Kilmarnock.








Child Poverty




- Development of the first Local Poverty Action Report (LCPAR) for East Ayrshire has been taken forward across our wider community planning partnership, to reflect our existing partnership approach to child poverty. In preparing this LCPAR during 2018/19, partners took forward a range of consultation and engagement activity including:
- an Elected Members' seminar, in October 2018, to allow Members the opportunity to consider the extent of child poverty in East Ayrshire and to identify potential actions to mitigate the impact of this, taking account of their individual knowledge of and experiences within their own Wards;
- a '**Turning the Curve**' workshop on tackling child poverty involving key partners in April 2019. This workshop reviewed existing and planned action on child poverty against the key drivers set out in 'Every Child, Every Chance';
- four **public facing engagement** workshops took place in May 2019 in Bellsbank, Shortlees, Newmilns, and Netherthird.

The themes emerging from this engagement, which are threaded throughout the LCPAR are as follows:

- **Transport:** A concerted strategic focus by our partnership on addressing the challenges presented to families on low incomes by the cost, timetabling and provision of local transport services, which create barriers to accessing employment, benefits, support services and other amenities.
 - **Employment:** We will continue to provide effective pathways for people to move into employment, linking this into the emerging growth sectors identified within the Ayrshire Growth Deal and making sure that our young people have the skills to allow them to benefit from the opportunities created.
 - **Financial Inclusion:** We will review and streamline our financial inclusion services to ensure maximum reach to excluded groups and communities, and support local residents to receive their full benefits entitlement. We will work across partners in registration, midwifery, health visiting, early years, school nursing and others to provide up-stream, early advice and support to tackle child poverty
 - **Every Day Living Costs:** A wide range of partners will continue to be involved in our work to address the challenges of everyday living costs, through a range of action relating to early years and schools, good quality affordable housing, dignified food and free sanitary provision and the cost of pregnancy.
 - **Communication:** We will work proactively as a partnership to ensure that information about the wide range of available support services reaches families before they reach crisis point. We will also use opportunities such as the forthcoming Challenge Poverty Week in October 2019 to promote a consistent anti-poverty message across our communities and across our CPP agency staff groups.
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- Nationally, the value and **impact of the food offer** is a key agenda in **addressing poverty** and, in East Ayrshire, the following reflects some of the activity being taken forward in this regard:
 - Approximately 14,000 free meals were provided to address '**holiday hunger**' during the school holidays in 2018, through the Activity Holiday Programme and the iLunch Programme.
 - The work undertaken by the Council with Fareshare and Centrestage included the council supporting Centrestage with the production of an additional 500 meals per week using surplus food, which were available for families attending the summer activities to take home. A **dignified approach to food waste** was introduced in schools, where surplus food is packaged and young people can take free meals home.
 - The roll out of national initiatives around free P1-P3 meals and the early years expansion is also providing significant levels of food provision, with around 2,700 P1-P3 free meals and a total of 779,799 free meals provided in primary and secondary schools in 2018/19, which equates to 4,100 free meals each day. We recognise that remains a significant number of children not taking free meals and increasing uptake continues to be a key action, with work being taken forward by partners to promote free school meals.

- The Council provides an early implementation programme and provides around 800 meals per day to the early years' service. As the early years' service expands, it is anticipated that provision will increase to 1,500 meals a day by January 2020 and to almost 3,500 meals by the end of the 2020/21 school session for 3 and 4 year olds and eligible 2 year olds. This is key national policy to address poverty and by the end of 2020 a free meal will be offered to all children between the ages of 3 and 7.
- Partners in East Ayrshire have been working to support and maximise the impact of the national '**Every Child, Every Chance**' Delivery Plan, including the introduction of automated systems to facilitate **school clothing grants** and **free school meal applications**, resulting in increased uptake; and expansion of early education and childcare provision across the local authority area.

Measures of Success	Baseline	Progress at March 2018	Progress at March 2019	Current status
Wellbeing				
Local Outcome 2: Living Well				
Links to National Outcomes:				
We are healthy and active				
We live in communities that are inclusive, empowered, resilient and safe				
We respect, protect and fulfil human rights and live free from discrimination				
Priority 2: People are able to look after and improve their own health and wellbeing and live in good health for longer				
1. Percentage of adults able to look after their health very well or quite well (Increase to 95% by 2021) Bi-ennial/Health and Social Care Partnership/Health and Care Experience Survey (Note 1)	94% (2015/16)	N/A	92% (2017/18)	
2. Percentage of adults supported at home who agree that they are supported to live as independently as possible (Increase to 89% by 2021) Bi-ennial/Health and Social Care Partnership/Health and Care Experience Survey (Note 2)	88% (2015/16)	N/A	80% (2017/18)	
3. Percentage of adults supported at home who agree that they had a say in how their help, care and support was provided (Increase to 83% by 2021) Bi-ennial/Health and Social Care Partnership/Health and Care Experience Survey	79% (2015/16)	N/A	74% (2017/18)	
4. Percentage of adults supported at home who agree that their Health and Care services seemed to be well coordinated (Increase to 82% by 2021) Bi-ennial/Health and Social Care Partnership/Health and Care Experience Survey	81% (2015/16)	N/A	74% (2017/18)	
5. Percentage of adults receiving any care or support who rate it as excellent or good (Increase to 88% by 2021) Bi-ennial/Health and Social Care Partnership/Health and Care Experience Survey	86% (2015/16)	N/A	81% (2017/18)	
6. Percentage of adults supported at home who agree that their services and support are improving or maintaining their quality of life (increase to 86% by 2021) Bi-ennial/Health and Social Care Partnership/Health and Care Experience Survey	85% (2015/16)	N/A	77% (2017/18)	
7. Percentage of carers who feel supported to continue in their caring role (Increase to 55% by 2021) Bi-ennial/Health and Social Care Partnership/Health and Care Experience Survey	51% (2015/16)	N/A	36% (2017/18)	
Note 1 - It should be noted that the data informing Performance Measure 1 above originates from the Scottish Health Care and Experience Survey, most recently carried out in 2017/18. East Ayrshire Survey Results are based on 2,374 respondents. None of the local results represent a statistically significant change in positive experience.				
Note 2 - It should be noted that the data informing Performance Measures 2-7 above originates from the Scottish Health Care and Experience Survey, most recently carried out in 2017/18. An important caveat is that the number of people answering these questions is small at around 150 -360 respondents.				

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		Denotes maintaining/improving progress although target not achieved.
		Denotes area for review or improvement.
Progress at March 2019 is measured against the identified baseline position, unless otherwise stated.		

SUMMARY OF PROGRESS ON THE ACHIEVEMENT OF OUTCOMES 2018/19

Wellbeing Delivery Plan 2018-2021 – Our Key Priorities

- Children and young people, including those in early years, and their carers are supported to be active, healthy and reach their potential at all life stages.
- All residents are given the opportunity to improve their wellbeing, to lead an active, healthy life and to make positive lifestyle choices.
- Older adults who require support and their carers are included and empowered to live the healthiest life possible.
- Communities are supported to address the impact that inequalities has on the health and wellbeing of our residents.

Measures of Success – Progress at March 2019

We are working to improve our performance in relation to measures within the Scottish Health and Care Experience Survey, which have fallen and now more closely align to the Scottish average than in previous years, after previously having been noticeably higher. It should be noted that these results reflect the views of a small number of people (between 150 and 360 respondents).

Summary of Activity 2018/19

The following examples of activity in 2018/19 have contributed to improving local outcomes for people and communities, and towards the achievement of the Strategic Priorities identified in the Wellbeing Delivery Plan 2018-2021.

New Models of Care

- A **community based Enhanced Intermediate Care and Rehabilitation Service (EICRS)** has been operating in East Ayrshire since November 2018 and supports people at different stages of recovery, providing seamless support services and pathways, which offer better outcomes for local people. This model of care is built around a single point of contact via Intermediate Care and Rehabilitation Hubs, reducing duplication of referral and ensuring 'right person, first time.' There is a strong focus on social care within the EICRS, which includes **dedicated personal carers**. Advanced Nurse Practitioners (ANPs) are a core element of the model and were introduced within the service in April 2019. ANPs liaise with Acute Wards staff and closely align with Advanced Care of the Elderly Nurses and work to identify and triage complex cases from Primary Care.
- In 2018/19, the new [Strategic Plan for Independent Advocacy](#) was developed, recognising that advocates support vulnerable people in our communities to be involved in decisions affecting their lives by making their views known. The Integrated Joint Board (IJB) approved the Strategy in December 2018.
- People are at the heart of developing the future shape of services they use. In 2018/19, as part of developing new models of care, work continued with stakeholders and members of the public, to carry out a test of change to assess the **mobile community rehabilitation model**, as part of re-designing this service.
- **Overnight support** across East Ayrshire is being redesigned on an individual and community basis, with a project team working closely with people who have learning disabilities and/or complex needs, their families, carers, advocacy and independent providers to **create innovative, technology-enabled care solutions and tailored response services**. Through this person-centred and collaborative approach, 'traditional' 24 hour care has been redesigned for nine people during 2018/19, enabling them to control their supports, live more independently and increase their/their family's confidence for independent living, as well as beginning to realise financial savings for the Health and Social Care Partnership.

SUMMARY OF PROGRESS ON THE ACHIEVEMENT OF OUTCOMES 2018/19

- Partnership Social Care Review teams introduced a systematic multi-disciplinary approach to their **person-led My Life My Reviews**, recognising the increasing amount of joint working being carried out to link resources and partners around supporting people's outcomes.
- In June 2018, the IJB gave a direction to ensure the principles of the Charter for Involvement are incorporated into the Health and Social Care Partnership's engagement activities.












Assisted Living




- The first of six developments aligned to the Strategic Housing Investment Plan (SHIP), the **Andrew Nesbit building in Hurlford**, is nearing completion and handover is expected in Autumn 2019. All 13 new tenants have been identified and work is underway to facilitate a smooth transition into their new homes. Emerging need for assisted living has been identified in Cumnock and Dalmellington, which is anticipated to be considered within the SHIP 2020-25.
- Local Area Coordinators support people who have **disabilities and/or complex needs** live a full life in their community by promoting inclusion and helping to develop their skills and abilities in relation to work, family, community and personal life. In 2018/19, activities included; trips and events; training and education in a range of subjects to provide skills for work; and regular social meet-ups.
- In response to the Care Inspectorate's Care about Physical Activity (CAPA) improvement programme together with the local independent sector and Vibrant Communities, the 16 tea dances at Dumfries House, engaged with 74 community groups to attract 1,972 people to attend, including people living in care homes and those targeted as the most vulnerable and socially isolated. These sessions have been well received by participants.

Support for Carers

- In 2018/19, **106 carer support plans** were completed with East Ayrshire carers.
- Two **Carer Peer Mentors**, employed by the East Ayrshire Carers Centre and supported by the Thinking Differently Team, led on the development the local Carers Strategy, based on the lived experience of local carers. The strategy, **Recognising and Supporting Our Carers 2018-21** was approved by the IJB in April 2018, as part of implementation of the Carers Act. The main areas of focus are on raising awareness of the role of carers in local communities; supporting East Ayrshire Council and NHS Ayrshire and Arran to be 'carer aware'; and to develop a Young Carers Statement.
- **East Ayrshire Carers Centre** was supported and successful in their application for Scottish Government Self Directed Support - Support in the Right Direction funding to continue the employment of the Carer Peer Mentors for the next three years. Two Young Carer Peer Mentors with lived experience of caring were recruited to Chair the Young Carers' Steering Group and take forward a programme of action to **meet the needs of young carers** locally.
- East Ayrshire Carers Centre, together with the Thinking Differently team, held a series of parties for local young carers as part of local activities for the national What Matters to You campaign, providing fun activities and an opportunity to listen to **things that are important to the young carers**, which will inform both strategic and operational improvements.
- The **Older People Support Project** continued to engage with carers, who may or may not be known to services or the Carers Centre, to provide advice, support and leisure and social activities; helping to reduce social isolation and loneliness and alleviate poverty, through income maximisation. In 2018/19, 314 new carers were identified with successful income maximisation equivalent to £1.1 million, and 81 carers successfully used the Time to Live Fund, which provides small individual funds for breaks that are personal to the individual.
- As part of designing new models of care in East Ayrshire Community Hospital (EACH), Marchburn Ward established regular **'Mug and a Hug' drop-ins** for patients' families. These informal sessions provide an opportunity for carers and families to support each other, improving their caring experience for the duration of the person's hospital stay.
- **Community Connectors**: a team of 8 Connectors and 3 Community Support Assistants continue to work across East Ayrshire, aligned to GP Practices and their developing multi-disciplinary teams, providing tailored support for people who may live in complex and challenging circumstances – there were 427 referrals to the Community Connectors in 2018/19, giving a total of 2,868 to date. The main reasons people give for their involvement with Community Connectors are isolation, social activities and financial hardship in relation to welfare benefits. 21% of people involved with the Community Connectors

SUMMARY OF PROGRESS ON THE ACHIEVEMENT OF OUTCOMES 2018/19
are aged between 46 and 55 years old, continuing to illustrate the potential scale of the loneliness-related problems for local future generations of older people.

Measures of Success	Baseline	Progress at March 2018	Progress at March 2019	Current status
Local Outcome 2: Living Well				
Priority 2: People are able to look after and improve their own health and wellbeing and live in good health for longer				
8. Rate of emergency bed days for adults (Reduce by 4% by 2021) Annual/ISD Scotland	129,021 (2015/16)	121,764 (2017/18)	121,522 (2018) Calendar year data used due to data incompleteness reported by ISD for 2018/19.	
9. Readmissions to hospital within 28 days of discharge (Reduce to 9.2% by 2021) Annual/ISD Scotland	10.2% (2015/16)	11.3% (2017/18)	11.2% (2018/19)	
10. Number of days people spent in hospital when they are ready to be discharged (Reduce by 20% by 2021) Annual/ISD Scotland	6,043 (2015/16)	4,730 (2017/18)	5,038 (2018/19)	
11. Proportion of the last 6 months of life spent at home or in a community setting (Increase to 89.4% by 2021) Annual/ISD Scotland	87.0% (2014/15)	89.0% (2017/18)	89.0% (2018/19)	
12. Proportion of care services graded 'good (4) or better' in Care Inspectorate inspections (Increase to 87% by 2021) Annual/Care Inspectorate	84% (2015/16)	81.0% (2017/18)	65.0% (2018/19) New methodology applied by the Care Inspectorate in 2018/19, therefore data not comparable with previous years.	
13. Rate for alcohol related hospital stays per 100,000 population (Reduce to 790 per 100,000 by 2021) Annual/ISD Scotland	796.7 (2013/14)	744.3 (2016/17)	658.0 (2017/18)	
14. Number of bed days per 10,000 population for long term conditions (asthma, COPD, heart failure, diabetes) (Reduce to 8,877 by 2021) Annual/ISD Scotland	9,523 (2013/14)	9,024 (2016/17)	8,904 (2017/18)	
15. Life expectancy at birth: <ul style="list-style-type: none"> males females (Increase to 76 years in male life expectancy and 80 years in female life expectancy by 2021) Annual/National Records of Scotland)	75.8 years 79.7 years (2011-2013)	76.5 years 79.8 years (2014-2016)	76.4 years 80.0 years (2015-2017)	 
16. Employment rate - gap between people with disabilities and non-disabled people (Reduce the gap – target in line with the national target of halving the gap by 2038) Annual/Nomis	42.1 percentage points (2016)	40.8 percentage points (2018)	50.2 percentage points (2019)	
17. Rate for general acute and day case stays with a diagnosis of drug misuse per 100,000 population (Reduce to 230 per 100,000 by 2021) Annual/ISD Scotland	259.2 (2015/16)	317.5 (2016/17)	344.7 (2017/18)	

Key		Denotes improving progress and on target or target achieved.
		Denotes maintaining/improving progress although target not achieved.
		Denotes area for review or improvement.
Progress at March 2019 is measured against the identified baseline position, unless otherwise stated.		

SUMMARY OF PROGRESS ON THE ACHIEVEMENT OF OUTCOMES 2018/19

Wellbeing Delivery Plan 2018-2021 – Our Key Priorities

- Children and young people, including those in early years, and their carers are supported to be active, healthy and reach their potential at all life stages.
- All residents are given the opportunity to improve their wellbeing, to lead an active, healthy life and to make positive lifestyle choices.
- Older adults who require support and their carers are included and empowered to live the healthiest life possible.
- Communities are supported to address the impact that inequalities has on the health and wellbeing of our residents.

Measures of Success – Progress at March 2019

In East Ayrshire, performance is reflected in the following measures of success:

- The rate of **emergency bed days** for adults reduced by 5.8% since the baseline year, exceeding the 2021 target of a 4% reduction.
- Performance in relation to **discharging our residents to the right setting** when they no longer require hospital-based treatment continued to be strong, and we are on course to meet or exceed our target by 2021.
- The percentage of the **last six months of life** spent in a large hospital rather than in a community setting reduced, and 89% of people are supported at home or in community settings in East Ayrshire.
- Performance for **alcohol related hospital stays improved** and for the first time East Ayrshire has fallen below the Scottish average.
- Hospital stays for people with **long term conditions** have continued to fall and we are already close to meeting our target for 2021.
- **Life expectancy** targets for men and for women have already been met, and in the case of men, exceeded.
- **Re-admissions to hospital within 28 days increased** since the baseline year.
- There was a drop in the proportion of **care services** graded 'good' or 'better' by the Care Inspectorate, due to revised inspection methodology; therefore, previous results are not comparable.
- The **gap in the employment rate** between people with disabilities and non-disabled people increased between 2016 and 2019.
- The rate of **drug-related hospital stays** continued to rise and the latest figures show a 35% increase on the baseline year.

Summary of Activity 2018/19

The following examples of activity in 2018/19 have contributed to improving local outcomes for people and communities, and towards the achievement of the Strategic Priorities identified in the Wellbeing Delivery Plan 2018-2021.

Improving Health and Wellbeing

- **Smoking cessation**, reduction and prevention activities continued to be delivered by the **Quit Your Way** service, including weekly sessions within HMP Kilmarnock, helping over 110 of the prison population to quit. 2,424 people were offered support within University Hospital Crosshouse and 169 employees and colleagues trained.
- The **Healthy Active Rehabilitation Programme (HARP)** supported local people with multiple health conditions to manage their own health and wellbeing using a tiered model of supported self-management, involving education, leisure, weight management, clinics and community-based classes. In 2018/19, there were a total of 544 referrals, with 142 people attending a ten-week rolling programme

SUMMARY OF PROGRESS ON THE ACHIEVEMENT OF OUTCOMES 2018/19

within the specialist tier. Data shows a **72% reduction in hospital bed days** for people who complete HARP classes.

- Performance for **alcohol related hospital stays** has improved and has fallen below the Scottish average. In November 2018, the **Alcohol and Drugs Partnership** supported the annual alcohol awareness week across the area via public information stands, internet information and social media campaigns, engaging directly with local people and providing information on low risk drinking and the impact of high risk harmful and hazardous drinking.
- East Ayrshire Advocacy Services successfully secured Scottish Government funding to develop peer advocacy for people with drug and alcohol addiction(s), to address a gap in the local advocacy offer. This **Represent Recovery project** will support people towards recovery through improving engagement with services and supporting recovery-based connections within communities in the coming months.
- Through our Primary Care Improvement Plan's innovative recruitment approach, **multi-disciplinary teams**, including Primary Care Nurses, GP Clinical Pharmacists, Pharmacy Technicians, Advanced MSK Physiotherapists and Mental Health Workers are located in GP Practices across Ayrshire and Arran, with these professionals providing an appropriate first point of contact to provide the right support.
- **Locality based Advanced Nurse Practitioners (ANPs)**, mentored through GP Practices, have been introduced as part of the **Enhanced Intermediate Care and Rehabilitation** service to provide an effective and timely community response to unscheduled care needs. ANPs provide intensive interventions, liaise with other teams and agencies to provide seamless care and consider alternatives to medical treatment.

Hospital Admissions/Readmissions

- While emergency admissions are increasing, admissions from Emergency Departments continued to decline from 12,240 in 2017/18 to 11,583 in 2018/19.
- Emergency bed day rates for adults also continued to decline from 129,012 at the 2015/16 baseline to 114,549 in 2018/19.

Delayed Discharge

- Performance in relation to discharging our residents to the right setting when they no longer require hospital-based treatment continues to be strong. Delayed discharge bed rates for East Ayrshire are consistently low and improved from 6.9 to 3.4 per 1,000 (all reasons) as at year end 2018/19. 'Code 9' complex discharge reasons make up half of the bed days and as a result of our focus in this area, performance has improved from 4.4 per 1,000 at year-end 2017/18 to 2.1 per 1,000 at year end 2018/19, compared to the Scottish rate of 1.9 per 1,000.
- **D2A (Discharge to Assess)** continues to be used by the Partnership's teams to enable people, primarily older people, who have complex needs to move out of a hospital setting as early as possible, through early referral and multi-disciplinary working towards holistic assessment and support in a community environment, which may be the person's home or a care home setting. In 2018/19, D2A **supported over 400 discharges**, saving 1,500 bed days, equivalent to a cost avoidance of £259,500.
- The **Red Cross Home from Hospital Service** supported around 1,800 people in 2018/19, 515 of whom were from East Ayrshire. The service is delivered from University Hospitals Crosshouse and Ayr and supports people to be discharged as early as possible, reducing their length of stay and re-settling them in their home. Once home, the service helps to prevent falls and reduce social isolation, supporting people to regain their confidence, skills for living independently and organises telecare to support families to continue to care. A total of 2,856 bed days were saved, equivalent to cost avoidance of £494,088, 323 admissions avoided and 231 breaches of the Emergency Department 'four hour standard' were prevented.
- Shire Housing's **Care and Repair** service continued to support the prevention of unnecessary hospital admissions by older people and facilitate their early and safe discharge in 2018/19, undertaking 59 pieces of work in East Ayrshire.

End of Life Care

- The balance of palliative care continues to shift via the community-based palliative care bed in Dalmellington's Glebe House care home. In 2018/19, the bed's occupancy was 47%. 30% of the people

SUMMARY OF PROGRESS ON THE ACHIEVEMENT OF OUTCOMES 2018/19

using the bed returned home, promoting the message that palliative care is not necessarily end of life care, while 30% went on to receive care in the home permanently, 20% died in the bed and 20% were transferred to hospital and the Hospice for further care and treatment. Work is progressing to build learning for all in palliative care through the use of the MAGICE model and encouraging the uptake of Anticipatory Care planning.

- Locality based Advanced Nurse Practitioners, mentored through GP Practices, have been introduced as part of the Enhanced Intermediate Care and Rehabilitation service to provide an effective and timely community response to unscheduled care needs. ANPs provide intensive interventions, liaise with other teams and agencies to provide seamless care and consider alternatives to medical treatment, to ensure that individuals are comfortable and well cared for as they reach the end of life.
- The most recent data available shows that 89% of people spend the last six months of their life in a community setting.

Reducing Health Inequalities

- The **Financial Inclusion Team**, together with its partners, has continued to facilitate financial gains for local people, despite the ongoing challenges of Welfare Reform. During 2018/19, integration of financial inclusion awareness and practice into front line services has contributed to an increase in referrals from 1,884 to 2,284 through [EA Money](#), the local online money, debt and benefits advice website. Over £4.6 million in financial gains was secured for East Ayrshire residents in 2018/19, providing a total of **£24.6 million to date**.
- Initiatives to support people to maintain a healthy weight continued through our **Activity on Prescription programme**, which received over 700 referrals over the year. In 2018/19, there were more than 12,000 attendances across Invigor8 for people at risk of falling; Motiv8 for people with complex health conditions; and Activ8, Yoga and an accredited dementia friendly walking programme for those who are more confident in their ability to exercise.
- **Better Health Hub** operated throughout the year, based at the entrance of University Hospital Crosshouse providing local people, in particular our more vulnerable and disadvantaged residents, with reliable and holistic information about health and wellbeing and signposting to appropriate local supports, empowering them to make healthier choices. Between October 2017 and January 2019, there were 1,173 visits to the Hub and 62% of new people making enquiries lived in SIMD 1 or 2 postcodes.
- **Dietetics Health Promotion Team**, working alongside third sector partners, is building capacity across East Ayrshire by improving nutritional skills and knowledge to reduce health inequality in relation to healthy cooking and eating. **Canny Cookers** are a local twist on heat retention cookery that create healthy and tasty meals, without the need for ongoing energy, thereby mitigating the impact of fuel poverty. 15 Canny Cookers were distributed in East Ayrshire in 2018/19.
- **Health Champions** is an early intervention and preventative, health and wellbeing empowerment programme delivered in partnership between NHS Ayrshire and Arran Public Health, East Ayrshire Health and Social Care Partnership, CVO East Ayrshire and East Ayrshire Council. The programme offers residents, volunteers and employees in East Ayrshire the opportunity to undertake the Health Issues in the Community (HiiC) course, administered by the Community Health Exchange, and aims to increase community capacity, increase community participation and establish/consolidate community development approaches to tackling inequalities in health. To date, 4 local staff trained as trainers on the course, with a further 12 candidates planned for October 2019. In addition, 30 recipients took part in the HiiC training course, with further 470 recipients planned to participate over the next 3 years.

Public Protection

- In East Ayrshire, all **public protection** matters are overseen by a Chief Officers Group, including the work of the Alcohol and Drugs Partnership (ADP), Child Protection Committee (CPC), the Adult Protection Committee (APC); the Violence against Women Partnership (VAWP) and the Multi Agency Public Protection Arrangements (MAPPA) Strategic Oversight Group. As part of these arrangements, in November 2018, the IJB agreed to establish a **new Public Protection and Learning Unit** within the Partnership, building on existing collaborative arrangements with leadership from a single Senior Manager.
- 2018/19 saw an increase in the number of **deaths by suicide** in East Ayrshire and while care should be taken when interpreting overall patterns of suicide, this has been an area of focused attention to further develop and upscale preventative approaches. Activities included; improving alertness to the

SUMMARY OF PROGRESS ON THE ACHIEVEMENT OF OUTCOMES 2018/19

signs of potential suicide through increased provision of Safetalk training across the workforce; developing a number of trained suicide first aiders among the workforce; developing a [Mental Health Delivery Plan](#) with involvement from Community Planning Partners, recognising the need for whole systems support for improving mental health and preventing suicide, approved by the IJB in May 2019; the IJB issuing a direction to NHS Ayrshire and Arran to improve access to mental health support in key settings, in line with its Action 15 Implementation Plan and; enabling people with mild or moderate mental health problems access to the Activity on Prescription scheme for individual or group support.

- During 2018/19, a new **digital adult support and protection toolkit** was launched, giving people working to protect adults at risk of harm ready access to local information.
- **Connect Call** worked to reduce social isolation and loneliness and maintain safety for **127 people** who previously received nuisance calls that are now blocked, through its telephone befriending service. The 14 volunteers, in addition to their befriending and signposting offer, developed a weekly '**Brew and Blether**' drop in at WG13, to give people an informal and relaxed opportunity to connect and come together.
- **Home Buddies** saw and supported **160 older people** in 2018/19, including many who are vulnerable and isolated, providing practical help with tasks and social connectedness through friendship with a dedicated buddy.
- East Ayrshire Violence Against Women Partnership (EAVAWP) continued to work to achieve the outcomes set out in the national Equally Safe strategy for **preventing and eradicating violence against women and girls**. In 2018/19, key activities included: co-ordinating a wide-ranging calendar of events around the international 16 Days of Action for the Elimination of Violence Against Women campaign; hosting a 'Voices of Experience' Conference for 118 practitioners, to increase understanding of gender based violence by listening to the voices of survivors and; continuing to co-ordinate multi-agency learning and development events and activities. One such event, in support of the roll out of the **Domestic Abuse (Scotland) Act 2018**, was a half-day training session exploring the challenges surrounding asking about domestic abuse, sexual violence and/or other forms of abuse, potential indicators of abuse, the principles of good practice and response options. This links directly to findings from the 'Improving Understanding of Prostitution in Ayrshire' research.

Justice Services

- **Criminal justice social work** services within the Health and Social Care Partnership continued to demonstrate positive performance in relation to the submission of reports to Court to timescale, with a performance of 99% in 2018/19.
- Good progress was made during the reporting period to implement the Healthcare Improvement Plan within HMP Kilmarnock, following Her Majesty's Inspectorate of Prisons Scotland (HMIPS) inspection in November 2016. Of the 34 actions, 29 have been completed, 4 are in progress and 1 action, relating to accommodation requires a multi-agency approach.
- Community Justice Ayrshire was formally established on 1 April 2017 to oversee the new local arrangements for Community Justice on an Ayrshire wide level, with each Community Planning Partnership putting in place local implementation and reporting arrangements to deliver the new Community Justice Outcomes Improvement Plan (CJOIP) '*Beginnings, Belonging, Belief*'. Central to the plan is the voice of people with lived experience in the justice system.
- Community Justice Ayrshire has a continued commitment to ensure that approaches taken are underpinned by an understanding and commitment to addressing Adverse Childhood Experiences (ACEs). This was initiated by a pan-Ayrshire conference held in February 2018 and a subsequent programme of events has been rolled out in East Ayrshire to promote an understanding of ACEs across children and adult services. The *Resilience: The Biology of Stress and the Science of Hope* (KPJR Films, 2016) documentary has been screened at a range of events. A major screening of the documentary took place on 28th May 2018 at the William McIlvanney Campus followed by a panel discussion, Q&A session and workshop discussion.
- **Adverse Childhood Experiences (ACEs)** focused learning and development is being rolled out across the workforce of the Ayrshire Division of Police Scotland.
- Screenings of the Resilience documentary and ACEs workshops involving the Council's Education Service and Vibrant Communities, and Campus Officers have been taken into community and education settings with one-to-one support offered. A further pan-Ayrshire ACEs conference was held in March 2019.

SUMMARY OF PROGRESS ON THE ACHIEVEMENT OF OUTCOMES 2018/19

Alcohol and Drugs Partnership

- Alcohol related hospital stays continued to decline as did alcohol related mortality, with East Ayrshire rates now sitting lower than the Scottish average. The Alcohol and Drugs Partnership (ADP) maintained a significant focus on **reducing the harm caused by alcohol misuse**. In November 2018, the ADP delivered Alcohol Awareness Week across East Ayrshire, through public information stands, internet information and social media campaigns. The **Alcohol Knowledge, Attitudes and Values Study** produced by the ADP at the end of 2018 received responses from over 720 members of the public and was shared with the Licencing Board to inform the licensing policy statement.
- East Ayrshire, as in other areas in Scotland, saw an **ongoing rise in drug related deaths**, with 28 deaths tragically recorded in 2018. Similar to the trend across Scotland, drug related deaths occurred mainly among males aged 35-44 and were as a result of a combination of drugs and/or additional health conditions and complications. In response, the Alcohol and Drugs Partnership (ADP) established a local **substance related death group** chaired by the interim Director of Public Health in order to examine the circumstances surrounding each death in order to identify patterns and trends.
- The ADP continued an extensive roll out of the life-saving drug naloxone and in 2018, **222 naloxone kits** were distributed resulting in 17 life-saving administrations.
- Following the publication of the new national strategy **Rights, Respect and Recovery**, the ADP renewed the focus on increasing the visibility of individuals in recovery by delivering a successful annual conference that saw over 100 partners, stakeholders and those with lived experience coming together to discuss recovery in East Ayrshire. Directly as a result of this conference, the ADP agreed to the development of a post of **Recovery Coordinator** to develop and support active recovery in East Ayrshire.

Locality Planning

- Work has continued to develop arrangements for working in three identified localities (Northern, Southern and Kilmarnock), with each group developing and implementing an action plan for **improving health and wellbeing**, to address identified local priorities. During 2018/19, these Locality Planning Groups successfully extended their networks with partners and communities and issued two publications on their activities.
- A significant focus during 2018/19 was contributing to the Council's and the Community Planning Partnership's strategic priority: **Older People: adding life to years-tackling loneliness and social isolation**, through the End Loneliness Together campaign. The Locality Planning Groups organised a series of **Get Together** events across East Ayrshire to: raise awareness of the impact of loneliness and social isolation; and provide opportunities for people living and working locally to connect with each other to tackle the issue. A locality Network was established to deepen and broaden engagement in localities and in turn, drive improvement activities.
- Key workstreams and activity to address the strategic priority in relation to tackling loneliness and isolation are set out in an **Implementation Plan**, which was developed over 2018/19 and informed by discussion with key stakeholders, including representatives of NHS Ayrshire and Arran, the Health and Social Care Partnership, East Ayrshire Council and other Community Planning Partners. In addition, an Elected Members' Seminar, focusing on this strategic priority was held in August 2018.

Workforce Development

- The Health and Social Care Partnership **Workforce Support and Development Plan 2018-21** details an ambition to have the **right people** with the **right skills** in the **right place** at the **right time**. Local evidence in 2018 showed that 76% of the Partnership's workforce would recommend the organisation as a good place to work.
- The **Care at Home** service reflects the Health and Social Care Partnership's ongoing commitment to ensuring our workforce is fully skilled. Solid links are being developed with Ayrshire College to ensure that the Care at Home workforce achieves the necessary qualification to meet **SSSC registration requirements** and continues to provide a safe service. In addition, investment in the future workforce, by providing student placements in the Care at Home service, will not only support the achievement of qualifications but provide opportunities for employment. This investment into a career pathway approach continues to be explored in other areas of the workforce.
- In February 2019, our **Early Years** health visiting and school nursing practitioners came together to share their experiences and further develop integrated and collaborative ways of supporting families.

SUMMARY OF PROGRESS ON THE ACHIEVEMENT OF OUTCOMES 2018/19

- The fourth annual **Local Conversation** event took place in November 2018, welcoming local residents, community representatives, employees and partners to connect and discuss what we can do together to make a difference to health and wellbeing in East Ayrshire.
- The **Ayrshire Urgent Care Service (AUCS)** received two NHS Ayrshire and Arran awards: Highly Commended in the Quality Improvement Top Team category, recognising the operational support staff and social workers play in the success of an Integrated Call Handling service and; Excellence in Quality Improvement- Overall Winner Award, in recognition of the work on the Attend Anywhere (NHS Near Me) test of change, aiming to establish a role for remote video consultations.

Collaborative Working

- In addition to their front line role, Community Connectors have been key partners in delivering major strategic and service developments over the year, including the East Ayrshire Mental Health Delivery Plan via the Ayrshire Mental Health Conversation engagement programme, Locality Planning Groups, Child Poverty Action Events (Wean's World) and locality-based Get Togethers as part of the #EndLonelinessTogether campaign.
- Since November 2018, a **community based Enhanced Intermediate Care and Rehabilitation Service (EICRS)** has been operating in East Ayrshire and continues to shift the balance of care towards communities. The EICRS supports people at different stages of recovery, providing seamless support services and pathways, which offer better outcomes for local people. This model of care is built around a single point of contact via Intermediate Care and Rehabilitation Hubs, reducing duplication of referral and ensuring 'right person, first time'. There is a strong focus on social care within the EICRS, which includes **dedicated personal carers**. Advanced Nurse Practitioners (ANPs) are a core element of the model and were introduced within the service in April 2019. ANPs liaise with Acute Wards staff and closely align with Advanced Care of the Elderly Nurses and work to identify and triage complex cases from Primary Care. The Scottish Ambulance Service (SAS) is integral to the EICRS model, with further plans in place to engage with SAS to further reduce admissions. The EICRS operates over 7 days. In East Ayrshire, between November 2018 and April 2019, the service supported an average of 218 people per month, with 6,356 hospital bed days saved, equivalent to £1,099,588 costs avoided and enabling 92% of people to fully or partially meet their personal outcomes. With implementation of the EICRS there has been a shift towards admission prevention from discharge facilitation, with the balance reported as 48:52 in 2017/18 and 63:37 in 2018/19. Previous years were closer to 20:80.
- The **community Front Door** continued to embed its community-focused, multi-disciplinary approach to getting people the right support at the right time, to minimise the ongoing presence of services in their lives and in turn, contribute to managing demand for care at home to achieve financial sustainability. The timeliness of interventions, the recognition of community networks as the best setting for maximising independence together and a focus on enablement throughout the whole community health and care pathway is demonstrating capacity for **improving both personal and financial outcomes**.

Primary Care Services

- The Primary Care Improvement Plan (PCIP) was approved by East Ayrshire Health and Social Care Partnership Integration Joint Board on 13 June 2018 and sets out the actions, timescales and investment that demonstrate how the new General Medical Services Contract will be implemented between 2018 and 2021. The plan represents the collaborative working between clinicians, Integration Authorities, NHS Boards and other stakeholders to build on the work to date to find solutions to the current challenges within primary care and supporting healthcare within communities. The PCIP sets out a clear direction of travel and provides a core framework for the HSCPs and NHS Board to reform primary care services and has been progressing through phased implementation in 2018/19.
- 'Primary Care' refers to the four independent contractors which provide the first point of contact for people with the NHS. These contractors are General Practitioners, Community Pharmacists, Optometrists and General Dental Practitioners. 'Out of Hours' refers to services provided beyond the common working pattern of 8-9.00 am to 5-6.00 pm and includes both Primary Care Health and Social Work out of hour's services. Over the year, the service continued to maintain a strong focus on cluster-based and locality working. Progress in 2018/19 included:
 - **Recruitment** of a large number of additional health professionals further embedded multi-disciplinary team working in our GP Practices. These included Midwives to deliver vaccinations,

SUMMARY OF PROGRESS ON THE ACHIEVEMENT OF OUTCOMES 2018/19

Primary Care Nurses, GP Clinical Pharmacists, Pharmacy Technicians, Advanced MSK Physiotherapists, Community Linkworkers and Mental Health Workers.

- The new **Community Phlebotomy Service**, Ayrshire Community Blood Service, was established in August 2018 for all patients aged 16 and over who are coming to or leaving hospital and need a blood test taken.
- The **Care at Home Pharmacy Technician Service (CAP)** won the Ayrshire Achieves Team of the Year award in recognition of the high level of patient centred care it has been offering to patients within the community. The CAP service works with older and/or vulnerable patients to support them to better understand and manage their medicines and to complete comprehensive reviews of medicines.
- In line with the 2018 Oral Health Improvement Plan, the **Public Dental Service (PDS)** worked to support the delivery of services within High Street dental practices rather than referral to PDS or Hospital Dental Services. In 2018/19, the service implemented new referral options to allow dentists to offer referral services to other dental practices, such as intravenous sedation to phobic/anxious patients.
- Expansion of the **Childsmile Fluoride Varnishing Programme**.
- Established in May 2018 the **Quality Improvement Initiative in Dentistry** brings together colleagues from primary and secondary care to work collaboratively to explore ways to improve dental care and prevent poor care.
- **Ayrshire Urgent Care Services** successfully adapted the out-of-hours records management system (Adastra) to meet the needs of multidisciplinary professional (GPs, ANPs, District Nurses, Social Work, Physiotherapist and Pharmacy).
- Prioritisation of the **Pan Ayrshire Mental Health Strategy** has seen decisions being increasingly made on an Ayrshire-wide basis and the establishment of stronger links with the priorities outlined in the Primary Care Improvement Plan. This has seen the Crisis Resolution Team extending provision to seven-days, which has allowed for more integrated working with Ayrshire Urgent Care Service enabling a fast and effective response to individuals presenting during out-of-hours.
- **Pharmacy First** is a recent initiative initiated by NHS Ayrshire and Arran that enables community pharmacies to be the first port of call for a number of common conditions many of which previously required attendance at a GP practice or Out-of-hours GP service. Currently, 95 of 98 pharmacies in Ayrshire and Arran are signed up and providing treatment.
- **Eyecare Ayrshire** was first introduced in 2017 and promoted the message that there was no need to go to your family doctor or Emergency Department for minor eye problems and advised that the best person to see is your high street optician. If people require medicine for their eye problem this is provided free of charge from the community pharmacy. Figures for 2018/19 show that 15,023 medications were supplied by the community pharmacy from signed optometry orders.
- In 2018, almost 400 front line reception and administration staff from GP Practices across Ayrshire and Arran completed training to support triaging and the redirection of patients who contacted surgeries for appointments. This initiative was part of the continuing promotion of making patients more aware of self-care and of the benefit of being redirected to the most appropriate health professional in the wider Multi-Disciplinary Team based in GP Practices.

Audit and Inspection

- The **Care Inspectorate** undertakes scheduled and unscheduled inspections across a range of services on an annual basis. The overall quality of care was assessed as 'good' or better in 65% of services during 2018/19, lower than the baseline of 84%. It should be noted that the Care Inspectorate **changed inspection methodology** for care homes to reflect the new national Health and Social Care Standards; therefore, not comparable with previous years. Nevertheless, actions to improve performance will be taken forward over 2019/20 to address areas of concern, as appropriate.
- A thematic inspection of Self Directed Support for adults in East Ayrshire, led by the Care Inspectorate, took place between July and September 2018. The inspection report recognised important and major strengths in local delivery of Self Directed Support in East Ayrshire, including a clear understanding and commitment to choice and control and good conversations with people to achieve their personal outcomes.

Building a better East Ayrshire

Inspiring Ambition and Delivering Change

