



Community Planning
in East Ayrshire
WELLBEING

**East Ayrshire Council
and
East Ayrshire Community Planning Partnership Board
Joint Performance Event: 14 September 2023**

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EAST AYRSHIRE COMMUNITY PLAN 2015-2030

WELLBEING DELIVERY PLAN 2021-24: PARTNERSHIP ACTIONS

PROGRESS UPDATE FOR YEAR ENDING 2022/23

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 2022/23
- The Children and Young People’s Services Plan Annual Report 2022/23
- Violence Against Women Partnership Annual Report 2022/23
- Alcohol and Drug Partnership Annual Report 2022/23

Action	Partnership Activity	Partners
W1 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

2022/23 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”*.

Action	Partnership Activity	Partners
<p>W2 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>
<p>2022/23 Update: The HSCP, along with collaborative commissioning partners, delivered Participatory Budgeting (PB) events in East Ayrshire’s three localities in the summer 2022. The three Locality Planning Groups (LPG) had responsibility for coordinating the PB exercise and in doing so, helped to promote greater engagement with residents, community groups and organisations. Engagement with local residents, groups and volunteers helped to attract a total of 89 applications for funding from local groups and organisations, with 62 of these applications progressing to the voting events. Five voting events were held in Kilmarnock, Dalmellington, Cumnock, Stewarton and Darvel, with over 1,000 local residents casting a total of 8,248 votes at the events. This process recognised people’s right to choice and control over the things that help them to live well and ensured that local residents had a direct say on which projects received funding and how the funding was spent in their locality. Following the voting process, 32 groups received funding to promote local wellbeing, with £259,300 in total distributed accordingly.</p> <p>The groups and organisations that secured funding focused on a wide range of supports, with all of which sharing a common focus on improving the wellbeing of local residents. These included: supporting residents with a cancer diagnosis; providing bereavement support; community-based food banks; support for older and disabled residents affected by social isolation; clubs and groups providing exercise classes for elderly residents; craft activities; and outings and events for vulnerable children. A number of groups and organisations that received funding also deliver activities including: mindfulness for all ages; personal development sessions; creative art therapy; and a range of other wellbeing activities to help promote positive change in people’s lives.</p>		

Action	Partnership Activity	Partners
<p>W3 Embed a place-based approach to the planning and delivery of community wellbeing programmes, supports and initiatives through Locality Groups</p>	<p>Provide further opportunities for local leadership on community health and wellbeing through Locality Groups, as place-based, decision-making delivery networks</p>	<p>All partners</p>
<p>2022/23 Update: Over the course of 2022/23, the Locality Planning Groups (LPG) have focussed on progressing the actions and delivering on the priorities detailed in each of the three Locality Action Plans. The locality priorities and associated actions reflect the following 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.</p> <p>Steady progress has been achieved during 2022/23 in taking forward each of the locality priorities. This has included working with Ayr College to design and launch a survey across East Ayrshire to capture people's perceptions of addiction, recovery and stigma. In terms of social isolation and loneliness, each of the LPGs have worked with a range of partners to develop a coordinated approach to effectively signpost people to appropriate supports available within the localities. Work has also been undertaken with partners to challenge and raise awareness of child poverty, with Social Security Scotland now being represented on each of the Groups. The Southern LPG has also worked with partners, including the Pathfinder Project and Vibrant Communities, to improve community transport links in the area, and discussions have been ongoing with the Pathfinder Project to identify and find solutions to transport issues in the Northern Locality.</p> <p>Over the next 12 months, the LPGs will continue to focus on working with partners to deliver improved outcomes for local residents. Each of the Groups will review the actions and priorities set out in the 3-year Locality Action Plans and where appropriate, introduce new activities to further progress locality priorities in 2023/24. The LPGs will also contribute to East Ayrshire Council's work on establishing a place-based approach to the provision of services and ensuring that proposed place partnerships are co-produced, co-designed and co-led with our local communities, stakeholders and residents. The LPGs will also come together to help coordinate the 2023 Participatory Budgeting exercise across the localities, providing residents with the opportunity to cast their PB votes online for the first time. This will increase community participation and ensure that residents who are unable to physically attend the voting events are still given the opportunity to have a direct say in choosing the services and supports that help them to live well.</p>		

Action	Partnership Activity	Partners
<p>W4 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>2022/23 Update: Place based planning is the central tenet of the Doon Valley Community Campus Development, which is being designed in consultation with local community stakeholders, with the aim of providing a health and wellbeing hub at the heart of the local community as part of the wider Caring for Ayrshire programme in partnership with EAC, NHSAA Scottish Government Funding has been committed to the project on the basis that the new learning environment will serve the wider community and be integrated with the delivery of other public services in line with the place principle. Further design development and community engagement took place during 2022/23, along with the detailed site investigations required to allow development to commence, with completion anticipated in 2025.</p> <p>Three Local Conversation events took place in February 2023, which were delivered in each of our three localities: St. Kentigern's Church, Kilmarnock; Netherthird Community Centre, Cumnock; and Galston Community Centre. The purpose of these events was to provide an overview of how health and care services are currently delivered, and to highlight areas of success and also key challenges faced by services, to in turn generate discussions about how we could address local issues collaboratively and to identify areas for future improvement. All three events were very well attended by members of the public, Health and Social Care Partnership staff and partner organisations, whom provided valuable input for consideration. A wide range of productive feedback was gathered from these events, with various themes for local improvement identified, including: service access; primary care service communication; grassroots education and awareness; recovery and addiction services; integration of information systems; and using people's experiences to shape future service delivery.</p> <p>Two Multi-Disciplinary Teams events also took place in September 2022, with staff from across the Partnership coming together to share learning, strengthen professional relationships and reflect on best practice. As part of the workshop-style events, attendees were presented with a series of real-life case studies and asked to discuss how each one could help shape future MDT working in East Ayrshire. The next exercise encouraged attendees to consider our existing EAHSCP values within the context of MDT working. To gather responses, 'Values Circles' worksheets were handed out for attendees to complete with their answers to the following questions:</p> <ul style="list-style-type: none"> • What matters to the people we serve? • What matters to us in terms of how we work together? • How do we translate these values into actions and behaviours that will help progress MDT working? 		

Action	Partnership Activity	Partners
W5 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>2022/23 Update: There has been a notable rise in the number of probable suicide deaths in East Ayrshire in recent years, with the local 5-year aggregate rate having increased from 11.2 between 2011-2015 to 18.3 per 100,000 population between 2017-2021. Whilst care should be taken when interpreting overall patterns of suicide, this continues to be an area of focussed attention both locally and nationally to develop and improve preventative approaches. In response to this trend, a range of suicide prevention activity was undertaken in East Ayrshire by the Council, HSCP and partners throughout 2022/23, including:</p> <ul style="list-style-type: none"> • delivery of suicide prevention training across the workforce: ‘Ask Tell Save a Life’, ‘safeTALK’, and ‘ASIST’, to raise awareness of the signs of potential suicide; • collaboration with Patchwork to deliver wider suicide prevention awareness training and promote the ‘Here to Listen’ campaign; • delivery of the Wellbeing Champion programme across schools; • supporting and promoting the national suicide prevention campaign week in September 2022; • the Suspected Suicide Review Group met frequently to assess probable suicide cases to identify associated circumstances and service provision gaps to inform future prevention work; • a pan-Ayrshire Suicide Prevention Development session was held in December 2022 to: share specific areas of work at a local level, review the new national Strategy and to identify local needs; and • promotion of the East Ayrshire Suicide Prevention website, containing key information and contact details for: Mental Health Practitioners, local GP Practices, Suicide First Aiders and other supports. <p>The local suicide prevention strategy ‘Here to Listen’ has achieved a far reaching and positive impact on both our communities and workforce, with nearly 500 suicide first aiders trained to date. Furthermore, bespoke suicide prevention counselling has been provided for those in crisis and to date, our suicide first aiders have delivered 191 crisis interventions, with approximately 70% of those cases being referred for suicide prevention counselling.</p>		

Action	Partnership Activity	Partners
<p>W6 Engage with partners to develop innovative, creative and community-led approaches to prevent drug-related deaths</p>	<p>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</p>	<p>ADP, All Partners</p>
<p>2022/23 Update: Like other areas throughout Scotland, East Ayrshire has experienced a continued rise in drug-related deaths in recent years, with the local rate having increased from 12 in 2015 to 33.2 per 100,000 population in 2021. Trends indicate that drug-related deaths in East Ayrshire mainly occur in males and are often a result of a combination of drugs and/or additional health conditions. The East Ayrshire Substance Related Death Review Group continued to meet regularly throughout 2022/23 to examine the circumstances in relation to each death to identify potential patterns, themes and service gaps to inform future prevention work.</p> <p>The East Ayrshire Alcohol and Drugs Partnership has expanded the opportunities available for people to engage in treatment, support and recovery during the reporting period. The Recovery Hub has been recognised nationally for the positive work it carries out and now reaches across the whole of East Ayrshire, supported by a network of community based services and community outreach workers, all of whom have lived experience and are local to the area in which they are based. The focus on place-based support was further developed by the ADP during 2022, with the significant expansion of the ADP Grassroots Development Fund that awarded twelve local community groups £10,000 each to promote local community recovery.</p> <p>The East Ayrshire Recovery community has grown significantly during 2022/23, with over 800 members engaging through the Recovery Network Facebook group. The network offers people access to a range of recovery opportunities and activities across East Ayrshire, from structured psychological interventions to leisure and recreation. The expansion of local community recovery and engagement opportunities has been associated with a notable increase in referrals to treatment services within the reporting period. The ADP has also expanded the roll out of the lifesaving drug Naloxone, training 30 Health and Social Care staff as first responders to drug overdoses, in addition to 431 Naloxone kits supplied in the community in 2022/23.</p>		

Action	Partnership Activity	Partners
<p>W7 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>
<p>2022/23 Update: A number of local addiction support developments were achieved during the reporting period. 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 2022/23, and has employed a dedicated Stigma Officer to work with communities to promote social inclusion and engagement.</p> <p>The ADP also supported the organisation of a walk through Kilmarnock in August 2022 to remember those who died as a result of drug use, and to highlight the potential impact on survivors. Over 200 people attended the walk, including a Member of the Scottish Parliament and local Elected Members. In recognising that the involvement and engagement of those with lived experience of drug and alcohol use is key to delivering effective prevention and recovery activities, the ADP have also established a lived experience panel that serves as both a reference group and advisors in the ADP planning structures to ensure that members' voices are central to decision making.</p> <p>Addressing addictions related stigma is also a key priority for the three East Ayrshire Locality Planning Groups.</p>		
Action	Partnership Activity	Partners
<p>W8 Promote and develop self-management approaches to mental health and wellbeing</p>	<p>Promote self-management for good mental health and wellbeing through person-centred, community-led responses</p>	<p>All partners</p>
<p>2022/23 Update: East Ayrshire Council of Voluntary Organisations' (CVO) Community Connectors support Primary Care services and are aligned to GP practices across East Ayrshire. Their role is to strengthen the connections between GP practices and the Third Sector to enhance patient wellbeing. The Community Connectors work holistically and adopt a person-centred approach to encourage people to access and utilise appropriate services within their local communities to achieve personal goals and positive wellbeing outcomes. The service has witnessed the longer term impact of the COVID-19 pandemic and the current cost of living crisis, which are reflected in the following five most prevalent reasons for referral to the Community Connector service in recent months: welfare benefits, social activities, isolation, anxiety and depression.</p>		

Action	Partnership Activity	Partners
W9 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
<p>2022/23 Update: NHS Ayrshire and Arran’s Child Healthy Weight team continued to support children aged 5-17 and their families to achieve and maintain a healthy weight through delivery of the Jumpstart programme. During the reporting period, 26 children and their families were referred to the JumpStart programme, with 19 continuing to be supported over the long term. The team also continued to support children aged 2-4 who were above a healthy weight through the Jumpstart Tots programme, which is a targeted, family centred, lifestyle intervention delivered in homely settings, with a focus on family dietary habits as well as active play, screen and sleep time. Families are also offered free leisure passes to support physical activity if this is appropriate to their needs. 28 children were referred to Jumpstart Tots throughout 2022/23 and during this time, 19 children completed the programme, with results showing indications of positive impacts in relation to dietary and lifestyle markers. Quality assured health information was made available to families participating in the Jumpstart programmes and these resources were accessible in different and engaging formats such as online video demonstrations and apps.</p> <p>Throughout the reporting period, NHS Ayrshire and Arran’s Better Health Hub continued to provide support, onward referrals and signposting in relation to a variety of topics which impact on health and wellbeing, including mental and physical health, weight management and financial concerns. The service is now delivered from within the Staff Wellbeing Centre at University Hospital Crosshouse, however the Better Health Hub can also support patients, staff and the public through ‘Attend Anywhere’, by telephone or email. Better Health Hub representatives also attended each of the three East Ayrshire local conversations to promote the service and engage with the staff and public in attendance. Over the last 9 months (since a new recording system was introduced), the service has supported 84 staff members and 41 patients/citizens with initial enquires, with many of which signing up to the programmes available.</p>		

Action	Partnership Activity	Partners
<p>W10 Continue to progress partnership actions on social isolation and loneliness</p>	<p>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</p>	<p>All partners</p>
<p>2022/23 Update: CVO's 'Connect Call' is a telephone befriending service which provides free and confidential support in offering friendship opportunities, signposting and assistance to East Ayrshire residents who experience social isolation and loneliness. 'Connect Call' continued to be delivered throughout 2022/23 and has helped to reduce social isolation and loneliness, in addition to maintaining safety for people who previously received nuisance calls that were blocked. The service has 12 trained volunteers who deliver 210 calls weekly to clients which range from 29 to 102 years of age. The service recently recruited a Connect Call Support Worker through the Long-Term Unemployed Wage Incentive, who works alongside the Volunteer Partnership Manager and Lead Volunteer. In addition to its befriending and signposting offer, the CVO also delivers regular 'Brew and Blether' sessions at WG13 Kilmarnock, to provide people with an informal and relaxed opportunity to come together, connect and enjoy refreshments.</p> <p>The supports delivered throughout 2022/23 were wide-ranging and included the provision of: pertinent carer information and signposting to other relevant organisations; various outreach work, including home visits; personal finance, benefit and debt management advice, fuel poverty awareness, form completion and income maximisation; 1:1 practical, emotional and social support to improve health and wellbeing; respite breaks for young carers, adults and families; dedicated and age specific weekly young carers and young adult carers respite groups; group support via coffee mornings and dedicated carers support groups, days out and other social activities during festive and seasonal holiday periods; training sessions, self-help groups and carer-led forums; employability skills and training for young people aged 16 to 25; and dedicated hospital discharge support for carers.</p> <p>Reducing social isolation and loneliness is also a key priority for the three East Ayrshire Locality Planning Groups.</p>		

Action	Partnership Activity	Partners
<p>W11 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>
<p>2022/23 Update: The CVO's Open Doors Community Wellbeing Hub continued to operate in partnership with Police Scotland in the Kilmarnock town centre during 2022/23 to provide a safe place where people could access a wide range of activities and supports aimed at providing health and social benefits, improving life chances and signposting to opportunities within the community. Open Doors addresses various priorities identified by the community, while ensuring maximum use of existing local resources and accessibility through a person-centred and joined-up approach. The Open Doors team and volunteers have organised and facilitated several groups and services that have helped to tackle food insecurity, social isolation and lack of opportunities throughout the reporting period, with a key focus on children and families to help create lasting memories, a safe space and healthy meals.</p> <p>The NHS Health Information and Resources Service continued to provide quality assured health and wellbeing information to the public in relation to a range of health and wellbeing themes. A total of 489 users from East Ayrshire were recorded using the Health Information and Resources Service, with 136 new users registered during 2022/23. 620 orders were placed from East Ayrshire in this period and the three most popular topics were mental health and wellbeing, infant feeding and tobacco use. The service recently increased its resource catalogue with an additional 57 new items covering a variety of topics to benefit members of the public, in addition to promoting its services by distributing a set of 7 leaflets to 28 GP practices across East Ayrshire, and attending various East Ayrshire events throughout 2022/23.</p> <p>All public protection matters in East Ayrshire continue to be overseen by a Chief Officers Group, which includes 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 (MAPP) Oversight Group. An extensive framework for assurance and oversight was established in April 2020 in response to heightened levels of vulnerability during the COVID-19 pandemic. The Partnership's Protection and Learning Team led on these arrangements involving multi-agency services in five themed oversight groups covering all public protection priorities. This framework was directly accountable to the Chief Social Work Officer and other Chief Officers in East Ayrshire and was in place until March 2022. During 2022/23, the legacy of these oversight arrangements has ensured closely integrated working across operational and strategic public protection work, despite the return to 'business as usual' for all of the Public Protection Committees. The Protection and Learning Team has been central to the coordination and delivery of this work and it has been an excellent example of social work leadership supporting multi-agency protection practice.</p>		

Action	Partnership Activity	Partners
W12 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>2022/23 Update: The Financial Inclusion Team (FIT) together with its partners, has continued to support East Ayrshire residents to maximise their benefit entitlement and provide holistic support to deliver positive outcomes for people. The EA Money team received a record 3,089 referrals and advice enquiries throughout 2022/23, an 18.7% increase from the previous year. This figure does not include cases which were referred by partner organisations to the various new projects overseen by FIT during the year, in particular from Health and Education colleagues. This has been a challenging year for many residents in East Ayrshire due to the cost of living crisis, however the FIT and its partners have provided vital support to ease financial pressures. Overall, the financial gains achieved for people in East Ayrshire totalled £4,981,700.68, which is an increase of over £1.5m on the previous reporting period. This takes the cumulative total amount of financial gains since the establishment of the team in November 2013 to £40,151,325.68.</p> <p>The Community team supported 470 individuals and families during 2022/23, achieving financial gains of £2,707,260, a 15% increase on the previous reporting period. The Macmillan Project generated financial gains of £1,048,232 for people living with cancer in this period, representing an increase of 32.7% on last year. The in-Court Advice team based at Kilmarnock Sherriff Court reported a considerable increase in the average level of rent arrears during 2022/23, working with service users with a combined arrears total of £268,354.04. The team supported 108 new tenants and achieved financial gains totalling £81,944 for clients in this period. The Employability FIT has been invaluable to those looking to move into employment, achieving £248,661.76 in financial gains for clients and supporting 13 people to progress along the employability pipeline during 2022/23.</p>		

Action	Partnership Activity	Partners
<p>W13 Improve access for people who are unable to use mainstream services</p>	<p>Implement targeted interventions to deliver support to people who are unable to access mainstream services</p>	<p>All partners</p>
<p>2022/23 Update: East Ayrshire’s Housing First programme continues to operate with the aim of providing a stable home with intensive wraparound support for homeless people with multiple and complex needs. This collaborative, trauma-informed approach incorporates wider homelessness prevention measures, accessible housing options advice, substantial investment in the increase of housing supply, robust partnership working and resourced, and flexible, wraparound housing support. Of the 1,096 homeless presentations in 2022/23, 300 households stated that they required support with a mental health problem and 117 households cited a drug and/or alcohol dependency. 34% of applicants indicated that they had multiple support needs, demonstrating the continued need for this approach.</p> <p>A core group of partners meet on a monthly basis to discuss referrals and any issues arising. Single points of contact are established within Addiction and Mental Health Services and Children’s Health, Care and Justice Services to target supports and ensure that Housing First Tenants are provided with prompt support. Housing First tenants are signposted through the Health and Homelessness Nurse and through the continuing open referral system for NHS Addiction Services to ensure the provision of health and wellbeing advice and an enhanced referral pathway for those with multiple/complex needs. The programme achieved its quota of creating five furnished Housing First tenancies in 2022/23 as set out in the 5-year Rapid Rehousing Transition Plan, and has maintained a 100% tenancy sustainment rate since launching in August 2021.</p> <p>NHS Ayrshire and Arran’s Health Improvement Team continue to work in partnership with healthcare services within HMP Kilmarnock to provide effective pre-liberation support. Prisoners nearing liberation receive advice and information on a range of health and wellbeing supports, including: opening a bank account, CV writing skills, medicine management, fire safety, naloxone training and healthy eating. Community re-integration meetings continue to take place with numerous partners to discuss and create Support Plans for liberated prisoners.</p> <p>HMP Kilmarnock in partnership with NHS Ayrshire and Arran’s Public Health Department, also delivered a number of activities within the reporting period to support wellbeing and to reduce the risk of re-offending. A health and wellbeing event gave 113 prisoners an opportunity to engage with 18 services which provide information and support on various health and wellbeing themes ranging from oral health and mental health support to speech and language and advocacy support. A ‘Wellbeing Life Skills and Football’ project was also delivered to 16 prisoners in the protection wing within the prison, whom received information relating to: gambling harms, employability, fire safety, defibrillator training, the benefits of physical activity on mental health, suicide prevention and managing anxiety. The individuals also received a weekly football session where they were able to gain a football coaching and communication SVQ.</p>		

Action	Partnership Activity	Partners
W14 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"> • Southern Locality • Kilmarnock South • Lone parent families 	CYSP , All Partners
<p>2022/23 Update: The HSCP's Financial Inclusion Team (FIT) have been proactive over the last year, launching a number of projects. In September 2022, the Council agreed to roll out a schools-based pathfinder project to all secondary schools in East Ayrshire for one year, serving not only secondary schools but also local primary school and early year centre communities. Initially rolled out at Loudoun Academy, the project was delivered at Grange Academy in December, and in this academic year has generated £121,011.77 for families with children. Following a recruitment exercise, this project has now rolled out to all 7 secondary establishments in East Ayrshire from May 2023.</p> <p>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. 260 families have been supported to date, generating additional income totalling £479,113.19.</p>		

Action	Partnership Activity	Partners
<p>W15 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>NHS (Public Health) All Partners</p>
<p>2022/23 Update: Tackling inequality 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.</p> <p>The CVO’s Open Doors Community Wellbeing Hub continued to operate in the Kilmarnock town centre during 2022/23 to provide a safe place where people could access a wide range of activities and supports aimed at providing health and social benefits, improving life chances and signposting to opportunities within the community. Open Doors addresses various priorities identified by the community, while ensuring maximum use of existing local resources and accessibility through a person-centred and joined-up approach. The Open Doors team and volunteers have organised and facilitated several groups and services that have helped to tackle food insecurity, social isolation and lack of opportunities throughout the reporting period, with a key focus on children and families to help create lasting memories, a safe space and healthy meals.</p> <p>The work of the 3 Locality Planning Groups also contributes towards addressing health inequalities at a local level.</p> <p>The Ayrshire Out of Hours Social Work team continues to provide vital services to East, North and South Ayrshire residents 365 days per year, including evenings, weekends and all public holidays. The service dealt with over 7,000 referrals during 2022/23, of these 2,300 were in relation to East Ayrshire residents. A new staffing model was implemented in April 2022 following a service review and this is now embedded in the service. A test of change was recently implemented to consider an on-call service Monday to Thursday nightshift, however this model has been amended and reverted back to a waking nightshift on these days. The team continue to review their procedures and paperwork, working closely with its partners to ensure efficient processes. This has included merging 3 referral forms into one, which streamlined the referral process. Digital resilience has also improved, as staff are now able to access all 3 local authorities’</p>		

recording systems remotely, offering flexible working and supporting business continuity. The team maintains strong and positive working relationships with colleagues in Police Scotland, Health and Education sectors, both locally and nationally.

OOHSW Case Study: During the cold spell in December 2022, a high volume of referrals were received due to people having burst pipes and their homes being flooded. A neighbour of an older person contacted the team advising he lived alone and had no family to support him. He was not known to services and had lost electrical power in his house and ceilings had collapsed in some rooms. A home visit was carried out and it was quickly agreed that he could not remain in the property. Due to the high volume of accommodation demand within East Ayrshire Housing Department, the team was able to secure accommodation at a local hotel for the person. He did not require any medical assistance but he was distressed after this incident. Staff supported him to pack some belongings and accompanied him to the accommodation and then visited that evening to check on him. This was followed up with a phone call the next morning. A referral was made to Day Services to ensure he received any other support required.

Action	Partnership Activity	Partners
W16 Transform how we support child and family wellbeing through a shared commitment to the emerging integrated Children's Services Delivery Model	Engage with, and contribute to: <ul style="list-style-type: none"> • 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 • new and expanded multi-disciplinary teams working around school clusters with communities places at the centre 	CYPSP , All partners.
<p>2022/23 Update: 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. Considerable work has been undertaken during 2022/23 to continue the development of this model in East Ayrshire. 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. Recruitment has been ongoing to develop these teams, following funding being secured for Implementation Coordinators who will work alongside the Programme lead to support the Community Teams to work effectively together. As HEART continues to embed over the coming months and years, we hope that families and communities will experience the anticipated benefits in terms of early help and support.</p>		

Action	Partnership Activity	Partners
W17 #KeepThePromise – Transform how we care for our children and young people through a shared commitment to the recommendations of the Independent Care Review	Implement arrangements to demonstrate: <ul style="list-style-type: none"> • organisational working from the perspective of what matters to children and families • 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 • UNCRC rights are being consistently upheld 	CYPSP , All partners.
<p>2022/23 Update: In delivering our commitment to #KeepThePromise, we have prioritised listening to our children and young people and have provided opportunities for them to talk about issues that are important to them throughout 2022/23. The Promise Participation team established a visual art group called 'ArtClub?', led by care-experienced young people with an interest in contemporary visual art and activism. The group has enabled young people from a range of care backgrounds to creatively engage with issues that interest and affect them. The team are also working with our care experienced young people to refresh our Corporate Parenting Board, to ensure that young people can influence positive change by raising their concerns directly with leaders and elected members. At a recent board meeting, a presentation from members of 'ArtClub?' influenced an increased offer of financial support to assist care leavers on low incomes through the cost of living crisis. Our care experienced community also had an opportunity to share their views through the 'Brightspots' survey which the Promise Participation team implemented in 2022. Their feedback, along with the findings from a self-evaluation exercise regarding our progress in delivering on the Promise Plan 21-24 outcomes, has enabled the Promise Oversight Group to identify a number of key priorities within our Promise Implementation Plan.</p>		

Action	Partnership Activity	Partners
<p>W18 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>CYPSP, All Partners</p>
<p>2022/23 Update: An East Ayrshire Trauma Advisory Board has been established to ensure that all partners take trauma into account and to challenge stigma and discrimination in their work, thinking and practice. A Trauma Lead Officer was also recruited in 2022/23 to lead on developing and embedding trauma-informed practices across East Ayrshire.</p> <p>Our care-experienced community had an opportunity to share their views through the Brightspots survey which was ran last year. Their feedback, combined with the findings of a detailed self-evaluation has enabled members of the Promise Oversight group to determine a number of key priorities within the Partnership’s Promise Implementation Plan, including:</p> <ul style="list-style-type: none"> • Helping children in our care to build and maintain relationships with the people who matter to them • Ensuring care experienced children and young people receive all they need to thrive at school and achieve their full potential • Ensuring that children moving on from care receive the love and support they need to live independently • Equipping the workforce to effectively identify and support people who experience trauma; and, • Providing early and intensive help and support to families who need it. <p>Over the last year, the Intensive Support Team has continued to provide high quality support to our children, young people and families. The team continues to support a number of children and young people to remain in their communities, by offering a mix of tailored individual support, with group and activity opportunities for development and fun. Two Social Workers becoming trained in Therapeutic Life Story Work (TLSW). This approach aims to not only help the young person understand their story, but also make sense and create meaning from their trauma, loss and experiences, as well as building resilience. TLSW provides increased opportunities for children and young people, and going forward the aim is for all staff to be trained in trauma informed approaches as well as working with play.</p> <p>The East Ayrshire Violence Against Women Partnership implemented a Trauma Informed Contact and Care initiative across all schools in East Ayrshire during 2022/23 to ensure children exposed to domestic abuse are provided with a wide range of support in and out of school.</p>		

Action	Partnership Activity	Partners
<p>W19 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>2022/23 Update: The Technology Enabled Care (TEC) Pathfinder Programme continued to progress during 2022/23, working towards the aim of transforming health and social care services for those with long term health conditions living in the Irvine Valley. The team followed the Scottish Approach to Service Design to discover and define the challenges experienced by local residents and professionals in the area. The evidence gathered informed five core solutions to overcome these challenges: improving access to devices and wellbeing; having digital noticeboards in GP surgeries; employing a dedicated Digital Health and Care Support Worker; having a ‘TEC Backpack’ available to demonstrate available technology in people’s homes; and providing online multi-disciplinary group consultations to residents. The Pathfinder team presented their solutions to the Irvine Valley community and partners in February 2023, highlighting the digital solutions that were trialled with service users and gathering feedback on the options.</p> <p>With the TEC Pathfinder programme nearing completion, a Digital Health and Care Support Worker will be recruited in the coming months to take forward delivery of the digital solutions and any outstanding actions, in addition to continuing public engagement and links with the NHS Ayrshire and Arran TEC team to support the design of new TEC pathways across wider health and care systems. The individual will also be responsible for sharing the experience and learning from the programme, with an ongoing focus on reducing digital exclusion and increasing digital capacity. The online multi-disciplinary team group consultation model will also be progressed in 2023/24 to further improve patient engagement, treatment and support.</p> <p>East Ayrshire received the Bronze Digital Telecare Implementation Award in February 2023 in recognition of the excellent progress made in our analogue to digital (A2D) transition project. The A2D team have worked over the last three years to transition the Community Alarm service and associated TEC equipment, ensuring that residents continue to maximise their independence safety at home following the transfer.</p>		

Action	Partnership Activity	Partners
<p>W20 Improve access to information and support on health and wellbeing through digital solutions and new technology</p>	<p>Support the use of digital solutions and new technology to increase health literacy, promote self-management and facilitate self-referral</p>	<p>All partners</p>
<p>2022/23 Update: The <u>Living Well Website</u> is a dedicated online resource that was developed as a public facing resource of living well self-help topics and a digital service directory to provide people, families and carers with information that enables them to look after their own health and wellbeing, to live as independently as possible and to signpost to community and service-based sources of support. A Digital Resource Worker supports this work and surrounding digital communications activity. The website incorporates the NHS Scotland's Service Directory, which also draws local community services data from the Alliance's ALISS directory. This allows us to utilise the ALISS directory so that local community services can easily add and maintain their presence on the Partnership website.</p> <p>Throughout the reporting period, NHS Ayrshire and Arran's Better Health Hub continued to provide support, onward referrals and signposting in relation to a variety of topics which impact on health and wellbeing, including mental and physical health, weight management and financial concerns. The service is now delivered from within the Staff Wellbeing Centre at University Hospital Crosshouse, however the Better Health Hub can also support patients, staff and the public through 'Attend Anywhere', by telephone or email. Better Health Hub representatives also attended each of the three East Ayrshire local conversations to promote the service and engage with the staff and public in attendance. Over the last 9 months (since a new recording system was introduced), the service has supported 84 staff members and 41 patients/citizens with initial enquires, with many of which signing up to the programmes available.</p>		

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>2022/23 Update: The Wellbeing in East Ayrshire website continued to be maintained during 2022/23 to ensure the information remained relevant and up to date, to support residents to look after their physical and mental health. The website incorporates a range of practical content and links relating to various themes, including: general wellbeing, mental health, social activities, physical exercises, financial advice, and children, young people, parents and carers. Similarly, NHS Ayrshire and Arran continued to publish a range of wellbeing material on it's Better Health website, with a particular focus on: physical activity, alcohol, smoking, mental health and oral health.</p> <p>The work of the 3 Locality Planning Groups 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.</p>		