



Community Planning in East Ayrshire

WELLBEING

East Ayrshire Council
and
East Ayrshire Community Planning Partnership Board
Joint Performance Event: 15 September 2022

EAST AYRSHIRE COMMUNITY PLAN 2015-2030

WELLBEING DELIVERY PLAN 2021-24: PARTNERSHIP ACTIONS

PROGRESS UPDATE FOR YEAR ENDING 2021/22

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, which contain further detail of the Wellbeing activity being taken forward across our partnership including:

- [East Ayrshire Health and Social Care Partnership Strategic Plan 2021/30](#)
- [The Health and Social Care Partnership Annual Report 2021/22](#)
- [The Children and Young People's Services Plan 2020/23](#)
- [Violence Against Women Strategic Plan 2021/24](#)
- [Alcohol and Drugs Partnership Strategic Improvement Plan 2020/24](#)
- [East Ayrshire Mental Health Delivery Plan 2019/22](#)

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
<p>2021/22 Update: In June 2022, the HSCP launched its new Partnership Provider Statement 2022-24 and signed up to principles set out in its accompanying Charter that will benefit residents and communities through strong partnership working. The document was co-written with a range of local partner organisations to describe collective beliefs, celebrate existing collaborative success and to identify opportunities for further improving health and wellbeing. The Partnership Provider Statement was created for groups and organisations that are delivering health and social care services in East Ayrshire, or would like to provide services, to guide collaborative working in the area. Moving towards collaborative commissioning is key to delivering the East Ayrshire HSCP's Strategic Plan 2021-30 and the Statement explores this in detail, setting out a collaborative commissioning vision of <i>“Resilient communities, taking charge of their wellbeing, with an open flourishing, high quality and sustainable care community that has the</i></p>		

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
W2 Community Wealth Building (Financial Power)- Direct Community Wealth Building investment and resources towards wellbeing to build capacity and strengthen community power	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	Vibrant Communities, EAC, HSCP, Third Sector, Independent Care Sector, NHS Public Health and Locality Groups

2021/22 Update: East Ayrshire Integration Joint Board, NHS Ayrshire and Arran and EAC have signed the **Community Wealth Building Anchor Charter**, committing to long-term collaboration between Ayrshire Anchor Institutions to support shared CWB goals across Ayrshire. Anchor Institutions are in a position to make a positive difference across the 5 pillars of CWB, namely; progressive procurement; fair employment; socially just use of land and assets; making financial power work for local places; and, the shared ownership of the local economy.

The HSCP, along with collaborative commissioning partners are delivering the **‘Wellbeing for All’ Participatory Budgeting (PB)** programme in East Ayrshire’s three localities. The Locality Planning Groups are coordinating these exercises and in doing so, are promoting greater engagement with residents, community groups and wider community representatives. The application process was open to all public, third, independent, community and un-constituted groups, with applications invited from groups/organisations based in or operating within East Ayrshire. Each locality PB exercise is a democratic way for people to have a direct say on how public money is spent and the decisions as to which projects receive funding, will be decided by local residents, recognising their right to choice and control over the things that help them to live well. The results of the PB exercises will be announced following each voting event, which will take place in the autumn.

In recognition of the growing **Cost of Living** crisis EAC has established an Oversight Group to coordinate a local response. Further work has been progressed around food security, financial inclusion, income maximisation and energy and debt advice, in collaboration with third-sector delivery partners to support people in financial hardship. Extensive and ongoing engagement with communities, businesses and partners will be sustained in order to understand emerging issues and enable community led solutions wherever possible.

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

supports and initiatives through Locality Groups		
<p>2021/22 Update: A key initiative, shared by the three Locality Planning Groups during the reporting year is the development and implementation of a Localities Communications Charter and the establishment of a common approach to engagement and information sharing within our communities. This is regarded as a key priority to enhance wider community involvement in decision-making and to ensure the different communities across our localities are kept informed of health and wellbeing events.</p> <p>Focused, empowered team work across services and communities has been at the centre of delivery arrangements through Multi-Disciplinary Team Working. This approach has brought forward practical wellbeing interventions that aim to reduce inequalities, prevent poor health and improve people's opportunities for better health.</p> <p>The Wellbeing for All Participatory Budgeting Programme will see new funding allocated to community-based projects and supports that promote good health and wellbeing. Organisations, community groups and services have been invited to submit their ideas, with the final decision on which projects are allocated funding resting with communities themselves at local voting events.</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>2021/22 Update: A Multi-Disciplinary Team Workstream group has been in place during 2021/22. The Group has representation across professions, the range of stakeholders and is supported by Organisational Development. The MDT Group has worked up a MDT Development Programme with a series of three workshop sessions to be delivered across HSCP Localities. The MDT Development Programme will be based on learning from lived experience and will cover: shared vision and values; effective working relationships, understanding roles, and; identification of challenges to inform an action plan. The first MDT Workshops are scheduled to take place in September 2022 with the next two workshops following in October and November. Around 180 participants are expected to attend the workshops. It is expected that this MDT Development Programme will lay the foundations for further deepening integrated working at a locality level, in line with place-based models of care.</p> <p>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</p>		

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.

The **Intermediate Care Team (ICT)** continued to deliver crucial care and support for older people during challenging circumstances in 2021/22 through human rights-based delivery and practice, to facilitate hospital discharge and promote independence at home. This multi-disciplinary service has contributed towards the avoidance of harm, hospital readmission and long term care home admission, enabling people to achieve their personal care and support needs with the appropriate assistance.

The **East Ayrshire Advocacy Service** continued to advocate for vulnerable people in our communities throughout 2021/22 to ensure that their voices were heard and their views are considered when decisions were being made about their lives.

Care Opinion, the online feedback platform, launched for East Ayrshire health and social care services in April 2022. Care Opinion allows people to share their experiences of the care that they received in a safe, simple and confidential way, in addition to providing an opportunity to view other people's care experiences. This will be a valuable resource going forward in terms of evaluating local service delivery, celebrating our strengths and identifying areas for service improvement to deliver positive outcomes and service experiences for people.

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

2021/22 Update: The **East Ayrshire Suicide Action Plan** was reviewed and updated to take account of the themes emerging from the Scottish Government engagement events and the refresh of the **National Suicide Prevention Plan 'Every Life Matters'**.

A range of suicide prevention activity was undertaken in East Ayrshire during 2021/22, including:

- raising awareness of the signs of potential suicide through provision of **Safetalk** training across the partnership workforce;
- developing trained **Suicide First Aiders** within the workforce;
- supporting **prevention and awareness raising campaigns** through a range of methods including social media;
- the **Suspected Suicide Review Group** met on a six-weekly basis to review probable suicide cases to identify related circumstances and service provision gaps to inform future prevention work; and
- the **East Ayrshire Suicide Prevention Website** was launched, containing key information and contact details including: Mental Health Practitioners, local GP Practices, Suicide First Aiders, other support directories and relevant training courses.

The **Applied Suicide Intervention Skills Training (ASIST)** has continued to enable participants to recognise when someone may have thoughts of suicide and to work with them to create a plan to support their immediate safety. The **Here to Listen** suicide prevention campaign encourages people

to talk openly about suicide, to reduce stigma and to work together to help prevent further lives being lost through suicide by increasing awareness and understanding. **Mental Health First Aid Awareness Training** also provides participants with the knowledge to identify suspected mental health issues and the practical skills to start a conversation on mental health.

Action	Partnership Activity	Partners
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W6 Engage with partners to develop innovative, creative and community-led approaches to prevent drug-related deaths	Support the implementation of the ADP Drug Death Action Plan across partnerships and services, including the roll-out of the opioid reversal drug naloxone. Enhance information sharing between partners in relation to non-fatal overdoses and expand partnership provision of naloxone kits and related staff training	ADP, All Partners
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2021/22 Update: Partners have continued to support the implementation of the **Alcohol and Drugs Partnership Strategic Plan 2020/24** to prioritise recovery from problem drugs and alcohol use and integrate treatment and recovery services into a **Recovery Orientated System of Care**.

A number of addiction support developments were achieved during 2021/22. The **Rapid Access Drug and Alcohol Service (RADAR)** formally commenced in April 2021, which brought together the NHS Addiction service, We Are With You, Ayrshire Council on Alcohol and East Ayrshire Advocacy, to offer key supports including same or next day drug and alcohol assessment and prescribing. This timely access to treatment and support has been found to reduce dropout rates and the associated risks to wellbeing.

Work was also undertaken to promote the life-saving drug **Naloxone**, including the recruitment of lived experience naloxone champions, training 25 naloxone champions in the Partnership's Johnnie Walker Bond building and an East Ayrshire wide publicity campaign.

Support to develop community recovery groups has been provided through the establishment of **Peers / CREW** in a range of third sector organisations across East Ayrshire.

The **Recovery Hub** has opened in Kilmarnock, offering a safe and welcoming place for all those starting or progressing through their recovery journey.

Action	Partnership Activity	Partners
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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	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	ADP, All partners
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2021/22 Update: The **Alcohol and Drugs Partnership (ADP)** developed a programme of **Peer Outreach Workers** employed within 4 targeted localities (Dalmellington, Auchinleck, Shortlees and North Kilmarnock), to create new opportunities for recovery and employment. These individuals have lived experience of alcohol/drugs and are local to the areas where they work, enabling them to target those furthest away from appropriate services and supports.

The ADP with support from the Corra Foundation, has also developed a **Recovery Hub** to act as a focal point in developing and supporting recovery journeys. With recovery being defined as a process through which an individual is enabled to move-on from their problem drug use and to become an active and contributing member of society, the Recovery Hub will seek to support people along this road to recovery, in addition to contributing towards the wider significant work under the recovery banner in East Ayrshire.

The **Grassroots Development Fund**, launched by the Alcohol and Drugs Partnership, is providing grant funding for up to 2 years to local grassroots community group across East Ayrshire to enhance and promote recovery from problem drug and alcohol use. The fund aims to improve access to local help and support at an early stage, in a way that challenges discrimination and stigma.

NHS Ayrshire and Arran continued to provide the **Quit Your Way** service throughout 2021/22, offering support to people who required help to stop smoking. Nicotine Replacement Therapy was also posted to people’s homes to ensure they had access to the therapies they needed to assist with their quit attempt.

A range of opportunities to **engage with the media** have been embraced, to ensure the voices of those in recovery in East Ayrshire are heard, demonstrating the effective support is available and recovery is possible. Examples include STV and West FM.

A dedicated **Stigma Lead Officer** post has been created.

Action	Partnership Activity	Partners
W8 Promote and develop self-management approaches to mental health and wellbeing	Promote self-management for good mental health and wellbeing through person-centred, community-led responses	All partners

2021/22 Update: CVO East Ayrshire, the CORRA Foundation and What Matters to You, have worked in collaboration to focus on improving wellbeing in the Cumnock area. The CVO received funding from the Scottish Government in 2022 to purchase a building in Cumnock to develop ‘**The Nest Cumnock**’, and the organisations involved are currently working with a number of large funders that are interested in supporting the refurbishment. This new community wellbeing hub in Cumnock is intended to improve the wellbeing of residents, with the community having already prioritised the need for a flexible space to improve local facilities and expand opportunities in the area. The shared vision for The Nest is to facilitate, promote, and develop a range of existing and new community activities in a fully refurbished community base, engage with local people to develop their participation and interest in local activity, build strategic and long-lasting relationships and to recruit local volunteers to promote the work within the area.

Grant funding was allocated through the **Communities Mental Health and Wellbeing Fund** to community projects promoting and supporting the conditions for good mental health and wellbeing. The fund was administered by CVO East Ayrshire and was based on a preventative approach to improving mental health by supporting communities to develop their own solutions.

Wellbeing and Recovery Services continued to progress with the redesign of **Adult Mental Health Services** to simplify and improve access to mental health services and comprehensive wellbeing and self-management supports.

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

2021/22 Update: NHS Ayrshire and Arran's Child Healthy Weight team have continued to support children and their families to achieve and maintain a healthy weight through delivery of the **Jumpstart** programme. A number of outdoor physical activity programmes were delivered during the reporting period when restrictions were eased, in addition to the provision of telephone support and virtual sessions (via the NHS 'Near Me' platform) to ensure continued access for children and families. During 2021/22, 31 children and their families were referred to the Jumpstart programme. Of those, 3 families completed the programme, 21 are still participating in the maintenance phase at the time of reporting and 7 families withdrew from the programme. Feedback from parents indicated that they were appreciative of the telephone and video support from Health Coaches during periods when restrictions were in place and the majority welcomed the use of the Healthy Weight Ayrshire App, the challenges set by Health Coaches for children, and the practical information targeted at parents.

NHS Ayrshire and Arran's Better Health Hub provides support and information in relation to various key health and wellbeing themes, including healthy weight, physical activity, mental health and wellbeing and money. The service re-opened in University Hospital Crosshouse (UHC) within the reporting period and re-commenced delivering support, with staff being a key target group.

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

2021/22 Update: CVO's **Connect Call** telephone befriending service provided free and confidential support in offering friendship opportunities, signposting and assistance to anyone living in East Ayrshire who may live alone or experience social isolation. Connect Call continued to be delivered throughout 2021/22 and has helped to reduce social isolation and loneliness, in addition to maintaining safety for people who previously received nuisance calls that were blocked. There are currently 12 volunteers working in the service, who regularly contact over 200 people, with new referrals being received on a daily basis.

In addition to its befriending and signposting offer, the CVO also delivers weekly **Brew and Blether** sessions at WG13 Kilmarnock, to provide people with an informal and relaxed opportunity to come together, connect and enjoy free refreshments. Since the easing of Covid restrictions, 20 people have attended Brew and Blether each week, with a range of positive feedback being received in relation to the impact of the group.

The **East Ayrshire Carers Centre** remains a key partner which provides valuable assistance for both adult and young carers. The supports delivered throughout the reporting period were wide-ranging and included the provision of relevant carer information and signposting to other key organisations; benefit, money and debt management advice, fuel poverty awareness, form completion and maximisation of income; outreach work, including home visits; wellbeing calls to young and adult carers in need of support; respite breaks for young carers, adults and families; dedicated and age specific weekly young carers and young adult carers respite groups; 1:1 practical and emotional support.

Action	Partnership Activity	Partners
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	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	All partners

2021/22 Update: An extensive framework for assurance and oversight of all **Public Protection** activity was established in April 2020 in response to heightened levels of vulnerability during the Covid pandemic, to ensure strengthened local support for adult protection and avoidance of harm. This framework was directly accountable to the Chief Officer Group in East Ayrshire and continued across 2021/22 due to the fluctuating impact of Covid and in particular the Omicron variant from December 2021.

The CVO worked with partners in Police Scotland during 2021/22 to develop and deliver '**Open Doors**, an accessible town centre community hub which provides a safe place where some of our most vulnerable residents can access supports in a non-judgmental and inclusive environment. Open Doors was established as a direct response to the impact of the Covid-19 pandemic and it has provided immediate practical assistance in terms of food provision and access to key services such as support with benefits, housing and homelessness, and essential face to face engagement where required. A person-centred and holistic approach is taken in delivering this service and staff work closely with clients to identify their specific goals and support needs.

The **NHS Health Information and Resources Service** re-opened to health professionals and the public in 2021/22 and continued to provide quality assured health and wellbeing information on a range of health and wellbeing topics. This included providing hard copy information for direct distribution locally for those who may not have digital access, as well as posting digital information online. An electronic health campaign calendar was produced

and disseminated to a range of partners and a user engagement exercise was also carried out to understand how health information should be best provided.

The Wellbeing Recovery and Renewal Group, which was originally established in 2020 as part of the emergency response to Covid-19, evolved into a network of wellbeing partners with membership spanning across the HSCP, the Council, third sector and community partners. The newly named **Wellbeing Group** has continued to embed the cross-cutting wellbeing partnership arrangements established during the pandemic to maximise the opportunities for collaboration. The Group had a key role in developing a range of **Workforce Wellbeing** supports in response to winter and system pressures.

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

2021/22 Update: The **Financial Inclusion Team (FIT)**, together with its partners, has continued to support East Ayrshire residents to maximise their benefit entitlement. During 2021/22, the FIT received 2,602 referrals and advice enquiries, a significant increase of 45% from the previous year and 14% higher than the pre-pandemic caseload. During this period, the financial gains achieved for people in East Ayrshire totalled £3,416,331. This sum takes the cumulative total amount of financial gains since the creation of the team in November 2013 to £35,169,624.

The **Health and Community Care FIT** was recently established to develop and undertake projects to assist individuals and families who have health and disability issues. One project will involve basing Financial Inclusion staff within seven East Ayrshire GP Practices. Staff have already been recruited with an anticipated start date of June 2022. The Macmillan Project continues to receive a high number of referrals with an additional staff resource having been allocated to the project. This project generated financial gains of £790,020 for people living with cancer, which represents an increase of 69% on pre-pandemic levels.

Action	Partnership Activity	Partners
W13 Improve access for people who are unable to use mainstream services	Implement targeted interventions to deliver support to people who are unable to access mainstream services	All partners

2021/22 Update: East Ayrshire's **Housing First** programme launched in August 2021 and aims to provide a stable home with intensive wraparound support for homeless people with multiple and complex needs. This collaborative, trauma-informed approach includes 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 666 homeless decisions in 2021/2022 where East Ayrshire had a duty to find settled accommodation, 204 stated they required support with a mental health problem and 113 households cited a drug and/or alcohol dependency. Just over 40% of applicants stated they have multiple support needs, demonstrating the need for this approach.

The pre-liberation programme continued to be delivered at **HMP Kilmarnock** during the reporting period, with the aim of providing prisoners who are nearing liberation back into the community, with information to support their transition. Due to ongoing social restrictions in 2021/22, the programme was adapted from face to face workshops to written format, incorporating advice and information regarding a range of wellbeing and socio-economic themes such as: how to open a bank account, CV writing skills, medicine management, fire safety, naloxone training and healthy diets. The team delivering this project have developed the documentation content in this period and hope to resume face to face delivery in 2022. Community re-integration meetings were also initiated with a wide range of partners, discussing and creating support plans for liberated prisoners.

A range of work was undertaken in 2021/22 to support those exiting prison with evidence of positive outcomes, including:

- mobile phone provision to enable people to contact essential services and maintain support networks;
- people experiencing homelessness were provided with temporary furnished accommodation to limit the spread of Covid-19 and provide a space for self-isolation if required;
- promotion of Covid-19 awareness prior to release to ensure safety; and
- 38 homeless applications were made in 2021/22 with the reason being prison discharge.

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:

- Southern Locality
- Kilmarnock South
- Lone parent families

CYSP, All Partners

2021/22 Update: Work has progressed on the **Local Child Poverty Action Report** for East Ayrshire 2021/22. The report has been produced in line with the Child Poverty (Scotland) Act 2017, which requires Local Authorities and NHS Boards to jointly develop and publish annual Local Child Poverty Action Reports (LCPARs) for each local authority area. It describes the ongoing work local communities, to build resilience and to ensure that families who are struggling are able to access the support that they need, and also the work at strategic level on sustainable economic growth to allow local people to move out of poverty.

The Children and Young People's Services Plan 20-23 sets the strategic direction for partners' long term ambitions for young people growing up in East Ayrshire. Importantly, new and innovative ways of ensuring children and young people's voices are heard in discussions and decisions that affect them have been developed across partnerships.

The **Cost of Living** has risen significantly for individuals and families through the combined effect of rising inflation, food costs, interest rates and fuel prices. Within this challenging context partners are working closely with local communities to build resilience and to ensure that families who are struggling are able to access the support that they need, when they need it. Work is also continuing at a strategic level, with regional and national partners, to create **Sustainable Economic Growth** that will be so fundamental to providing the employment and other opportunities needed to allow local people to move out of poverty.

The **Strategic Equity Funding (SEF)**, previously SAC and Pupil Equity Funding (PEF), has been used to reduce the poverty related attainment gap through targeted support to SIMD 1 and 2 children, young people and their families. Schools are currently adjusting to the move from a one year to a four year allocation of PEF funding, with new spending plans under development. The full implementation of the statutory entitlement of 1140 hours of funded **Early Learning and Childcare** for all 3 and 4 year olds and eligible 2 year olds has now been achieved.

Financial inclusion is key to addressing poverty and ensuring that children have a solid foundation for their personal, emotional and social development. In August 2021, a **school-based financial inclusion pathfinder project** was established within the Loudoun Academy learning community to provide support to children and families experiencing financial hardship. This focus of the pathfinder is on income maximisation for low income families by raising awareness of both UK, Scottish and Local Government benefits. By promoting financial inclusion, wider health, wellbeing and equalities outcomes will also be supported.

The **Universal Credit Support Team** has continued to tackle poverty in East Ayrshire through income maximisation, identifying issues in relation to food insecurity and energy poverty, and by linking with partners to collaboratively address difficult circumstances associated with poverty.

Action	Partnership Activity	Partners
W15 Develop and embed an inequalities sensitive culture and approach across all partnerships	Identify and develop collaborative initiatives that address health inequalities at a locality level	NHS (Public Health) All Partners

2021/22 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 2021-24** has incorporated 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.

The recent work around **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.

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>2021/22 Update: The new HEART (Help Everyone at the Right Time) Children's Services Wellbeing Model is a collaborative and transformational approach to improving support for our children, young people and families in East Ayrshire. The vision of the Model is to ensure that children and families can access support locally and at an early stage, in a way that challenges discrimination and stigma. Fundamentally, the Model incorporates multi-disciplinary team working and the GIRFEC principles. A range of work has been undertaken during 2021/22 to develop the HEART model. A wide range of services and partners including: Education, Early Years, School Nursing, Health Visiting, CAMHS, Vibrant Communities, Social Work, Housing and Allied Health Professionals, have been preparing staff and redesigning their structures around the new model.</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>2021/22 Update: The Partnership's Promise Implementation Lead came into post in December 2021 to manage the newly formed Promise Participation and Improvement team, which comprises 3 Reviewing Officers, 3 Participation Leads and a Modern Apprentice for Participation. The team work to influence and achieve positive transformational change in East Ayrshire, ensuring that the voices of children and young people are central in delivering our aspiration to #keepthepromise. A Promise Oversight Group has been established to take forward and oversee this work, who at the time of reporting, are undertaking a self-evaluation of progress against the outcomes identified in <i>The Promise: Plan 21-24</i>. This evaluation will enable the HSCP to assess the work already underway to #keepthepromise and will provide an evidence based baseline to guide priorities for the next stage of implementation. The team have developed plans for supporting the participation and engagement of East Ayrshire's care experienced young people and their families through adopting a person-centred planning approach called PATH (Planning Alternative Tomorrow's with Hope), to articulate a vision</p>		

for their work and identify the first steps in achieving this vision. The team is building relationships with children, families and partners in the 6 HEART community areas to collaboratively consider how to develop participation work in a way that reflects what is important to children and young people.

Mind of My Own is a software application utilised within Children's Services to gather children and young people's views. Young people can use it independently or be supported by practitioners, to express feelings about their wellbeing and on a range of issues that are important to them. An 'Express App' is also available for younger children with additional support needs and a new feature within this was developed in 2021/22 which allows users to set up accounts and complete the 6 Express features either independently or with support. Mind of My Own empowers young people to have a voice and ensures that their views and feelings are heard, whilst providing an attractive way for children and young people to start the conversation. The app also enables staff to capture and evidence their views, ensuring they are heard and considered, meeting quality standards relating to the voice of the child. More than 250 statements from children and young people have been received through this platform to date.

<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>
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2021/22 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** is currently being recruited to lead on developing and embedding trauma-informed practices across East Ayrshire. This post will sit within Wellbeing and Recovery Services but has as a wider multi-agency focus and will contribute significantly to the East Ayrshire Trauma Advisory Board Delivery Plan, working closely with community planning partners. East Ayrshire has strong ambition to have a truly trauma-informed workforce across all sectors and high quality trauma responsive services. This work also contributes to wider Wellbeing Delivery Plan as we work in partnership with other key agencies to embed a whole system approach to psychological trauma.

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>

2021/22 Update: The **Technology Enabled Care (TEC) Pathfinder** Programme continued to progress during the reporting period with the aim of transforming health and social care services for people who have long term health conditions living in the Irvine Valley. To inform this work, the team have adopted the Scottish Approach to Service Design within its approach to identify and describe the challenges faced by residents in the local area. The information collected in this period was utilised to create 9 user personas, 4 problem statements and 12 'How Might We' statements, culminating in the development of 26 different digital solutions. The Pathfinder team has also worked closely with the TEC Community Connector on the

development of the Digital Champion network to enhance residents' digital skills, increase digital confidence and to promote digital inclusion within the Irvine Valley.		
Action	Partnership Activity	Partners
W20 Improve access to information and support on health and wellbeing through digital solutions and new technology	Support the use of digital solutions and new technology to increase health literacy, promote self-management and facilitate self-referral	All partners
<p>2021/22 Update: The pandemic continued to present considerable operational challenges, however innovative and digital solutions such as 'Near Me' and other teleconferencing technology allowed health and social care services to maintain contact with patients and colleagues across other services.</p> <p>The Living Well Website is a dedicated online resource that been developed as 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 is also supporting 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>East Ayrshire Digital Access Network (EA DAN) brings together a range of local and national organisations to promote digital access and equality. Key achievements have included a dedicated resource appointed to lead on Digital Inclusion in East Ayrshire; a reviewed approach to Digital Inclusion in East Ayrshire, identifying new key priorities; 532 digitally excluded individuals were supported during 2021/22, via the Connecting Scotland Programme in East Ayrshire; and building on a successful Connecting Scotland application, a dedicated "Connecting Voices" mailbox and webpage was created and launched to support Care Leavers with regular information and updates issued by the 77 partners</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>2021/22 Update: The Wellbeing in East Ayrshire website continued to be maintained during 2021/22 to ensure the information contained within 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 also continued to publish a range of wellbeing material and links on its</p>		

[Better Health website](#) in relation to keeping well during the pandemic, with a particular focus on: physical activity, alcohol, smoking, mental health and oral health.