The Patient Focus and Public Involvement (PFPI) framework published in December 2001, charged NHS Boards with developing a framework for sustainable patient and public involvement in each Health Board area by March 2003. This framework should identify how the NHS Board will involve patients, carers, staff and the public in decision making at every level of the health service. The work includes developments in provision of independent advocacy, volunteering, support for carers, Fair for All and diversity action plans, patient information, training and development and a wide range of actions to enable the service to become more patient focused.

What are we trying to achieve?
'A service where people are treated with respect, treated as an individual, and involved in decision making at all levels of planning and delivery of health services in NHSScotland'. The principles of the approach are that patients and the public are treated as equal partners in decision making. This is a key challenge for the NHS - the challenge is to change the way the service relates to people. No longer is it good enough for managers and staff within the NHS to make decisions and 'tell' the public. The public should be fully engaged in discussions from the earliest opportunity.

Where are we now?
A small team - the Involving People Team - has been established within the Health Planning and Quality Division of the SEHD to support the implementation of PFPI until March 2004.

All NHS Boards and Special Health Boards either have a framework or at final stages of developing the framework. The accountability review process was used to identify any actions the Boards required to take to meet the expected commitments. Boards are now moving to an implementation stage. Designated Directors for Patient Focus and Public Involvement are appointed in all Health Boards and Special Health Boards with responsibility for strategic leadership and implementation of a patient focused service.

A range of mechanisms to support the Boards in developing and implementing their PFPI commitments have included:
• Advice and consultancy offered by the Involving People Team to all NHS Boards

Continued on page 3
EDITORIAL

After August’s exceptional “anniversary” edition I was a little disappointed that no one took up our challenge to offer an opinion contrary to that expressed by Dr Drew Walker in his lead article. However, I am delighted that the contributions which have been submitted for this following edition are no less stimulating. Everything happening in the field of health improvement must inevitably necessitate involving people and your articles provide proof of that. However, I know the article we have chosen to ‘lead’ describing the work of the Involving People Team which was established within SE Health Department to take forward public involvement in all aspects and at every level of the health service will be of interest to all our readers.

I hope you are all now able to access FORUM on SHOW without the difficulties experienced in the past.

As always articles can be submitted at any time, either in hard copy or preferably by e-mail to Sheila Taylor or myself.

For those who did not attend and have the opportunity to say farewell at the October Health Promotion Managers’ Group meeting, it may be news to hear that our long-serving Head of Branch, Joyce Edwards, moved on to cultivate pastures new on 5th November in a unit of SE Health Department’s Human Resources (fireworks were not ignited). I think everyone who knew Joyce will miss her enthusiasm and will have appreciated her efforts to pursue the health promotion agenda over the last eight years.

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FORUM is produced three times annually – in April, August and December.
PATIENT FOCUS AND PUBLIC INVOLVEMENT (PFPI) continued

- 3 workshops for Designated Directors
- Consultation and review of section 5 of the PAF
- A series of seminars currently being offered to support learning in relation to involving diverse groups
- Development of patient information guidance - about to go out to consultation
- Publication of sustainability research
- Development of guidelines for the SEHD on involving people in policy making
- Funding devolved to a range of partner organisations to support the capacity building elements of the programme with patients and the public
- Development of Performance Assessment Framework indicators

The Involving People Team undertook a consultation process over the time period between March 2002 and June 2003. Feedback on the PAF (section 5) consultation process was issued in June to Chief Executives, NHS Boards; Designate Directors for Patient and Public Involvement; NHS Health Scotland, NHS Education and NHS QIS. Further guidance on the sources of evidence to be used to identify activity is to be sent out to the service by 31 October 2003.

Current planned activity includes:

- A national conference: FAIR FOR ALL: THE WIDER CHALLENGE
  Developing a new patient focus in the delivery of health services must involve a recognition of the diversity of patient needs and preferences - the Fair for All Report found that health organisations in Scotland varied in their ability to meet the needs of ethnic minority communities. It is now recommended that a more coherent strategic approach to ethnic minority health issues is adopted and comprehensive guidance has been issued to the health service. In addition, Partnership for Care commits us to, in this European Year of Disabled People, extending the principles of the Fair for All strategy across the NHS to ensure that our health services recognise and respond sensitively to the individual needs, background and circumstances of people’s lives.
  - Development of an ‘active patient’ programme, working with those with chronic disease and in long term contact with the health service
  - Further developing the PAF guidance. This year, 2003-04, ‘interim’ guidance is issued from the Involving People Team (SEHD), with an expectation that NHS QIS undertake the assessment role from 2005
  - Integration of the PFPI principles into the development of Community Health Partnerships at local level, building on the work established in developing PFPI frameworks system wide.

Where do we want to be?

The vision is to implement Patient Focus and Public Involvement in a way in which it becomes part of everyday practice and is an approach that is sustainable in the Health Service of the future. At the heart of this vision is a service that puts patients at the centre of care is a partnership between patients, carers, staff and Government.

It is essential that individuals are involved in all aspects of service design, planning and delivery of NHSScotland including:

- Managing their care
- Improving their Health Services
- Deciding health service priorities
- Supporting health improvement
None of this will happen without changing the way in which the service relates to people and embedding this in everyday practice.

The most recent white paper *Partnership for Care* reaffirmed the commitment to patient focussed services and to mainstreaming Patient Focus and Public Involvement. A Scottish Health Council will be established during 2004 with a key role in quality assuring the provision of patient-focused services and involvement of the public in local services.

Any enquiries about current or future work can be directed to: margaret.miller@scotland.gsi.gov.uk
ANGUS HEALTH AND HOMELESSNESS PROJECT
Working with Homeless People and Service Providers to ease the Journey through Homelessness

Assisted by Scottish Executive funding (distributed via Communities Scotland) the Angus Health and Homelessness Project was established in April 2003 as part of the implementation of Tayside Health and Homelessness Action Plan 2002-2005 and represents a collaborative initiative involving the local authority (Angus Council) and NHS Tayside. The Project aims to improve health status and health service provision for homeless people in Angus and encourage the development by all partner organisations of an integrated approach to service planning and delivery.

To achieve this, the main tasks being undertaken are:

- A health needs assessment of the homeless population in Angus (including Gypsy Travellers).
- A training/education needs assessment for staff in all relevant service provider organisations.
- Production of an information resource for homeless people in relation to available services and access arrangements, and a separate resource for service providers to facilitate improved knowledge and understanding of the roles/responsibilities of other organisations in the field.

Information gathered from the needs assessment exercises will be used to inform both future service development and the establishment of appropriate staff training programmes. Key to obtaining true measures of need and planning effective solutions is securing the meaningful involvement of all stakeholders, particularly current/potential service users. Clearly, this is not an easy task as, for all sorts of reasons, homeless people (and possibly to an even greater extent and for different reasons, itinerant Gypsy Travellers) are notoriously difficult to engage with. They also are not a homogeneous group and are likely to have as diverse a range of health needs (according to age, gender, household composition, for example) as found in the general population. Innovative approaches to gaining access and eliciting information will have to be employed therefore, if we are to successfully turn things around for those who experience homelessness in Angus.

Further information available from the Project team:

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In both males and females the incidence of mouth cancer has increased significantly over the past 10 years and there are concerns about an increasing number of younger people with mouth cancer. Although the incidence of mouth cancer is relatively small there is unfortunately a high death rate with a higher proportion of deaths per number of cases than breast cancer, cervical cancer or skin melanoma. The aim of this project is to assist the early identification and referral of patients in Lothian who may have mouth cancer as many deaths and radical surgery could be prevented by early detection of the disease.

All pharmacists, GPs and dentists in Lothian have been provided with packs of patient information cards and staff information posters. Patients who present at their pharmacy or general medical practice with a suspicious lesion (for example a red or white patch or mouth ulcer that hasn’t healed within two weeks) are encouraged to have an urgent dental examination. This advice is reinforced by the patient information card that directs registered patients to seek an urgent appointment with their own dentist, and non-registered patients to attend at the Casualty Department, Edinburgh Dental Institute. The card includes opening times and contact numbers. The numbers of patients who attend the Casualty Department as a result of the scheme are recorded. Initial indicators show that on average one or two patients attend each week. Further evaluation will focus on patients’ opinions on the project material and barriers to the project identified by pharmacists, GPs and dentists.

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Scotland has the worst record of dental health in the UK with serious problems often starting in very early childhood. By the time children start primary school at the age of 5, almost half will already have dental caries. Dental decay is strongly related to deprivation. The overwhelming majority of children from deprived areas have dental disease, often requiring tooth extraction under general anaesthesia. Inequalities also exist in terms of access to dental services. Only a minority of pre-school children are registered with a dentist, with particularly low rates in the poorest communities and evidence of increasing difficulty in accessing free dental treatment. Evidence shows that toothbrushing and regular attendance with a dentist are two of the most effective measures to improve dental health. To this end, two projects have been established in Lothian to promote early registration and toothbrushing.

The Lothian Pre-School Registration has been running in Lothian for the last 3 years to encourage parents to register their babies with a General Dental Practitioner. All parents across Lothian receive a ‘baby dental registration pack’ when their babies have the 8-month assessment with their Health Visitor. The pack contains information encouraging early registration of their child with the dentist and on other topics including toothbrushing, teething and reducing the frequency and amount of sugary foods and drinks. The pack also contains a free toothbrush and fluoride toothpaste and a list of NHS dentists in their area who are able to register young children. Since the project began more than 16,000 packs have been distributed.

Outcomes from the project have included the identification of areas with limited access to free dental services and the development of new health promotion materials including leaflets for carers and minority ethnic groups. However, a crucial secondary component to the success of the project has been that ongoing process evaluation, based on an action research model has provided the mechanism to incorporate suggestions from health professionals and address identified barriers as the project has developed. These barriers have centred predominantly on communication. New systems have been introduced to improve communication pathways between primary and secondary dental care providers and between the dental service and other health professionals and parents.

The results from this project indicate that improving dental registration rates requires a multi-dimensional initiative that addresses individual issues, such as the development of new health promotion materials and communication systems, in addition to structural factors such as levels of service provision. This is best achieved by a programme that employs an action research methodology that is flexible and can address issues as they are identified.

The Scottish Oral Health Demonstration Project began in 2002 and has been developed to run in conjunction with the Lothian Pre-school Registration Project. This is a national 2-year project funded by the Scottish Executive and is being conducted by all Health Boards across Scotland. The aim is to provide ‘pre school dental packs’ containing free toothbrushes, fluoride toothpaste and advice on toothbrushing to all pre-school children in deprived communities. The packs are delivered to children via dentists, health visitors, Child and Family Care Centres and nurseries in deprived communities (DEPCAT 5,6 and 7).

Ongoing data collection is taking place at every distribution point to ensure that all children in deprived areas are receiving an adequate supply of toothpaste for the next two years. Further evaluation, at a national level, is being conducted by Glasgow University Dental School. Health Boards across Scotland are using a variety of methods to
target deprived children and process evaluation will measure the effectiveness of these different methods. Longer-term outcome evaluation will focus on behaviour change in terms of toothbrushing at home and oral health gain based on data from the National Dental Inspection Programme. Indicators will include the percentage of children who are caries free and a measurement of plaque on children’s teeth.

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RAISING AWARENESS OF FIREWORK SAFETY IN LANARKSHIRE SCHOOLS

A multi-agency task group has been working for the past two years in Lanarkshire to campaign for safer practices in the use of fireworks, to raise awareness of health and safety issues and reduce the number of firework-related accidents. This concentrated effort involves services across Lanarkshire including NHS Lanarkshire, North and South Lanarkshire Councils (Trading Standards and Community Safety Partnerships), Strathclyde Fire Brigade and the Police.

There has been a gradual rise in the number of injuries resulting from fireworks and this increase has been most marked in children and young people under 16. Lanarkshire Firework Safety Group are therefore targeting an intervention at second year pupils (12 to 14 years old) throughout South Lanarkshire schools.

A play has been adapted locally using two actors, playing eleven different characters without props and will be performed in either the classroom or school assembly hall. Although the play’s main theme is the consequences of 'playing around with fireworks', other issues such as peer pressure, bullying and managing aggression are also raised.

The aim of the project is to develop a more effective way of dealing with issues associated with firework safety. The objectives are to raise awareness of the dangers associated with the misuse of fireworks, highlight issues associated with peer-group pressure and reduce elements of an anti-social nature. The expected outcomes will be to create a greater awareness/better knowledge of firework safety amongst the 12 – 14 age group, to reduce injuries through misuse of fireworks and reduce the public’s concern associated with firework misuse.

Funding was secured through South Lanarkshire’s Community Safety Partnership from Personal Safety (Child Safety) Action Group and Safer Environments (Firework Safety) Action Group.

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SOUTH LANARKSHIRE PHYSICAL ACTIVITY PLAN – “LIFE”

South Lanarkshire hosts one of the national pilot sites for the ‘Better Government for Older Peoples’ project. This project aims to work in partnership with older people and with statutory and voluntary agencies to improve the quality of life for people over 50. The BGFOP Health sub-group aims to promote the benefits of active ageing. The group identified physical activity as the first key priority area for development.

To facilitate the BGFOP group in achieving their aims and objectives, the Health Promotion Department and South Lanarkshire Leisure Trust have formed a working group to drive this agenda forward. The first stage in this process was marked with the “LIFE” (Living Is For Everyone) event on 1 October 2003. This event brought together different professionals and older people who have a special interest in physical activity and the over-50s. The event looked at physical activity across the various settings and highlighted good practice locally in South Lanarkshire and other parts of Scotland. Key outcomes of the day included:

• Identifying gaps in the provision and key areas that need to be addressed in order to increase the level of physical activity amongst older people in South Lanarkshire.
• Establishing a network of professionals and older people who have an interest in physical activity and the over-50s. This network can work in partnership to influence and achieve change in order to increase physical activity levels.

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Up2U, based in Peebles, is a peer education project that serves the young people of Tweeddale and deals with issues relating to drugs, alcohol and sexual health. The idea for the Group began in September 1998 when several young people approached the local Community Police Officer, David Anton, because they wanted to be able to access accurate and unbiased information about drug and alcohol use/misuse.

The local secondary school, Peebles High School, was approached and used as a recruiting ground for young people. Seventeen 3rd year pupils were selected to start the project. They were chosen because they were good communicators with different skills and experiences. The group identified that it did not want to be compiled of pupils who were all high achievers. It was more important that a wide range of personalities were chosen so that the young people would be able to share their different experiences with each other.

The group developed and was officially registered as a charity on 28th February, 2001.

Today the group has 52 young volunteers aged between 15 and 18, supported by 10 adult volunteers. The Group now employs a part-time Project Co-ordinator and sessional workers.

After attending residential training courses, the young volunteers work with all of the local primary schools, using a dedicated training package relating to drug awareness, developed by the Group, and aimed at the P6/7 age groups. This allows the volunteers the opportunity to pass on their experiences of drugs and alcohol to primary school pupils about to enter secondary education. This scheme has been highly acclaimed by pupils, teachers and parents, as well as being positively supported by the Borders DAAT.
As well as providing an information service for young people, Up2U offers great personal development opportunities to young people through volunteering in the community. Discos, band nights and other activities are organised on a regular basis for school age groups.

Up2U have also developed a peer counselling service within Peebles High School.

 Volunteers are involved in project work within the group which benefits young people in the area and in the near future it is intended that the Group develop a parent counselling service, including classes for parents and providing a referral point for statutory agencies in the area.

On a personal basis, the young people volunteers are participating in a Youth Achievement Awards Scheme as a way of evidencing their level of effort and commitment.

The basic aim of the project is to provide confidential information on alcohol, drugs and sexual health issues to young people in Tweeddale. We believe that all young people should have access to accurate information so that they are then able to make their own informed decisions.

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PEEBLES HIGH SCHOOL HEALTH FAIR

Peebles High School staff and members of the School Board recently joined forces to organise a Health Fair for pupils and their parents. The event took place at Peebles High School with the daytime session for second year pupils running between 1 pm and 3.45pm. Parents and all pupils were invited to attend the evening session between 6pm and 8pm.

The Drama department prepared a series of sketches to highlight the problems of bullying, peer pressure relating to smoking, alcohol, drugs and eating disorders. These plays were staged during the two sessions and were well received by the young audience who could relate to the theme of ‘making choices’. Some of the older spectators could identify with the nagging but well-meaning parent in the sketches!

The event was enthusiastically supported by numerous health professionals and groups who are dedicated to raising awareness of issues that concern and affect us all.

The dangers of smoking were highlighted by the Borders Health Promotion Team who demonstrated to pupils the effects of smoking on the lungs. Pupils were particularly shocked to learn of some of the ingredients in cigarettes and enjoyed testing themselves for signs of the effects of smoke on their lungs. The Health Promotion Group also raised awareness of sexual health, testicular and breast cancer, as well as the importance of choosing the right size of bra. Pupils were also reminded about the Peebles High School’s Drop In Clinic where they can discuss any problems in confidence with a health professional.

The Borders Drugs and Alcohol Team offered useful information and hands on exhibits with some strong warnings about the dangers of drinking too much and the use of solvents. Up2U, the Peebles Peer education group (including many Peebles High School pupils) who work tirelessly for the welfare of local young people, were also actively involved throughout the Health Fair, providing excellent support to the other exhibitors and advice and booklets to the young people.

Our Community Dietician was on hand to talk about healthy eating and eating disorders and carry out height/weight checks on volunteers. This stand was particularly popular with some pupils who enjoyed sampling the bread sticks and oat cakes on offer. See Me Scotland highlighted problems of stigma attached to Mental Health by discussing with pupils their perceptions of mental illness. See Me Scotland (based in Edinburgh) is keen to canvas ideas from young people about how to address the problem of stigma and have arranged to work with the Peebles Up2U group to explore this issue.

The school and the School Board were delighted with the contribution made to the Health Fair by caring community groups as well as the staff and pupils of the Drama Department. A formal evaluation from pupils is being carried out and we look forward to building on the success of this Health Fair to make it an annual event.

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GRAMPIAN MENTAL HEALTH COMMUNITY ADOPTS GOOD PRACTICE GUIDELINES

Grampian Local Health Council has co-ordinated the development of good practice guidelines when involving people in local mental health services. A Project Group has advised the Health Council and the guidelines have been developed in partnership with local mental health service users, carers and service providers. Forty-four organisations across Grampian have signed up to the guidelines, which were launched in the autumn.

Involvement in mental health services covers a wide range of activities including individual care, service provision and service planning. However, the level of influence people have varies from receiving information only to consultation, to equal partnership. This is covered in the guidelines, together with local good practice examples, 10 steps to good practice that service users and carers said were important, different ways to involve people and a list of local contacts. The design for the booklet cover was previously created by a local mental health service user.

Laura Dodds, Public Involvement Development Officer for Grampian Local Health Council and co-ordinator of the guidelines said, “Although there are examples of good practice in involving people in mental health services in Grampian, many people say it could be better. It is not always possible to get it right all the time, but using these guidelines will help. There are an unprecedented number of organisations already signed up to the guidelines which is a great starting point.”

A local service provider said, “This is really the first time that effective guidelines have been drawn up so that users of services, providers and carers can all work together in an equal partnership - this is hugely important in the ever changing environment of mental health services and I see these guidelines as really the cornerstone to good practice.”

A local service user said, “The guidelines are for the benefit of everyone involved with mental health services and will help see that good practice standards are met.”

A local carer said, "A carer can feel isolated and at a loss to know how to cope with the situation when a member of the family is diagnosed with a mental illness. Anything that will help carers deal with the fact is most welcome. This particular booklet gives valuable advice and further contact addresses. A carer then feels part of a team rather than alone and can cope more easily when support is available.”

Plans are now being developed to ensure people are following the guidelines and to support people to get involved.

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GRAMPIAN PUBLIC INVITED TO BE WINTER WINNERS

People of all ages across the North-east will be the target of a new campaign in October 2003 to promote winter health and reduce pressure on local services. The campaign is sponsored by the Grampian Joint Winter Planning Group which includes NHS Grampian, Aberdeen City Council, Aberdeenshire Council and The Moray Council.

Grampian’s ‘Be a Winter Winner’ campaign is designed to:
- support local winter health priorities
- add value to existing national campaigns such as flu and pneumococcal immunisation
- encourage individuals to take responsibility for their own health and seek advice

The following message will appear on a wide range of media including Grampian Television, Northsound and Moray Firth Radio, bus insides and convenience advertising:

This Winter:
- Look after yourself – think about what you drink, eat and wear
- Get vaccinated – if you’re at risk from flu or pneumonia
- Get advice on winter health - call free on 0500 20 20 30

Campaign posters and other support materials will be distributed to a wide range of targeted settings including community centres, libraries, GP surgeries, pharmacies, colleges and universities and voluntary organisations. These materials will carry more detailed information including:
- Scottish Executive flu immunisation leaflets
- Scottish Executive pneumococcal immunisation leaflets
- Home Energy Saving Leaflets
- Self-help leaflets for common winter conditions

Anyone who calls the free Grampian Healthline 0500 20 20 30 or visits the Health Information Centres, 181 Union Street, Aberdeen and 239 High Street, Elgin and says the words ‘Winter Winner’ will automatically be entered into a free prize draw to win one of two hampers courtesy of Baxters Food Group.

David Sullivan, Director of Corporate Planning & Chairperson of the Grampian Joint Winter Planning Group, said, “NHS Grampian and the three Grampian local authorities are planning proactively to address pressures on health and social care services which can arise over the winter months, and to avoid delayed discharges. The ‘Winter Winners’ campaign will support this effort by helping raise awareness of things that people can do to help themselves and where to seek advice.”

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CAMPAIGN LAUNCHED TO PROMOTE HEALTHY MINDS IN GRAMPIAN

People of all ages across the North-east will be the target of a new campaign in October to promote positive mental health, tackle the stigma surrounding mental illness and promote recovery from mental health problems. The campaign aims to add local value to national public awareness activity around the themes of positive mental health and tackling stigma.

A national survey in 2001 revealed that one in four of the Scottish population has experienced a mental health problem and nearly three quarters know someone who has been diagnosed with one. However, the shame of having a mental health problem is so high that 50% of respondents said if they developed a mental health problem they would not want anybody to know about it. This has a considerable impact on the number of people coming forward for help.

The ‘Healthy Mind’ campaign is designed to support national and local mental health objectives, adding value to existing national campaigns such as ‘see me’ and ‘healthyliving’. It aims to:

1. Increase awareness of positive mental health messages, particularly among young people aged 8 to 12
2. Increase awareness of anti-stigma messages, particularly among the working population
3. Increase awareness of recovery messages, particularly among people who use mental health services
4. Increase awareness of local information sources and suitable services via the free Grampian Healthline 0500 20 20 30

The following message will appear on a wide range of media including Grampian Television, Northsound and Moray Firth Radio, bus sides and convenience advertising:

**Know a head that’s under a cloud?**  
**You can bring back the sunshine!**

- **Think positive**
- **Think others**
- **Think You**

**Have a healthy mind**  
**Call free on 0500 20 20 30**

Campaign posters and other support materials will be distributed to a wide range of targeted settings including primary schools, leisure centres, GP surgeries, pharmacies, colleges and universities, voluntary organisations and workplaces.
NHS Grampian’s Mental Health Advisor, Derek McLeod–Petrie said, “In Grampian, close partnership between the NHS, the local authorities, voluntary sector, local communities and local businesses gives us an advantage in putting across a range of mental health messages. The ‘Healthy Mind’ campaign will act as a vehicle for raising awareness of positive mental health, recovery and reducing stigma. If the campaign is successful it is hoped that other NHS areas will be able to adopt the model.”

Throughout October, Grampian service users, carers, service providers and health professionals will also be supporting the national ‘see me’ anti-stigma campaign. The campaign aims to encourage people to stop and think about their attitudes toward people with mental health problems. Following the success of the campaign last year, ‘see me’ will launch its second phase during Scottish Mental Health Week and will be supported locally with case studies in the media, as well as posters and leaflets in a wide range of settings.

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HEALTHY ALLIANCE NEEDS ASSESSMENT IN KINCARDINE

A key point for a ‘Healthy Alliances’ approach is the focus on health, rather than sickness. It is widely recognised that the determinants of health are much wider than those monitored by the NHS. Secondly, to get information relating to these influences it is necessary to involve people working across a range of agencies. e.g. local authorities, police, environmental protection agencies, local employers and community groups.

The population of Kincardine LHCC was identified as the “community” for this needs assessment. All agencies involved in health in Kincardine were invited to attend a series of five meetings.

<table>
<thead>
<tr>
<th>Timetable</th>
<th>Purpose</th>
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<tbody>
<tr>
<td>Meeting one</td>
<td>Explored the wider determinants of health and current health agenda</td>
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<tr>
<td>Meeting two</td>
<td>Health concerns were identified and prioritised using a ranking matrix</td>
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<tr>
<td>Meeting three</td>
<td>Evidence on health issues including literature reviews, routine data sources and the views of local people and professionals were discussed, priority groups identified</td>
</tr>
<tr>
<td>Meeting four</td>
<td>Action plans were developed</td>
</tr>
<tr>
<td>Meeting four</td>
<td>Action plans were ranked</td>
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Outcomes:

One intervention was chosen for each priority group.

Action plans were developed for teenagers, older people and families living on a low income.

Multi agency working groups were established to implement and evaluate actions.

A comprehensive picture of health needs was built up using ‘soft’ data (peoples perceptions of living in Kincardine), as well as epidemiological data.

The healthy alliance approach is labour intensive but facilitates enhanced interagency working.

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DRUGS AND ALCOHOL ISSUES: INVOLVING BLACK AND ETHNIC MINORITY YOUNG PEOPLE IN GREATER GLASGOW

Young black and minority ethnic people across Glasgow took part in a drug and alcohol workshop evening at city centre venue The Arches. The evening, labelled “Take a Risk at The Arches”, was co-ordinated by Greater Glasgow NHS Board following its research into drug and alcohol issues affecting Pakistani, Indian and Chinese young people and their communities. The aim of the event was to give young people an opportunity to hear about the research findings and discuss drugs and alcohol issues as they affect their communities.

Health Promotion Officer, Naasra Roshan, said: “The night went really well and we were glad so many joined in. It let the young people see what information we’d collected about drug and alcohol issues within their communities and tell us how accurate they thought it was. More importantly, they were able to suggest how to deal with current issues and what the next steps should be.”

Naasra went on to explain that the evening saw the young people involved divided into four groups, while the adults organising the event pooled their knowledge of drugs, alcohol and young people to form a fifth group. Addictions Manager, Jac Ross, added: “It was certainly encouraging to hear that those involved generally agreed with our findings. The night was very interactive, so it’s now time for those who co-ordinated the event to sit down and dissect the notes and feedback.” Jac went on: “I’m pleased that the crowd on the night was a good mix, as we contacted black and minority ethnic young people through a range of youth organisations and many were keen to participate. As a result, we’re confident the outcome of the night will be a well-balanced one and will allow us to take the huge step forward we’ve been aiming for. The information gathered from the young people will be used to inform the work of the DAT/AAT black and minority ethnic reference group action plan.”

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For copies of the research summary report contact: Addictions Team, Greater Glasgow NHS Board, Dalian House, 350 St Vincent Street, and Glasgow. Telephone: 0141 201 4898 or email may.skelly@gghb.scot.nhs.uk. The full research report is also available on-line at:

www.show.scot.nhs.uk/ggnhsb/depts/p+c_care/add_team/add-team.htm
Involving People

TOBACCO STRATEGY FOR GLASGOW – APPROACH TO CONSULTATION

The draft Tobacco Strategy for Glasgow was distributed for consultation in January through to April of 2003. The stated aim of the Tobacco Strategy is “to promote the health of people living and working in the city of Glasgow by reducing the health impact of tobacco, working particularly in areas of greatest need.”

As a first step, it was felt crucial that those who will contribute to the implementation of the strategy can agree with the vision, the aim and objectives and the proposals for the development of locally based initiatives.

Recognising the public as equal partners within this process, direct public involvement was therefore essential and a range of “Consultative workshops” were planned and facilitated. An invitation for workshops was sent out to a range of organisations throughout Glasgow, many of these organisations represented a number of groups and communities who have high smoking prevalence rates, and perhaps wouldn’t normally have participated in a consultation process.

Consultation workshops took place across the city and included: Young people in community and school settings (East End and Pollok), Young people from the Black and Minority Ethnic Community (Govanhill), A Mothers with Young children’s group (Pollok), and a group of Mental Health Service users (SAMH,West End).

All the groups were well attended and there was much energy and enthusiasm for the Strategy. All groups were very active, with lots of innovative ideas put forward on what was needed in relation to prevention, cessation services, smoke-free areas and tobacco sales & advertising. As well as their ideas there was real appetite and commitment to become actively involved in the action planning and implementation phase. This was a public involvement exercise that made a difference and the Tobacco Strategy for Glasgow will be the richer for it.

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WORKING TOGETHER FOR YOUNG PEOPLE’S SEXUAL HEALTH GROUP

Renfrewshire/East Renfrewshire ‘Working Together for Young People’s Sexual Health Group’ were behind 3 recent Sexual Health awareness-raising events, co-ordinated by the Health Promotion Unit – Argyll & Clyde.

This is a multi-agency group comprising of representatives from health, education and community organisations. The purpose of the group is to develop an integrated cohesive approach to young people's sexual health needs and wellbeing in these localities.

The aim of the 3 sessions was to:

- Provide opportunities to share ideas, views and experiences with respect to young people's sexual health
- Identify common issues, gaps in service provision and what we need to prioritise locally – how do we move forwarding terms of improving young people's health?
- Promote reaching a shared understanding of what we mean by sexual health, principles and values (moving away from the medical model)
- Raise awareness of trends nationally and locally with respect to young people's sexual health
- Introduce local initiatives in response to local trends/young people's sexual health needs e.g. chlamydia testing and C-card initiative.

PACE Theatre Company presented 3 scenarios based on issues and dilemmas which had been raised by young people in groupwork at some schools in Argyll & Bute.

Two sessions were held at Paisley Town Hall on 9 September, and one in Barrhead on 11 September which was introduced/endorsed, by Councillor Danny Collins.

The 3 sessions were aimed at parents/carers and all those who work with and support young people in these localities. Approximately 100 people attended in total. Generous feedback received from participants is being taken forward by the Working Group to develop a local action plan. Contacts/requests made at the sessions are in the process of being followed up.

Participants considered the sessions effective and thought provoking in terms of raising awareness of sexual health issues. Requests were made for more opportunities to expand on discussion as well as encouraging the active involvement and views and ideas from young people themselves. These sessions were seen as the initial step in the process/setting the scene.

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LGBT - WESTERN ISLES
Working for Lesbian, Gay, Bisexual & Transgender Health

"..we will extend the principles set out in Fair for All across the NHS to ensure that our health services recognise and respond sensitively to the individual needs, background and circumstances of people's lives" - Partnership for Care (White Paper) 2003

As most of you will already know INCLUSION is a programme of activity funded by the Health Department’s Health Planning & Quality Division, under the ‘Patient Focus, Public Involvement’ umbrella, to address the health needs and service requirements of Scotland’s Lesbian, Gay, Bisexual & Transgender (LGBT) population, (including those in the Western Isles).

The Western Isles NHS is one of 5 different NHS Boards who are participating in demonstration activity to look at how we can improve service provision, accessibility and staff knowledge with regards to LGBT health issues.

As LGBT people are born and brought up in every region of Scotland it is important we meet the needs of the LGBT population of the Western Isles. The Uist locality LHCC group is currently working with Alastair Pringle, Inclusion Project Manager, in developing a programme of staff training across all disciplines to address issues such as homophobia, discrimination and confidentiality.

As with the rest of Scotland, the Western Isles finds this to be one of the hardest to reach socially excluded groups who are often affected by considerable health inequalities. It is difficult to ensure accessible and appropriate health services that respond to LGBT people’s needs, as identified as being an essential part of the Health Department’s work in targeting inequalities. However, along with the rest of Scotland we are looking forward to achieving an LGBT friendly and accessible health service.

It is hope that the lessons learnt from our experiences and that of the other 4 demonstration projects will be written into guidance and recommendations for the NHS in Scotland by 2004.

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PREGNANT WITH ANTICIPATION!

All pregnant women in the Western Isles will now be given a specially commissioned pregnancy pack at their first antenatal appointment with their Midwife.

They will receive their stylish rucksack containing information specific to pregnancy such as healthy eating, a copy of the Ready Steady Baby book, a Department of Health booklet, as well as the Bounty Pack, which contains discount vouchers as well as samples of washing powder, fabric softener and personal hygiene products.

Although most women and their partners avoid smoking during the pregnancy, some continue to do so which can lead to the unborn child being harmed in various ways including brain development, lack of oxygen in the placenta and exposes the unborn baby to carbon monoxide, cyanide and dozens of other poisons.

Smoking and passive smoking also increase the risk of miscarriage, sudden infant death syndrome in newborn babies and can even lead to behavioural difficulties in older children.

The pack also contains information on smoking and pregnancy for pregnant women and their partners, no-smoking t-shirts and bibs for the baby and smoke-free room stickers to encourage smoke-free areas around babies.

Packs are distributed through the six Midwifery Teams within the Western Isles. Each team will receive an information pack containing a Carbon Monoxide monitor, a model illustrating how nicotine can pass through the placenta and damage the baby, an exhibit representing the tar one-pack-a-day smokers put into their lungs in one year and smoking information. Each Midwife Team has undertaken training in how to assist parents in reducing or quitting smoking.

The rucksacks designed by the Western Isles Health Promotion Department, are funded through the Health Improvement Fund as part of the Western Isles NHS Board’s commitment to improving health in the Western Isles.

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A series of training days were held in the Western Isles recently as part of the Scottish Executive’s Education Support Initiative for all Secondary Schools in Scotland.

Headteachers and staff took part in a series of workshops with the aim of equipping them with the necessary skills and knowledge to help them deliver drug education in the classroom.

The training was delivered by SAD’s National Drugs trainer assisted by the Health Promotion Department’s Drug Development Officer and the Northern Constabulary’s local Crime Prevention Officer. The training included inputs on; drugs and the law; drugs and their effects; reasons behind young people’s drug use and the ever popular identification of substances quiz! Head teachers and staff were also given the opportunity to test their school policies in managing potential incidents of drug misuse.

Despite the seriousness of the topic area, the workshops were delivered in as lighthearted and participative a manner as possible. This created a positive learning environment and one certain to be re-created in the classroom by the staff who displayed such enthusiasm and energy during the training. This was confirmed by initial feedback from participants which suggested that the training had been well received. Having being familiarised with a variety of classroom exercises (selected from the drug education section of the locally produced health Education guidelines). Teachers reported and displayed increased confidence in delivering an appropriate Drug Education programme in the classroom.

In the continued spirit of joint working within the Western Isles the training was jointly organised by the Health Promotion Department, the New Community Schools Project and the local authority’s Education Dept.

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BUILDING A SUSTAINABLE SOCIAL COMPANY WITH A COMMUNITY DEVELOPMENT APPROACH

Following the success of the Cearns ‘Grow Our Own’ horticultural project, which is based in the largest social housing estate on the Western Isles, a decision was made to explore the possibility of developing the initiative to incorporate other peripheral social areas around Stornoway.

A steering committee was established consisting of existing community development projects, community representatives and statutory organisations. Its purpose – to explore the possibility of creating a centrally based social company with a specific focus on food access.

A study commissioned in 1999 investigated the production requirements and local market demand for a number of vegetable and fresh fruit crops. The study indicated a strong preference from the community for the increase in the availability of fresh produce.

An area of covered ground has been identified for this initiative and the proposal is loosely based on the concept of Community Supported Agriculture. It entails the purchase, development and ongoing management of an existing horticultural facility by a group of community shareholders or members for community health and wellbeing.

The project will enhance the quality of life of local communities by providing a community asset run by the community. It will produce food for consumption by the residents and also provide the facilities for both adults and children to learn about biodiversity, sustainability, food production and healthy eating. The Community Development aspects of the project will assist in capacity building and promote community confidence. It is particularly concerned with encouraging changes that will increase community participation and co-operation between all organisations which influence people’s health.

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Western Isles NHS Board has recently been working with the local Asian community to investigate issues around health and the setting up of an ethnic minority health forum.

Feedback from initial consultations centred on service provision within primary and secondary care settings and further consultation has been developed to encourage dialogue around wider health issues.

Food was an issue prominent on the community agenda therefore the Fas Fallain Manager, who is also the ethnic minorities contact, developed a relationship with the community to explore ways of addressing the identified issues.

As Fas Fallain seeks to work with groups in depth to explore issues connecting food and health, social events in the form of cookery demonstrations were held in various parts of the Island. These were co-ordinated by members of the Asian community and the positive response has contributed to a mutual confidence and trust to discuss sensitive cultural issues. The most recent event held in Stornoway Town Hall, a curry evening, attracted over 200 people. In attendance was a cross section of the community and support was available in the form of local agency staff, as well as members of the community.

The evening concluded with MP Calum Macdonald praising the Asian community on the success of the event and offering his support for the future.

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HEALTH INFORMATION AT YOUR FINGERTIPS

In the Western Isles we have purchased the ‘Intouch with Health System’, the free to use computer touchscreen information point, which is now based within the Western Isles Hospital in Stornoway.

The system provides accurate, up-to-date and appropriate health information to NHS service users, their carers and staff alike, and addresses the requirements of the Patient and Public Involvement initiative via the newly formed Western Isles Patient & Carers Information Project.

*Intouch*, designed by practising doctors and pharmacists to provide all the latest health information available on medical conditions and surgical operations, also offers a comprehensive guide to NHS services from checks-ups and screenings to home visits.

Information includes causes and treatments available for specific medical conditions and facts on surgical operations, such as details of the operation and recovery, surgery alternatives, possible complications and general advice.

Healthier lifestyle advice includes information on alcohol, exercise, cancer prevention, diet and preparing for pregnancy and is also available on travelling abroad including vaccinations, sunburn, malaria, food and drink, sexual health and HIV, swimming and water safety.

*Intouch*, which is constantly updated, has also been customised to provide access to local and national websites, support groups and self-help organisations and is easy to use and operated by simply touching the screen and following the instructions that appear.

As well as in English, information is available in Chinese, Gujarati, Bengali and Urdu Punjabi and a printer enables the user to print out information to be read at their leisure. *Intouch* also comprises a telephone handset for those with poor sight to hear instructions and information.

*Intouch* has been funded by the Western Isles NHS Board as part of its commitment to improving health in the Western Isles.

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MENTAL HEALTH:
THE ART OF LIVING WELL

A mental health and art event took place in North Uist in October 2002. This was an event that demonstrated the successful dynamics of an opportunistic approach to mental health and well being. Health promotion activity tends to happen in two ways: by judicious forward planning or opportunistically. Both approaches work best when they are based on sound local knowledge, not something which lands ‘out of the blue’ but at an appropriate time and compatible with local events and needs.

The ‘Art of Living Well’ began when a student, who had heard of the kind of work delivered by Health Promotion, approached us for assistance with her Millennium Award. Her project required her to visit mental health and art projects throughout the UK and Holland and to also develop a community activity to disseminate her results. This was further building on the holistic approach taken by the department, that of encouraging people to take time out and do something different, something that they might enjoy and improve their emotional health.

The Art of Living Well was consequently developed with the student, health promotion, Taigh Chearsabhagh the art centre in Lochmaddy and Opportunities for Training for Independence based at the college in Benbecula. The aim was to offer a well being event which would encourage community participants, health service users, local artists, tutors and service providers to explore a variety of creative activities which could promote mental well being and encourage people to give more credence to their mental and emotional health.

The day was very interactive. This included meeting people from all over the Western Isles and the mainland, creative writing, spinning, pottery, the use of colour and felt making. As one participant wrote – “my confidence was boosted, I gained insight and possibilities manifested themselves”.

The consequences of the day have been quite substantial and, as well as the ongoing local work, it has resulted in an exchange visit between Project Ability in Glasgow and OFTTI in Benbecula. Both groups have clients who have a history of mental ill health or learning difficulties, and use art to promote their well being.

Whilst we are used to educational messages which exhort us to take more exercise, eat more fruit and vegetables or simply cut down on alcohol or tobacco consumption, how do we promote and highlight the need to look after our mental health with all its connotations of ill health? It is a known fact that one in four people will ask their general practitioner for help regarding depression, and that stress is adversely affecting our personal health, relationships and, on a larger scale, the national economy. This event successfully established that art and wellbeing can be interrelated, that individual health affects community health and that using one’s creativity promotes positive emotional and mental health. It was a fairly large step towards the goal of promoting emotional and mental wellbeing and erasing some of the stigmas surrounding mental health issues.

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MORE than 140 Fife primary schools have won awards for the healthy food options they offer children in their dining rooms.

The schools – across the Kingdom – have achieved the Scottish Healthy Choices Award, a nationally recognised scheme aimed at all caterers and designed to improve Scotland’s notoriously poor diet.

The new healthier option menus on offer at all Fife Council’s primary schools were so popular with children, never mind nutritionists, secondary pupils will start sampling them from August onwards, as a rolling programme is introduced across Fife.

"The children are clearly enjoying the new menus," said Angus Thomson, Fife Council’s catering and cleaning manager. "The feedback we are getting is the homemade soups, salads, baguettes and other healthy options are very popular."

But the healthier choices were only introduced after catering took a leaf out of the food industry’s book and went for a heavy-sell marketing campaign.

Step forward a six-feet tall furry animal. Mac the Mouse was chosen as the symbol to promote healthy option school meals.

Each day Mac nominated a dish as his favourite – the healthier option, of course – and every child eating a Mac the Mouse meal received a fun card. Save the cards up and the children were rewarded with pencils, rubbers, free swim vouchers or entrance to visitor attractions.

Fife Council’s dinner ladies and men serve more than four million meals a year.

"So we are definitely in a position to influence the diet of young people throughout Fife," said Angus.

Angus describes the new menus as "health by stealth". "We recognise that we can’t force young people to eat sensibly," he said, "we can only encourage."

Councillor Drew Edward, Fife Council’s spokesman for resources, said: "From personal experience I know how difficult it is to influence the eating habits of children. The success of this initiative is a great credit to the catering staff who have been involved supporting the educational messages from teachers and parents."

He added: "The health and wellbeing of everyone in Fife, including our children, is a key priority for the council."
Involving People

The new menus were compiled with the help of the Health Promotion Department at Fife NHS, with emphasis on increasing the amount children eat of fruit, vegetables, yogurt, milk and fruit drinks.

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Involving People

SCHOOL HEALTH NURSES AT WORK

In October 2002 the SHN service was asked by Family Planning (FP) to take over contraceptive talks to S3 pupils across Perth & Kinross. Although there was no additional funding available, as a group we felt this was valuable talk for the pupils and one that we should endeavour to continue, given that Tayside has a higher than average teenage pregnancy rate. The increasing rate of Chlamydia infection amongst the teenage population in the UK is well documented.

I was asked if I, along with another SHN who is FP trained, would look at the current lesson plan and adapt it as required for the SHN service. I hold the FP certificate and alongside my role as an SHN I work for family planning delivering contraceptive talks as well as working in the weekly young persons’ clinic.

- **Who to target the talk to.**
  The average age of young people attending the clinic was under 16, discussion with the guidance staff and the FP Doctor was agreed to target S2.

- **What information to include.**
  We decided to focus on 4 key issues – confidentiality, legal aspects of sexual health, condom use and emergency contraception.

The sessions were designed to be interactive with laminated statements that Velcro to a presentation board, quizzes, photographs, posters, a condom demonstration and leaflets. The pupils were encouraged to interact in all aspects.

The whole package was then presented to the SHN team as a study day, incorporating the annual FP update. We wrote to the Education Department to inform them of the pack, and to the head teacher of every school, giving them the opportunity to view the lesson plan and pack.

It is recognised that we cannot all be specialists in every area, but we can cascade information to our colleagues, giving them the confidence to take the lesson forward to their schools. Incorporated in the lesson plan are notes on each topic to allow the SHN to expand the discussion. They allow for interaction, the plan works best in groups of no more than 15, mixed or segregated sex as the pupils decide, which meant organising teams for the larger schools.

Preparing the lesson plan, sourcing the materials and then demonstrating the talks has been a huge piece of work, carried out in working hours. So far evaluation by the SHNs, teachers, FP staff and importantly the pupils has been positive. We aim to share this pack with our colleagues across Tayside who, if they wish, can use it in their schools.

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WEBSTER’S HIGH SCHOOL – ANGUS
HEALTH PROMOTION WEEK 26 – 30 MAY

All departments co-operated in highlighting Health Promotion through the curriculum for a week beginning on May 26. We were amazed at the imaginative and innovative responses and how well all pupils responded to the week. As senior pupils were on study leave, it allowed juniors to take the lead in these events.

Events encouraged staff and pupils to explore health issues within a variety of contexts and gave a genuine focus for the work. We also had the opportunity for cross-curricular work as, for example, the Maths department used fitness scores from PE in order to teach statistics.

We had displays on healthy eating and fitness for life in the library. We co-operated with the school nurse in displaying materials on a range of health issues from mental health to testicular and breast cancer awareness.

A representative from the local Co-op arranged a fruit tasting session for staff and pupils. The Physics department had an ambulance visit for the school to look at the application of physics in the equipment. A full range of activities is listed below. **Health promotion became the property of everyone.**

- History: Healthy eating – rationing in WW2
- Library: Displays of materials
- Languages: La Sante topics
- Physics: Ambulance
- HE: Fruit and veg tasting for staff and pupils
- RME: Food customs in different religions
- Drama: Video dramatisations of teenage health issues
- Chemistry: E numbers in foods
- SFL: Display of health related course work
- Business Studies: SEN class making posters
- Art: Sports drawings/paintings
- Maths: Statistics using PE fitness scores
- Geography: Food production and health problems
- Science: Vision lesson and food additives
- Computing: Database relating to content of snack foods
- PE: Poster display and on-going emphasis on health
- Technical: On-going work on health and safety
- English: Displays of project material and health similes

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HEALTHIER PUPILS IN TAYSIDE SCHOOLS

Smoking, nutrition and exercise are the target of a £25,000 scheme to encourage Tayside's children and young people to think and act healthier. All schools in Angus, Dundee and Perth & Kinross are to be invited to apply for grants of up to £1,000 for a secondary school and £600 for primary and special schools.

NHS Tayside's Specialist Health Promotion Service is joining forces with the Education Departments of Angus, Dundee and Perth & Kinross Councils to build on the success of the Health Promoting Schools initiative.

Special awards will also be given to exceptional projects, with £1,000 given to each local authority each year, to spend on health improvement initiatives.

To support the scheme, young people's conferences are also being planned to take place in March 2004. Pupils aged 11 and 12 will be asked to discuss a wide range of health issues such as smoking, diet, exercise, sexual health and mental well-being, with one event taking place in each local authority area.

Health Promotion Consultant, Paul Ballard, told a meeting of the NHS Tayside Board on Thursday October 2 that it is hoped to launch the award scheme in January, with a review of its success in November.

"Encouraging children and young people to avoid smoking, eat a healthy diet and take sufficient exercise are central to NHS Tayside's plans for health improvement and tackling health inequalities in the region. The Health Promoting Schools initiative offers the opportunity to tackle important lifestyle decisions within a programme which enables young people to make effective health choices."

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On 30th July NHS Tayside launched a major new drive to tackle health inequalities which threaten the lives of thousands of men, women and children throughout the region.

Health chiefs, doctors and politicians fear the divisions in health between communities in Tayside have become so severe they will blight the health of future generations and hamper the region’s efforts to reinvigorate local economies.

Inequalities in health are the biggest public health challenge facing the NHS and local authorities in Tayside. There’s now firm evidence that not everyone in Tayside is equal and that our health - or ill health - is dictated by how much we earn, employment circumstances, domestic circumstances and our ability to access and use health information.

Put simply, doctors know that a child born into a family on low income living in a disadvantaged part of Tayside this week will die years younger and suffer more ill health during their life than a child from a better-off area.

The facts speak for themselves:

- Almost half the population of Dundee and over half of the city’s children live in areas designated amongst the deprived in the UK.
- Smoking is almost twice as common in disadvantaged areas of Dundee, Perth and Angus as it is in better off areas. As a result, illnesses like cancer and heart disease are much more common in these communities. Death rates from lung cancer in Dundee are considerably higher than Tayside or Scotland.
- Deprivation isn’t restricted to inner cities. Some of the most marked pockets of deprivation in Tayside are in highland or rural communities.
- People living in poorer communities eat just about half the amount of fresh fruit and veg as their better off counterparts, increasing the risks of cancers, heart disease, obesity, diabetes and other illnesses linked to poor diet.
- Death rates from suicide in Tayside have been consistently higher than the Scottish average for the past eight years.
- Two out of five people in disadvantaged parts of Tayside never take any physical exercise. These people are less fit, suffer more ill health and are ill prepared to fight off and survive serious illnesses.
- Men in Dundee die three years younger than men in Angus and four years younger than men in Perth and Kinross.
- Less than 30% of mums from poorer areas of Tayside breastfeed their babies - compared to more than 70% from better-off communities. Research shows babies who aren’t breastfed suffer more infections and have slower mental and physical development than breastfed kids.
- Dundee has a higher rate of low birthweight babies than the rest of Tayside, the highest teenage pregnancy rate in the country and one of the highest abortion rates in Europe.
- One in three mums-to-be in Dundee smoke during pregnancy.

They’re just some of the health inequalities that the NHS and local councils know are widening the gaps between communities in Tayside - and sapping the strength of local economies.

“If you live in an affluent area of Dundee, Perth and Kinross or Angus, the chances are that your health and the health of your family is amongst the best in the developed world,” said NHS Tayside chairman Peter Bates.
"But if you’re among the many who can’t rely on a high income, high quality housing, good employment prospects and convenient access to health services and advice, the odds are that health inequalities are playing a part in your life - and your life expectancy. For too long, many of us have simply accepted these differences in health are an inevitable by-product of 21st century society. I believe however it’s time to stop simply accepting that life for thousands of people in Tayside isn’t fair - and do something about it. A widening health gap - just like a widening wealth gap - is bad for everyone in society because it causes insecurity, inefficiency and waste. That’s why with our partners we’ve drawn up a comprehensive Inequalities Strategy for Tayside and why as a very important first step we will be asking every household in the region to think carefully about what affects their health - and what we can all do to improve it. Health inequality is a major theme to which we will be returning frequently in Tayside in the months and years ahead - and we make no apology for that. Tackling these divisions in health is the single biggest challenge our health services will face during the next thirty years.”

From August, over 200,000 homes in Tayside will receive a copy of Health Alert, a new newspaper produced by NHS Tayside specifically to stimulate awareness of health inequalities and encourage citizens to think about what life circumstances affect their own health.

The first edition of the hard hitting newspaper looks at issues like smoking, breastfeeding, diet, sexual health and exercise - and asks citizens to tell NHS Tayside what they think might help tackle the inequalities that affect them and their community.

Health Alert can be accessed on the SHOW website at http://www.show.scot.nhs.uk/thb/publications/health_ineq/HEALTH_ALERT_vFINAL.pdf
REPORT ON GUIDED DRAWING AND TOTEM POLE CARVING PROJECT:
2nd to 5th September 2003.

Background:
These activities at the occupational therapy department, Whyteman’s Brae Hospital, Kirkcaldy in Fife were part of “Scottish Totem Poles”, organised by Scottish carver Kenny Grieve, which for several years has brought First Nation carvers from Western Canada to Scotland.

The group, led by Xwa Lack Tun from the Squamish people, have carved and raised a number of poles throughout Scotland using first nation spirit, skills and styles combined with local myths legends and themes bringing together people of all ages and backgrounds in a creative enterprise. In 2002 Xwa Lack Tun led some guided drawing sessions through a Health Promotion initiative called Weaving the Tapestry.

The Event:
The aim of the event was to give service users an opportunity to participate in a novel creative activity which would promote social skills, a sense of well being and confidence. It was also hoped that this would lead on to a similar, larger community event in future years thereby facilitating social inclusiveness.

The sessions planned for three days extended over four and included three guided drawing sessions, carving a 2 metre totem pole using local images and involved service users in the carving. The main theme was the life cycle represented by animal images, including the stork for birth and the owl for wisdom.

Outcomes:
Each day was well attended with 120 people in total at the entire four day event. On the final day there was an outdoor pole-raising ceremony attended by participants and visitors. There was agreement that the project had fostered a feeling of community around the occupational therapy department and that people had benefited from exposure to an unusual activity and a culture different from the local norm.

The following are quotes from participants’ feedback:
“T didn’t think I’d manage but I did”
“I found the whole process reaffirming and healing”
“It brightened up my day.”
“I am not a whole person if I start pushing part of myself away.”

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Involving Men (in particular)

**DRINKWISE 2002 – 2003 IN FORTH VALLEY**

**Drinkwise Approach**

“The Drinkwise approach is theory driven and grounded in attribution theory. It is non-didactic, non-fear arousing and non-victim blaming with materials aimed at cognitive reappraisal. The message encourages sensible drinking and is not anti drinking” (Herriot and Heim 2003)

It was with this in mind that Stirling and Clackmannanshire Drinkwise committee decided on a public information campaign targeting current drinkers with sensible drinking messages via distribution of beer mats across local licensed premise. As alcohol related deaths increase as deprivation factors increase (Plan for Action on Alcohol Problems 2002) it was further decided to target licensed premises in S.L.P communities. Coupled with this, as Forth Valley has one of the highest incidences of unsafe drinking in Scotland with 37% of men drinking more than 21 units (Scottish Health Survey 1998) the committee agreed that a secondary aim of the campaign was to promote good health.

Stirling Council Sport and Leisure services were approached and agreement was reached to provide free swims to those completing a simple alcohol quiz. In keeping with the Drinkwise philosophy, the aim of the beermat was just to raise public awareness of alcohol issues. The provision of a free swim, we hoped, would help improve public health and could be used as a local monitoring tool.

The committee eventually agreed to replicating the beer mat campaign run by Fife Drinkwise committee in 2001 as it fitted both Drinkwise and the “National Plan for action on Alcohol Problems” objectives.

**Beer Mat Production**

Discussions with printers revealed that the average public house uses 1000 beer mats per month.

Personal experience and anecdotal evidence suggests the majority (maybe as high as 90%) of mats end up discarded on bar floors or used for recording telephone numbers and drinks orders!

As we were uncertain as to the number of swims that would be taken up, we decided to allow for a 10% return rate i.e around 500 swims.

In keeping with the Drinkwise philosophy, the number of people taking up swims was not important. What was important was that the public house customer would read the sensible drinking message on the mats.

Several people have commented that they have seen the mats in local licensed premises.

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FOOTBALL STARS SHOW THE WAY TO A HEALTHY HEART IN MOTHERWELL LHCC

Motherwell FC’s finest joined the campaign to raise awareness of heart health and CHD within the communities of Motherwell, Bellshill and Viewpark at our recent Healthy Heart Day.

CHD is one of the biggest health concerns in Lanarkshire and our event was designed to make people think about their lifestyle and promote constructive, fun and simple measures that can bring about positive change.

Alongside the footballers, Motherwell LHCC staff, Braveheart Nurses, North Lanarkshire Council fitness and leisure and community services staff, public involvement volunteers, Scotmid supermarkets, pharmacists and health promotion staff hosted various activities at healthcare and community venues across the area.

Our all day event included lots of interactive and fun activities designed to show members of the community how enjoyable a healthy lifestyle can be! These included: dancing and exercise classes, cooking demonstrations, fruit smoothies and non-alcoholic cocktails, dietician-guided supermarket tours (for patients with diabetes), healthy food tasting, stress busting massage, blood pressure and cholesterol screening, raffles and much more.

An enjoyable day was had all round with lots of participation and great feedback from the public. In addition, we also attracted interest from a host of community members interested in getting more involved in Motherwell LHCC’s public involvement forum.

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IMPROVING THE HEALTH OF SCOTLAND’S MEN

What’s wrong with Scotland’s men? When looking at health just about everything. During his life the average Scottish man can expect to be seriously or chronically ill for 15 of his expected 73 years of life. When comparing the health of Scottish men with those in other European countries we perform poorly and consistently come out near the bottom of the health league. Much of this has been attributed to an unhealthy lifestyle, one that involves little exercise, a heavy alcohol intake and a propensity to smoke.

In addition, the Caledonian diet, which is often deep fried, fat soaked and lacking in fruit and vegetables, attributes to one in every five Scottish men dying of heart disease before he reaches the age of 75. This can no longer be acceptable.

While it may be argued that up until now there has been little understanding among health practitioners and policy makers that health is gendered, it is now clear that men, like women, have specific health needs and concerns. This has resulted in the First Minister announcing the need for health professionals throughout Scotland to provide services that will improve the health of men. The Scottish Executive hopes to have health check services for men available in every part of Scotland by 2005.

In Falkirk they are ahead of the game, with the type of service envisaged being available since 2001.

The Camelon Centre for men’s health was the brain child of community nurses Jim Leishman and Alison Dalziel. Like most health professionals working in Scotland they were all too aware of the problems with men’s health. Each day they faced the results of Mr.Average Scot’s poor health. However they struggled to encourage him to make more healthy lifestyle choices or to seek help early when he experienced problems. It became apparent that any strategy to improve men’s health must increase their use of primary health care services, which could mean operating services in non-traditional ways.

With this in mind the following emerged as the key principles for a new service aimed specifically for men:

• That it would be available in the evening – thus attracting working men who were unable to access conventional daytime services.
• It would be available on an appointment system therefore avoiding the pit-falls of a drop-in service and also allowing for more comprehensive assessments to be planned.
• That as well as publicising the centre through poster displays, newspaper and radio advertisements, invitations would be sent out from GP practices at staged intervals. This would allow for a more sustainable service to be developed as appointments not filled through other means could be done so by sending out letters of invitation.
• Advertising would focus on ‘what men wanted’ from a ‘health check’. The ‘men only’ aspect of the centre would be highlighted in the advertisements as well as the availability of well-known and popular tests such as cholesterol and blood pressure checks. However in reality these tests would be part of a much more holistic assessment.
Involving Men (in particular)

The Camelon Centre for Male Health (CCMH) opened in September 17th 2001 and has been available each Monday evening since then. It has proved popular with men, all available appointments having been taken up since opening with over 600 having now attended.

The centre offers a range of services aimed solely at improving the health of men. This involves a holistic assessment of each man’s current health status and specific services to meet identified needs.

This includes

- a weight management programme
- a stress management programme
- providing health assessments for homeless men
- link with such as smoking cessation and couples counseling already available at the centre

It is also planned to provide prostate diagnostics and an erectile dysfunction clinic within the centre.

With 73% of men attending being overweight and an astounding 31% obese one of the first priorities was to provide weight management for these men. This has proved extremely popular with the men with approximately 100 men already signed up to participate in the twelve-week programme.

The programme is not about restrictive dieting, it is about healthy eating and adopting a healthier lifestyle. The programme is run as group sessions involving up to ten men.

According to Alan, one of the men who has attended the group,

"The support we get from each other is one of the most important elements of its success. I’ve tried various diets in the past but this is different. It’s not about making huge sacrifices but more about eating a more balanced diet and increasing your activity."

The programme is structured in a way that encourages the men to examine why they are overweight. It provides them with strategies which will not only help them lose weight in the short term but will also enable them to make changes which will have long lasting benefits.

The second group of men are approaching the end of the programme and are very enthusiastic about it.

Ian, one of the other course participants stated,

“I look forward to the sessions, although it’s relaxed and we have a laugh, it has helped me make real changes to my life, I now eat much more sensibly and exercise more.”

The weight loss achieved by the men so far has been astounding, with the first group of ten men losing a massive fourteen stone in weight and forty-four inches from their waist measurement between them.

A similar service has been developed for men suffering from mild to moderate mental health problems, with the introduction of a stress and anxiety management programme.

All men are initially assessed by mental health practitioners prior to joining the programme. The aim is to provide the men with coping strategies which will prevent their problems from progressing to a more severe form of illness.
Involving Men (in particular)

The results of the first year of the centre were encouraging with many health abnormalities being detected, however it also confirmed the state of men’s health in the area with 80% of the men attending having risk factors associated with disease or were showing symptoms of illness (a full copy of the audit results can be obtained by contacting Jim or Alison – details below).

CONCLUSION

There is no doubt that in terms of health the average Scottish man is poor. It may also be argued that health services have not served him well. However it has been shown that if services can be developed to meet his needs and innovative ways are used to encourage him to attend, then improvements can be made. Providing a service devoted entirely to improving the health of men is one such approach – and it works.

As well as running the centre and writing numerous articles on men’s health, Jim and Alison have also devised a course designed to help others set up services to improve the health of men.

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Involving Men (in particular)

MEN’S HEALTH DEVELOPMENTAL WORK IN SOUTH CENTRAL EDINBURGH

Men’s health is a local as well as a national priority in this locality. Several high profile public participation events in the LHCC have highlighted the interest in and need for a more proactive approach to addressing men’s health issues.

In anticipation of Men’s Health Week, a health visitor co-ordinated a group (a community psychiatric nurse, voluntary organisation development worker, osteoporosis nurse and a voluntary worker) to arrange a 3 hour event - “Marketing Health – Men’s Health” hosted by Tesco Supermarket. A health stand (festooned with “NHS Lothian” helium filled, foil balloons) offered blood pressure checks, weight and body mass index measures and the opportunity to discuss health issues. A poster display covered a range of men’s health issues, eg. high blood pressure, heart disease, stroke, diet, exercise, stress, prostate awareness and diabetes. Leaflets were available for people to take away.

The event was very successful (96 people contacted the stall) and a number of issues were identified from user and worker feedback, namely:

- a lack of awareness as to where to obtain information/advice about men’s health issues
- a proportion of employed men felt unable to access GP practices during surgery hours
- a lack of specific men’s health services within the LHCC
- an interest in the concept of an MOT/Men’s Health Clinic.

This level of interest encouraged the further development of a one year pilot project for a nurse led Men’s Health Clinic. This service is offered through a number of GP surgeries to a specific targeted group of males, and also through extensive promotion, to the general male population. Interested clients can phone for a half-hour clinic appointment. Following the consultation, referrals may be made to primary care colleagues for follow up of health issues. An audit/evaluation process is in place to allow ongoing review of the service.

Historically and for a number of reasons, men have not accessed health information/advice/services effectively – it is hoped that this response to interest from local service users will impact positively on local health gain targets.

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MEN'S HEALTH FAIR 2003
DUMFRIES ICE BOWL

With more than 25 stalls, exhibitions and activities, a small motorcycle show, bouncy castle, five-a-side football, and live satellite screening of Germany verses Scotland international football, ongoing local press coverage, full colour posters plastered all over, and daily local radio inserts: Dumfries and Galloway's first ever Men's Health Fair was set to succeed big time!!

The reality was a little less so. Yes, indeed the venue was superb, near to the town centre, with sports arenas, café and bar facilities, ample parking and staff on hand to welcome visitors. Yes, the event had been well advertised using local news media, making sure bright and informative posters were clearly displayed where local men are, i.e. places of work, pubs, clubs, sports venues etc.

Similarly, a whole range of voluntary and statutory organisations put on a superb range of attractions and interactive exhibitions. These included aromatherapy and body massage, blood pressure and cholesterol testing and advice, body-mass (weight) checks, welfare rights, Scotland’s Health at Work, Forest Enterprise (leisure pursuits), sexual health, visual impairment, healthy food demos, freebies, older people, youth enquiry service, people with learning disabilities, physiotherapy, road safety, oral health, reiki - the list goes on. And yes, feedback from those who did attend was very positive.

However, the event managed to attract around only around 300 visitors (predominantly men - thankfully!) on a dry June Saturday between 10.00am and 3.00pm.

MSP David Mundell gets his health check from Kate Sherman
Alan Irving from Castle Douglas gets a massage from Rosie Balfour

Graham McColm, Iain Norel-Wilson and Andrew Bird all members of the Institute of Advanced Motorcyclists
Involving Men (in particular)

Lessons learned? Certainly everyone involved had a good time and their efforts were greatly appreciated by all. Something may have been 'askew' with the organisation and/or timing of the event (big football match day?), an off-putting 'sports' venue (most men don't visit such places)? Or perhaps, men typically avoid things called "Men's Health Fairs".

If the latter is true, and the methodology held to be valid, i.e. providing information, interactive activities, and elementary body checks (with professional advice) directly to men in a public arena, it may be more effective to build a men's health component into existing popular (male attracting) events, relying on the 'gate' of non-health events to pull through healthy numbers of male specimens!

Interestingly, local practice-based men's health evenings with personal invites to (very) local men from their GPs, with drugs company support, and an accent on sexual health and relationships - continue to thrive in Dumfries and Galloway.

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Photographs courtesy of Jim McEwan, freelance photographer.