

NHS LANARKSHIRE

NORTH COMMUNITY HEALTH PARTNERSHIP

NORTH LOCALITY

Date of Report: 7th December 2015

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Subject: Update Report to the Local Area Partnership

1. Locality Update

1.1 Health and Social Care Integration Update

Following on from the locality event a further session is being organised for February 2016. This will encourage participants to discuss the identified key priorities and how services will be delivered.

1.2 Kilsyth Victoria Memorial Hospital

KVMH is a Dementia friendly environment. The nursing team are keen to ensure that patients admitted with dementia diagnosis have access to therapies that enhance their life during their stay as an inpatient within NHSL facility.

Playlist for life is a charitable organisation that promotes connection to music; people and memories. There is evidence to suggest that meaningful music personal to any individual can stimulate past memories.

A number of nursing staff have been trained by Playlist for Life Organisation. Families of patients who have a diagnosis of Dementia will be consulted to discuss meaningful events and unique music that may assist in unlocking memories.

2. Health Improvement Update

2.1 Play Safe Home Safe Campaigns

The Play Safe Home Safe Festive campaign has now been launched and will be promoted over the period 27th November 2015 to 10th January 2016. The campaign is targeted at young adults and provides information on how to stay safe during the party and festive season. It includes top tips and information on a range of topics a number of topics including safer sex, using alcohol safely and drugs awareness. Although targeted at young people, the information is useful for other age groups, including parents and older adults.

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The website www.playsafehomesafe.org.uk has been updated with new look and to be more user friendly.

Below are some of the key statistics for the Play Safe Home Safe website since its launch on 13/11/2013 to 09/10/2015:

7,243 sessions
5,739 users
79% new
21% returning

Planned activity to evaluate website and potential impact with YP – to be completed by Jan 2016.

2.2 Suicide prevention and mental wellbeing consultation

Over the last five years there has been a strong focus on the promotion of mental health and wellbeing with North Locality, with a number of joint partnership initiatives successfully taken forward. Local third sector organisations and the community Forums have been actively involved in the development and delivery of these programmes. A number of different themes have been highlighted including the promotion of 'See Me', the link between the green environment, physical activity and positive mental health and how to access the wide range of support service services such as the popular Stress Control classes.

A recent piece of work is focusing on how we continue to work in partnership to address suicide prevention. A short life working group has been established to raise awareness of suicide prevention. A social marketing action plan for mental health and well-being including suicide prevention has been completed. A Community consultation questionnaire will measure the behaviours and attitudes of local people

towards suicide prevention and also provide a baseline of people's knowledge of local mental health and wellbeing services.

Well Informed along with Health improvement staff supported the delivery of the consultation at information stalls in Kilsyth H.C, Central H.C, New College Lanarkshire (Cumbernauld Campus) Fresher's week at the end of August 2015. Further consultation questionnaires have been completed by clients attending the young mums group, young person's drop in clinic, drop-in cafe and attendees at Cornerstone. To date an approximate total of 175 consultations have taken place. Health improvement with support from community mental health nursing team leader and NLC community engagement officer undertook the consultation to raise awareness of suicide at the Cumbernauld Community Forum AGM on the 8th September and Kilsyth Community Forum on 5th October. Further consultation will take place with the Northern Corridor community Forum in the New Year.

Police Scotland have supported the initiative by distributing local Choose Life marketing materials to all licensed premises across the North Locality.

The results will be collated from all local events to produce a report with a view to identifying training needs around mental health awareness for people living in the North Locality.

2.3 Tobacco Strategy Review and Stop Smoking Services.

Cigarette smoking remains the single biggest cause of premature death and is a significant cause of ill health, including cancers, heart disease and strokes. Encouraging, the number of people who smoke in Scotland continues to decrease. However, we are seeing a continuing gap between better of areas and those with higher levels of deprivation, as well as higher levels of tobacco use amongst certain population groups. In 2013 smoking prevalence in North Lanarkshire was 29% overall and in the most deprived areas 42%. In North Locality around a quarter of adults smoke. Compared to other localities in North Lanarkshire, referrals to the Stop Smoking Service and quit rates are low.

A review of the NHS Lanarkshire Tobacco Strategy is currently underway with a draft strategy to be available January 2016. A range of support services are available for smokers looking to quit, including the Stop Smoking Service and advice and support through local pharmacies. There are also a wide range of prevention measures targeting schools, young people, pregnant women and areas where rates are highest.

In North Locality the HI team are working with key partner agencies to contribute to the delivery of the new Strategy and to increase referrals into support services. The focus is on the development of locally based initiatives to increase referrals to NHS Lanarkshire Community based Stop Smoking Services, Pharmacy Service, and the Young People's "Just Quit" Service and to reduce exposure to second-hand smoke.

Examples of the local initiatives being delivered with partners include specialist staff from Lanarkshire Stop Smoking Service and Health Improvement staff working on a joint initiative with the Police targeting High Schools in Cumbernauld area and also

one ASN school to raise awareness of tobacco. Each school will receive a performance of the 'Lightheaded Play' for their first year pupils. The pupils will be invited to use Expressive Arts – dance, music, drama, physical activity, animation etc to produce something that reflects their understanding of the key messages about tobacco conveyed to them through the play and follow up work done by the school. The winning school will receive a trophy and vouchers for GASP education to further learning around tobacco. Pre and post questionnaires will be completed by pupils to evaluate this work.

Work is also underway with Carbrain Primary school to develop a planned programme to engage with parents/ guardians of children within the school over the next 6 months with an aim to delivering a Stop Smoking Service within the primary school in March 2016. This will coincide with Carbrain PS Health Fayre. The aim is to encourage more people to engage with the Stop Smoking Service and increase the number of people from the area who successfully quit smoking.

3 Conclusion

The LAP members are asked to note the content of this report for information.