

Primary and Preventative Care Services

Fife Health Promotion Service

Annual Report 2022-23

Fife Health
& Social Care
Partnership



Supporting the people of Fife together



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I am delighted to highlight and celebrate the work of the Health Promotion Service (HPS) team and their continued commitment to deliver a service which supports health and wellbeing, prevention and early intervention as well as ensuring opportunities for good health for all throughout 2022/23.

The HPS team has risen to the challenge of recovery and remobilisation over the last twelve months and has worked exceptionally hard to adapt and remobilise as many programmes as possible, by working innovatively and responsively to meet the needs of local communities.

The HPS is a crucial part of Fife's Health and Social Care Partnership, prioritising early intervention and driving prevention through a variety of activities within localities and communities with the aim of supporting people to improve their own wellbeing wherever possible. The work of the HPS is clearly aligned to the strategic priorities of the H&SCP strategic plan for 19-22, and going forward, will absolutely align and underpin the priorities for delivery of the H&SCP strategic plan 23-26.

Lisa Cooper
Head of Service
Primary and Preventative Care Services
Fife Health and Social Care Partnership

I am pleased to introduce the Fife Health Promotion Service (HPS) annual report for 2022-23. The HPS is part of Primary and Preventative Care Services. The role of our service is to work at a population level to provide services and lead on approaches which maintain and improve health & wellbeing, reduce health inequalities and prevent ill-health for people of all ages who live and work in Fife.

This report sets out the range of work undertaken and services we provide, with selected examples to illustrate the ways in which we work to achieve this. This includes capacity building and partnership working across H&SCP, NHS Fife, Fife Council, Fife Community Planning Partnerships, third sector organisations and businesses in Fife.

Our work is driven by the H&SCP and Public Health priorities. For the purposes of this year's report we were working towards the H&SCP priorities for 2019-2022. As we move into the next year we will be working to the new H&SCP priorities as outlined in refreshed strategic plan for 2023-2026.

We have provided examples to illustrate the ways in which we have responded to and are supporting recovery from the Covid-19 pandemic and the impact of the cost of living crisis and the challenges and new developments this presents. We have also included examples of our wider contribution to working in integrated ways across H&SCP which has added value and brought development opportunities for staff and the HPS.

Ruth Bennett
Health Promotion Service Manager
Ruth.Bennett@nhs.scot

May 2023

Health Promotion Service participation in the UK Public Health Practitioner Registration Scheme (UKPHR)

The Health Promotion Service is committed to supporting our workforce to becoming registered practitioners through the development of their skills, knowledge and understanding around health improvement and public health.

The UKPHR scheme provides a structured programme for practitioners to work through using live work examples that meet the key competencies and standards that practitioners must evidence in order to achieve registered status.

Since joining the scheme in 2018 we have guaranteed full participation at all levels of the scheme from a local scheme co-ordinator, scheme verifier and 3 current scheme assessors.

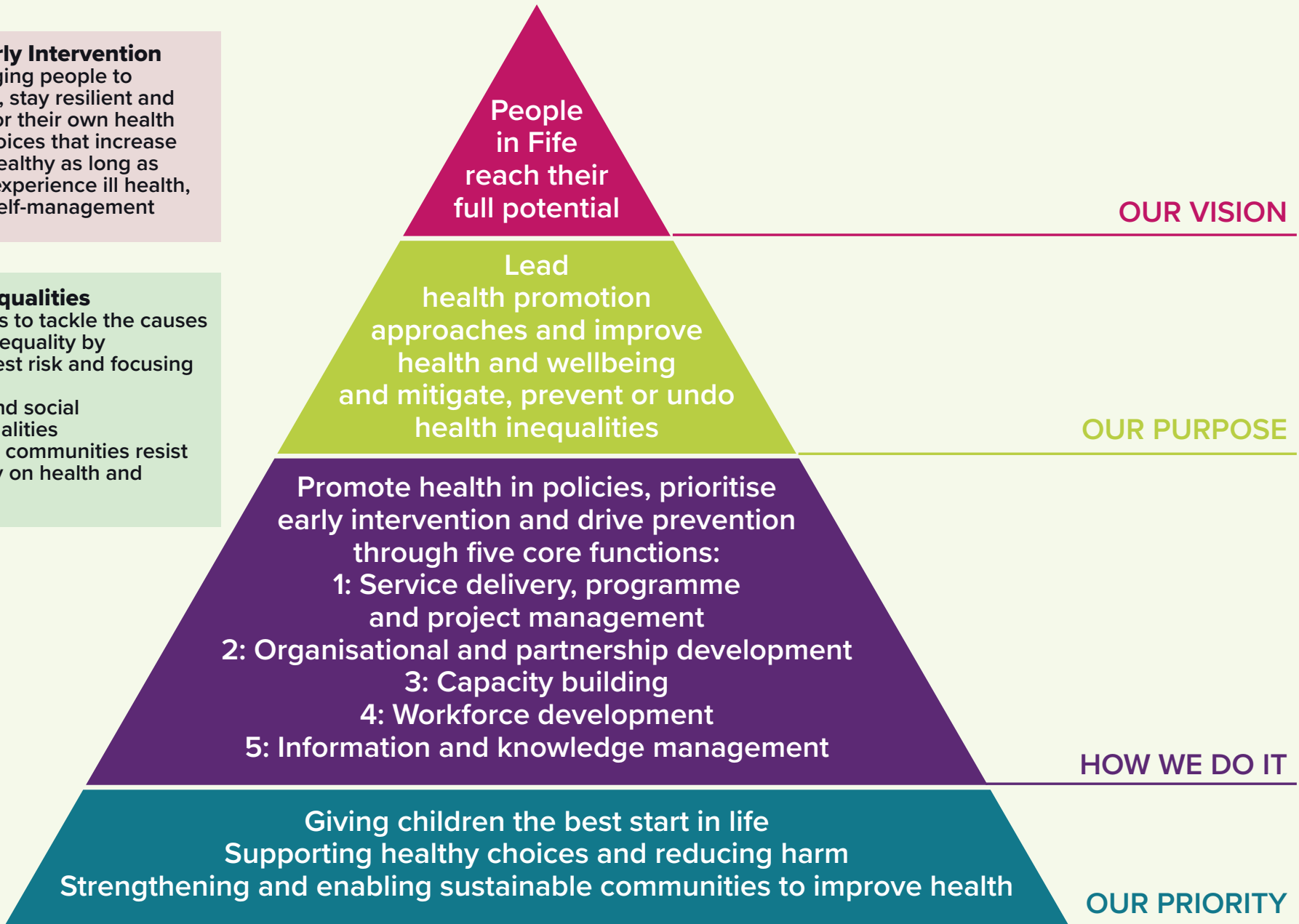
Fiona Lockett, registered UKPHR practitioner and assessor: *“The benefits of registration for me are that I feel I am part of a quality assured public health workforce with a clear professional identification. I undertook the assessor training because I wanted to contribute to the development of current and future practitioners”.*



Fiona Lockett

Prevention and Early Intervention
“Supporting and encouraging people to achieve their full potential, stay resilient and take more responsibility for their own health and wellbeing; making choices that increase their chances of staying healthy as long as possible and where they experience ill health, promoting recovery and self-management

Tackling Inequalities
“Working with our partners to tackle the causes of inequality and health inequality by supporting those at greatest risk and focusing on:
• mitigating the health and social consequences of inequalities
• helping individuals and communities resist the effects of inequality on health and wellbeing”



The Health Promotion Service is part of Fife H&SCP Primary and Preventative Care Services. Our staff have specialist knowledge, skills and experience in developing and delivering programmes of work, projects and services, which improve the health and wellbeing of people living and working in Fife. With a specific focus on working in ways to reduce health inequalities. As well as contributing to and working with services in Fife H&SCP we are closely aligned to NHS Fife Public Health Department. For further information on any of our work please visit our [website](#), [Twitter](#), or email fife.healthpromotion@nhs.scot

[Health Promotion Service Manager](#) [Health Improvement Programme Manager](#)

Teams and Workstreams

<u>Workplace Team</u>	<u>Alcohol</u>
<u>Food & Health Team</u>	<u>Gambling</u>
<u>Localities and Communities Team</u>	<u>Mental Health</u>
<u>Tobacco Prevention and Protection Team</u>	<u>Physical Activity</u>
<u>Training Team</u>	<u>Suicide Prevention</u>
	<u>NHS Acute and Community Hospitals</u>
	<u>Staff Health and Wellbeing</u>
	<u>Poverty and Child Poverty</u>

Services

[Health Promotion Information and Resources Centre](#)
[Health Promotion Training Service](#)
[Stop Smoking Service](#)
[Graphic Design](#)

[Administrative Staff](#)

As a service all of our work is driven by H&SCP and Public Health priorities. Working upstream on prevention and early intervention means that there are many links across all of these priorities, but we can also clearly identify some priorities where our HPS work streams make a significant contribution.

Strategic priorities are highlighted for each work example.

Fife H&SCP Priorities

Priority 1

Working with local people and communities to address inequalities and improve health and wellbeing outcomes across Fife

Priority 2

Promoting mental health and wellbeing

Priority 3

Working with communities, partners and our workforce to effectively transform, integrate and improve our services

Priority 4

Living well with long term conditions

Priority 5

Managing resources effectively while delivering quality outcomes



National Public Health Priorities

Priority 1

A Scotland where we live in vibrant, healthy and safe places and communities

Priority 2

A Scotland where we flourish in our early years

Priority 3

A Scotland where we have good mental wellbeing

Priority 4

A Scotland where we reduce the use of and harm from alcohol, tobacco and other drugs

Priority 5

A Scotland where we have a sustainable, inclusive economy with equality of outcomes for all

Priority 6

A Scotland where we eat well, have a healthy weight and are physically active

Green Area Development to support staff mental health.

Improving outdoor green spaces, to create a more mentally and physically restorative outdoor environment for staff on their breaks.

The Phase One entrance of Victoria Hospital Kirkcaldy has been upgraded from a rundown area to a greener area with new planters and benches for staff to enjoy time out and their lunch. Phase 3 entrances for the children's department and maternity unit had practically no green space. We have added new planters, bulbs, grounds works and benches for staff and patients to enjoy. This aligns with Health Promoting Hospital Principles and the NHS Fife Staff Health and Wellbeing Framework all supporting the strengthening of staff mental health and staff recovery from COVID.



H&SCP
1, 2, 3, 5

Preconception / Pregnancy * Infancy & Early years (0 to 5)
* Children and Young People (5 to 18) * Working age adults
(16 to 64) * Older adults

Public Health
1, 3

Good Conversations Training

Staff were still able to attend training and continue to develop their practice

Health Promotion and Public Health have been training staff across health and social care and the voluntary sector to use a personal outcomes approach. It has helped to create a shift from: "What's wrong with you?" to "What matters to you?" and supports people to access both internal and external resources. 'Good Conversations' training is underpinned by the Solution Focused approach and introduces staff to the key values, tools and skills involved.

Due to the Covid pandemic and to continue these changes within the culture of care, the Good Conversations training had to move online. This involved having to rethink the delivery and adapting the content for a digital platform. However, these changes ensured staff were still able to attend training and continue to develop their practice, and it is now possible to offer both online and face to face training to H&SCP staff, which offers increased flexibility and enables more people to attend these valuable sessions.

To encourage the spread and embedding of the approach in practice there are also peer support and refreshers sessions being held regularly with groups such as Local Area Coordinators and Link Workers, Volunteers and Befrienders, and Specialist Cancer Care Nurses. There are also champions meetings where people who use the approach get together to share good practice.

H&SCP
1, 3, 4

Preconception / Pregnancy * Infancy & Early years (0 to 5)
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(16 to 64) * Older adults

Public Health
3

Loneliness Fife Campaign: #SmallStepstoReconnectinFife

Loneliness had been exacerbated by the Covid pandemic

Fife has a wealth of expertise, knowledge and understanding of tackling loneliness, from social prescribing, befriending to talking cafes, walking groups and mental health support services. Due to the impact of the Covid-19 pandemic's stay at home messages, self-isolating and lockdowns it was recognised that it would take a partnership approach to tackle loneliness by supporting people to reconnect with family, friends and make new connections.

A short life multiagency working group came together to develop the loneliness campaign. The aim of the campaign was to increase the awareness of partner organisations within Fife who can support people with feelings of loneliness. This was achieved by improving awareness of local support opportunities with the Fife population and professional services across public and third sector.

The Health Promotion Information and Resources Centre, Localities Team and Workplace Team were joined by Fife Voluntary Action, Active Fife, FHSCP Well and Link Life Fife, Fife Forum, Samaritans, OnFife Library Services, Kingdom Radio, Kirkcaldy 107FM, Heids and Herts Scotland to deliver a week of MS Teams information sessions and design a week of radio bytes and interviews. <https://www.nhsfife.org/services/all-services/health-promotion-service/mental-health-improvement/mental-health-awareness-week-9th-15-may-2022/>



H&SCP
2

Preconception / Pregnancy * Infancy & Early years (0 to 5)
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(16 to 64) * Older adults

Public Health
3

Smoking Cessation

We have been able to fully remobilise our face to face stop smoking clinics to current capacity

With the changes to, and the eventual end of Covid 19 restrictions the service is now working from GP practices, Health Centres, community venues and out and about in our mobile consultation unit, working with Covid sense recommendations. The unit is used to extend our reach into communities across Fife increasing visibility of the service post pandemic and allowing us to answer questions and alleviate any fears relating to the stop smoking service and delivery of face-to-face sessions.

To further increase our engagement, we are making use of an online interpreter app on iPads as needed. This has allowed us to remove any language barrier for those coming to the service and increase provision in an accessible and professional way.

Working back face to face with people gives us the opportunity to carry out Carbon Monoxide monitoring which is a great motivator for people to see the benefit of stopping smoking as well as a validation of their quit.



H&SCP
1, 2, 4

Preconception / Pregnancy * Infancy & Early years (0 to 5)
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Public Health
4

Wellbeing Toolkit

The Covid-19 pandemic has had a significant impact on people who are, or became, unemployed.

Following the publication of the ‘Mental Health – Scotland’s Transition and Recovery Plan’ 2020 and Fife’s Mental Health Strategy 2020-24, it was important to develop a project around unemployment and its impact on mental wellbeing. The project’s purpose was to support individuals to be better informed about wellbeing, be able to make positive health promoting choices and have a greater awareness of the support and help available.

The aim of the Wellbeing Toolkit is to promote the range of universal resources and organisations available to support the mental health and wellbeing of jobseekers. It is targeted towards those seeking employment across all age groups and not in receipt of additional mental health support.

This project was led by the Health Promotion Service using a multiagency partnership approach which included the Fife Lived Experience Team.

The project developed two resources;

1. Jobseekers Wellbeing Toolkit with wellbeing tools and signposting links
2. Workforce Wellbeing Toolkit with CPD opportunities to increase knowledge and confidence around mental health, wellbeing, suicide prevention plus a copy of the Jobseeker Wellbeing Toolkit for own use and confidence in promoting its use.

The Wellbeing Toolkit was piloted by members of the working group,

within their own organisations to validate the content before a final version was produced. The pilot supported the final development of the content.

The Final Wellbeing toolkit will be launched in May 2023 as part of Mental Health Week.



Fife Workplace Health, Safety and Wellbeing Conference

Poverty and inequality remain the biggest and most important challenge to Scotland's health

The Workplace Team recently organised the Fife Workforce Health, Safety and Wellbeing Conference. This included a week-long programme of virtual awareness sessions, workshops and a full day in-person conference.

The main aims and objectives of the week-long programme of events were obtained from a recent Needs Assessment Survey completed with Fife workplaces.

The virtual awareness sessions, which over 90 people attended, were delivered on diverse subjects including Gambling Awareness, Mental Wellbeing, Suicide Awareness, Sedentary Behaviour, Poverty Awareness, Flexible and Hybrid Working and Long Covid. 118 people, from Fife's Small to Medium Sized Enterprises (SMEs) as well as private and public sector organisations, attended the in-person conference.

There was also information provided on the help available from colleagues in Working Health Services, Health Promotion Service and a range of third sector and private sector organisations.

Initial evaluation feedback, from both the virtual and face to face events, has been positive.



H&SCP
1, 3, 4, 5

Preconception / Pregnancy * Infancy & Early years (0 to 5)
* Children and Young People (5 to 18) * Working age adults (16 to 64) * Older adults

Public Health
3, 5

Information and Resources Centre User Survey

With the relaxation of Covid restrictions, the Information and Resources Centre was able to remobilise and offer lending services to service users.

To help us to re-connect with our service users we conducted a user survey to help identify gaps in provision, future service provision and marketing. A questionnaire was designed to collect quantitative and qualitative data. The survey ran over a 4 week period and had a total of 140 responses.

The results of the survey highlighted that service users still wanted the choice of both digital and hard copy resources and the need and desire for interactive health promotion models was still prevalent. Service users reported that they found our online health promotion catalogue HPAC easy to use, with accurate, relevant and up-to-date information. Comments were also received around the excellent service received from IRC staff with 95% of our service users rating IRC as either excellent or good.

The main areas for development were around publications in alternative formats and languages and increasing digital content within HPAC.



Information and Resources
Centre

H&SCP
1, 2, 3, 4, 5

Preconception / Pregnancy * Infancy & Early years (0 to 5)
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Public Health
1, 2, 3, 4, 5, 6

Food4Fife Strategy

Creating a sustainable food culture for a healthy Fife

The Food & Health team have been integral to development of the Healthy Food For All 'pillar' forming part of the strategy as members of the Food4Fife Partnership. The "pillars" are based on the 'Sustainable Food Places' six-pillar model.

Healthy Food for All will ensure that everyone in Fife has equal access to affordable, healthy food. Good food is a right not a privilege and everyone should be able to eat healthily every day, no matter where they are, what they do or where they live. An action plan has been developed which includes work around building knowledge and skills around food in communities and increasing the understanding of the impact of good nutrition and physical activity on physical and mental health and wellbeing.



H&SCP
1, 2, 3, 5

Preconception / Pregnancy * Infancy & Early years (0 to 5)
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Public Health
1, 2, 3, 5, 6

Creating Hope Together, Creating Hope for Fife

Death by suicide is approximately three times more likely among those living in the most socio-economically deprived areas than among those living in the least deprived area

Scotland's new Suicide Prevention Strategy 'Creating Hope Together' was published in September 2022 and sets out how it will continue the work of the previous strategy, 'Every Life Matters'. Fife's Suicide Prevention workstream is a priority within Fife's Mental Health Strategy 2020-2024 and is represented in the Plan for Fife – Recovery and Renewal 2021-2024. To assist with the development of a new Suicide Prevention Action Plan for Fife, and to provide a forum for a wide range of stakeholders and partners involved in the delivery of suicide prevention activity to engage with the process, Health Promotion Service organised a Suicide Prevention Event which took place on Tuesday 28th February 2023.

The aim of the half-day event was to celebrate the work delivered in Fife against the previous strategy 'Every Life Matters', showcase key resources, provide the opportunity to network with a wide variety of partners and colleagues involved in suicide prevention activity across Fife, and crucially, provide the opportunity to influence the development of the new Suicide Prevention Action Plan for Fife. Approximately 110 participants attended on the day representing approximately 50 organisations from across Fife.

H&SCP
1, 2

Preconception / Pregnancy * Infancy & Early years (0 to 5)
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Public Health
1, 3

HENRY Core Training

Supporting families to lead healthy lifestyles by providing practical support on healthy eating, physical activity and parenting strategies around food and behaviour.

The Food and Health team obtained additional funding from Scottish Government, to build local capacity and strengthen support around childhood obesity prevention in the early years. It was a bid in partnership with Fife Council Early Years team and NHS Lothian to implement the HENRY core training train the trainer (TTT) package to produce 8 HENRY trained facilitators (4 in Fife). HENRY core training builds the skills, confidence and knowledge of the early years workforce to support families to lead healthy lifestyles by providing practical support on healthy eating, physical activity and parenting strategies around food and behaviour.

Core training, as part of TTT model, took place across Fife and was offered to the early years workforce: Health Visitors, Family Nurse Partnership, AHPs, Child Smile, Early Years Education and Third Sector agencies that have a remit for children and families. Following each training course, every participant was asked to integrate the learning and messages into existing work and programmes with parents and families.



H&SCP
1, 2

Preconception / Pregnancy * Infancy & Early years (0 to 5)
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Public Health
1, 6

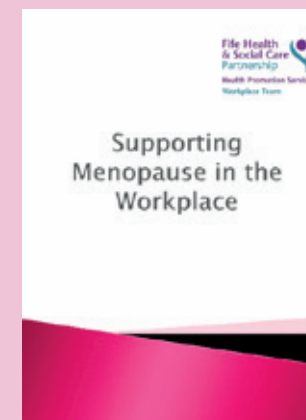
Supporting Menopause in the Workplace Toolkit & Info byte Awareness Session.

Menopause is an inevitable transition in life for many individuals and the symptoms experienced vary drastically from mild to severe and debilitating.

The Workplace Team have developed a Supporting Menopause in the Workplace Toolkit and a Menopause Awareness in the Workplace info byte. These are to support those who are experiencing menopause at work as well as guiding their colleagues/management on how to approach a sometimes taboo subject and implement tailored supportive practices/reasonable adjustments.

The toolkit and info byte sessions contain information to help reduce workplace stigma, empower organisations to consider supportive practices and also encourage policy development to outline expectations and quality improvement.

The digital toolkit has been downloaded 217 times and the info byte awareness session viewed 317 times.



H&SCP
1, 3, 4, 5

Preconception / Pregnancy * Infancy & Early years (0 to 5)
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Public Health
3, 5

Dementia Awareness in the Workplace Toolkit, Infobyte & World Alzheimer's Day awareness campaign.

Although dementia is commonly thought to be a part of the ageing process, much can be done to prevent the disease and slow its development down.

The Workplace Team have worked in partnership with STAND – a peer support group for people living with the diagnosis of younger onset dementia, to raise workforce awareness of dementia through the development of a workplace digital toolkit and info byte awareness session.

The lived experience of STAND volunteers informed us of how their work lives were affected due to their symptoms and the impacts of the decisions made about their future at work from both a personal and work based perspective.

Within the toolkit and info byte sessions, Workplace Team has also added considerations to support carers in the workplace, who may have additional responsibilities for those living with dementia symptoms and diagnosis. Work life balance is often difficult to achieve in this instance and an empathetic approach from an employer can go a long way to support an individual and their retention at work.

Additionally, a digital Sway information session was developed and disseminated to Fife workforce contacts to coincide with World Alzheimer's Day on 21st September 2022. This Sway promoted our toolkit and info byte resources as well as signposting to further organisations and health improvement information.

H&SCP
1, 3, 4, 5

Preconception / Pregnancy * Infancy & Early years (0 to 5)
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Public Health
3, 5

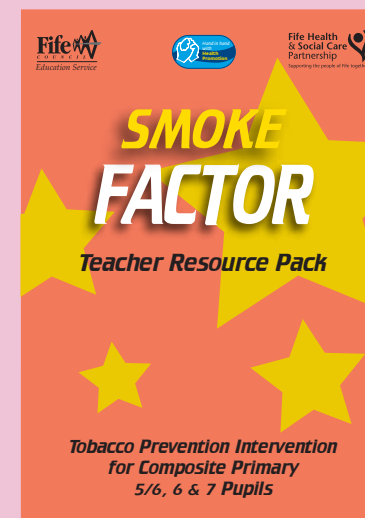
Tobacco Prevention and Protection

Preventing uptake of smoking during adolescence is an effective method of reducing smoking prevalence and preventable smoking related deaths.

Smoke Factor is an evidence-based tobacco education programme which provides Primary 6/7 aged children with an understanding of the health benefits of choosing not to smoke and the confidence to share this information with others. In 2022 the programme met its maximum capacity of 20 schools, reaching 891 pupils.

While this success was celebrated, it was identified that the programme running at maximum capacity, was not reaching all Fife primary school children in the 2 year window of P6-P7.

Therefore, in the year ahead, we aim to increase the capacity of the Smoke Factor Programme to reach a greater number of pupils.



H&SCP
1, 2, 3, 5

Preconception / Pregnancy * Infancy & Early years (0 to 5)
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Public Health
1, 2, 3, 4, 5

Poverty Awareness Training

Poverty is everyone's business

Poverty Awareness Training is an essential part of the wider Health Promotion Training Programme and is led by the multi-agency Poverty Awareness Training Group.

The courses are suitable for frontline staff and managers, increasing and updating their knowledge and skills, enabling increased support for service users. The group continue to steer this work and identify new and innovative training/workshops that reflect current issues around welfare reform and anti-poverty, particularly in response to Covid-19 and the current cost of living crisis.

There were 13 training courses on offer through the Health Promotion Training Programme 2022-2023. These took place through a number of different learning styles: face to face, virtual, eLearning, webinar and learning hubs. A total of 166 participants attended the face to face and virtual workshops.

Work has taken place in partnership with the Benefit Take Up Campaign Lead (from Citizens Advice and Rights Fife) to deliver Fife Benefit Checker and Our Fife Toolkit virtual training. To date a total of 337 participants have attended this training with 23 participants going on to become trainers. In addition to this, Tax Free Childcare and Fife Benefit Checker virtual training has taken place with 49 participants in attendance.

Overall there have been 552 participants attending Poverty Awareness Training.

H&SCP
1, 2, 3, 4, 5

Preconception / Pregnancy * Infancy & Early years (0 to 5)
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Public Health
1, 2, 3, 4, 5, 6

Bereavement after a Suicide: Workplace Support Project

Scottish Fire & Rescue Service (SFRS) reached out to us for workforce support after sadly losing a Fife crew member to suicide

An immediate and longer-term support project was delivered to Fife Scottish Fire and Rescue Service (SFRS) local crews (approximately 160 fire fighters) through a video production series; exploring feelings and emotions and signposting to local and national support services.

Colleagues from HPS, NHS Fife, Cruse Bereavement Scotland, Families in Trauma & Recovery and SFRS in Fife worked to develop the video resources content, using reliable references as evidence.

6 topic videos were produced. In addition, a Supporting Services video - for safeguarding purposes - accompanied each title.

Videos were sent at fortnightly intervals through email communication with Fife crew Community Safety Advocate. Emails signposted video content as well as to local and national services that could support individuals with thoughts, feelings and emotions.



H&SCP
1, 3, 5

Preconception / Pregnancy * Infancy & Early years (0 to 5)
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Public Health
3, 5

Health Events Calendar

Helping practitioners and workers in Fife to organise and plan health events throughout the year.

The health events calendar is intended to support workplaces by helping to plan health events throughout the year. Organisations can either order health campaign information via Health Promotion online catalogue HPAC or by visiting the campaign website.

Calendar of health events 2022 - 2023

April
 20th Mar - 3rd Apr World Autism Awareness Week
 1st - 30th Bowel Cancer Awareness Month
 7th World Health Day
 10th - 16th Parkinson's Awareness Week
 24th - 30th World Immunisation Week
 28th - 1st May MS Awareness Week
 28th On Your Feet Britain

May
 1st - 31st Action on Stroke Month
 National Walking Month
 Skin Cancer Awareness Month
 2nd - 8th Oral Awareness Week
 Sun Awareness Week
 Viral Meningitis Week
 3rd World Asthma Day
 5th World Hand Hygiene Day
 8th - 14th Food Safety Awareness Week
 9th - 15th Mental Health Awareness Week
 11th - 17th M.E. Awareness Week
 12th International Fibromyalgia Awareness Day
 16th - 21st National Epilepsy Week
 16th - 20th Walk to school week

June
 10th - 22nd Action For Brain Injury Week
 Dementia Action Week
 16th May - 16th June National Suicide Month
 31st World No Tobacco Day
 7th World Food Safety Day
 8th - 12th Bike Week
 Carers Week
 Child Safety Week
 13th - 19th Diabetes Week
 National Men's Health Week
 14th World Blood Donor Day
 16th National Clean Air Day
 17th - 24th Breathe Easy Week
 20th - 24th Dementia Week
 20th - 26th Cervical Screening Awareness Week
 Learning Disability Week
 UK Myeloma Awareness Week

July
 24th Samaritans Awareness Day
 28th World Hepatitis Day
August
 1st - 7th World Breastfeeding Week
 3rd National Play Day
 4th Opioid to Work Day
 12th International Youth Day
September
 1st - 30th Childhood Cancer Awareness Month
 Urology Awareness Month
 8th - 16th Know Your Numbers (National Blood Pressure Testing Awareness Week)
 10th World Suicide Prevention Day
 12th - 18th Orchid Male Cancer Awareness Week
 13th World Sepsis Day
 19th - 25th Organ Donation Week
 21st National Fitness Day
 World Alzheimer's Day
 22nd - 28th Fall Prevention Awareness Week
 24th World's Biggest Coffee Morning
 24th Sept - 1st Oct Sexual Health Week

October
 1st International Day of Older Persons
 1st - 31st Black History Month
 Breast Cancer Awareness Month
 Health Literacy Month
 National Cholesterol Month
 Menopause Awareness Month
 3rd - 7th Back Care Awareness Week
 3rd - 9th Challenge Poverty Week
 8th World Hospice & Palliative Care Day
 9th - 16th Baby Loss Awareness Week
 10th World Mental Health Day
 13th World Sight Day
 22nd International Stammering Day
 TBC International Infection Prevention Control Week
 20th World Osteoporosis Day

November
 1st - 30th World Movenber Month
 Lung Cancer Awareness Month

December
 1st World AIDS Day
 2nd - 8th Grief Awareness Week
 3rd International Day of Persons with Disabilities
 9th World Kidney Day
 11th - 18th Nutrition and Hydration Week
 17th World Sleep Day
 21st International Day for the Elimination of Racial Discrimination
 13th - 20th National Obesity Awareness Week
 21st - 28th Cervical Cancer Prevention Week

January
 1st - 31st Dry January
 Love Your Liver Awareness Month
 13th - 20th National Obesity Awareness Week
 21st - 28th Cervical Cancer Prevention Week

February
 1st Breathing Space Day
 1st - 28th LGBT History Month
 National Heart Month
 Time to Talk Day
 4th World Cancer Day
 TBC Lung Disorders Awareness Week
 National HIV Testing Week

March
 1st - 31st Marie Curie Cancer Care Great Daffodil Appeal
 Ovarian Cancer Awareness Month
 Prostate Cancer Awareness Month
 8th International Women's Day
 No Smoking Day
 International Day of Persons with Disabilities
 9th World Kidney Day
 11th - 18th Nutrition and Hydration Week
 17th World Sleep Day

Information and support materials
 You can source information and support materials by contacting the national website addresses or by visiting
 Contact the Health Promotion Service Information and Resources Centre on
 Event dates, locations and times may change. Check out each entry fully before embarking on any campaign support.
 Inclusion in this calendar does not imply endorsement by Fife Health & Social Care Partnership.

Health Promotion Service

Improving Health: Developing Effective Practice digital training delivery in Fife

The principles and frameworks covered provides knowledge and competence which is an essential element and underpins all of the H&SCP and PH priorities.

IHDEP was first delivered as a 6 day course and then as a blended course comprising of 3 face to face sessions and online modules. A small number of national IHDEP trainers from Glasgow, Lanarkshire and Fife worked collaboratively to remotely review and refresh the content of IHDEP and develop a course that could be delivered digitally.

As a result, the course can now be delivered as 7 x 3 hour digital workshops. Workshops are delivered 2 weeks apart to allow for reflection on learning and pre-course reading in preparation for the next workshop.

The pilot (Cohort 1) of the Fife Digital IHDEP course commenced in January 2022 with a total of 8 participants (maximum 9 can attend) from Health Promotion and Public Health.

In Fife, we also developed a 1½ hour introductory digital workshop called 'Creating a Fairer Healthier Fife' to ensure the theories, principles and values of the full IHDEP course and wider policy strategies continued to be shared amidst the pandemic and suspension of face to face delivery. This has been shared with colleagues nationally and is being rolled out across other board areas.

Delegate feedback: 'Learning more about health and inequalities, how a community flourishes and learning and using different planning tools'

H&SCP
1, 2, 3, 4, 5

Preconception / Pregnancy * Infancy & Early years (0 to 5)
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Public Health
1, 2, 3, 4, 5, 6

H&SCP
1, 2, 3, 4, 5

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Public Health
1, 2, 3, 4, 5, 6

Fife Benefits – a new approach to maximising Community Benefits in Fife

Enabling third sector organisations and community groups to benefit from contracts which offer a community benefit.

The NHS Scotland Community Benefits Gateway (NHS CBG) is a nationally driven initiative which is intended to benefit multiple organisations/groups nationally and locally in Fife, in turn improving local health and wellbeing outcomes.

The Workplace Team have worked in partnership with NHS Fife colleagues in Public Health and Procurement, along with the third sector interface Fife Voluntary Action (FVA) to devise and test a new approach to accessing the NHS CBG. This approach maximises the quality of bids and the numbers and resources involved. The overall aim is to make the whole process easier for all concerned and more productive and sustainable. Also to help maximise the chances of the bids being successfully matched by clients and delivered.



**H&SCP
1, 3, 5**

Preconception / Pregnancy * Infancy & Early years (0 to 5)
* Children and Young People (5 to 18) * Working age adults (16 to 64) * Older adults

**Public Health
5**

Health in Pregnancy

Up-to-date information on what activities, groups and classes are available during and after pregnancy.

The Health Promotion Service worked with Health Visiting and Midwifery (NHS), Homestart Levenmouth, Fife Gingerbread, Woodlands Family Nurture Centre, ON Fife and Active Fife to design, implement and promote a shared Google calendar used to advertise groups, classes and events for new and young families in the Levenmouth area.

The aim of this calendar is to increase social interaction, improve mental wellbeing and increase the ability to access more support and activities for new mums and mums-to-be in the Levenmouth area.

Updated regularly, it is available to download to phones and provides information about free activities they can access each day.

To advertise the calendar, cards were created, containing a QR code and the URL (<https://tinyurl.com/ppdvz2w2>); these were given out at a launch held at Woodlands Family Nurture Centre. The cards were distributed throughout the Levenmouth area and by Health Visiting (NHS) who add one to each red book that is given out to pregnant women to help monitor their pregnancy.



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**Public Health
2, 3, 6**

Action 15 Mental Health Communication

Action 15 funded projects provide access to dedicated mental health professionals in A&E and GP practices across Fife.

The Health Promotion Service received funding to support a communication strategy for all Action 15 funded projects across Fife, which included: Better than Well - Link Living; UCAT PI - Urgent Care Assessment Team Psychological Intervention; CAHMS Primary Care Mental Health Nurses; Extended UCAT; Women's Justice Mental Health Team; Growing Peer Support in Fife; Peer Support - Sam's Cafe SAMH; Peer Support - FRASAC; Mental Health Triage Nurses; Local Area Coordinators - Link Life Fife.

The secondment post planned and co-ordinated an information and communication working group with key members of staff responsible for updating mental health and wellbeing information across Fife. The group:

- undertook a mapping exercise of all funded projects, showing how each project fits into a pathway from Early Intervention/ Prevention to Crisis
- produced a Keeping Well Fife resource.



H&SCP
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Public Health
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Preconception / Pregnancy * Infancy & Early years (0 to 5)
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Food Champion Training

Remobilising Food Champion Training to increase capacity within communities.

With food insecurity on the rise it is now even more crucial that we work with vulnerable/low income families to help them maximise their budgets and encourage them to eat better to help improve their health and wellbeing.

The 3 day training programme consists of REHIS Food Hygiene, REHIS Elementary Food and Health and REHIS How to Cook with Groups. Once participants have completed the 3 days training they then deliver cooking sessions of which 2 are assessed and if successful they will become a Fife Food Champion and be able to access support from the Fife Food Champion network.

All participants who have undergone the training since 2019 have been sent a survey to ascertain if the current training is robust and provides them with the skills, knowledge, understanding and support that they require to support Fife's communities to improve their health by eating well.

Food Champion Training is a partnership project between the Health Promotion Food and Health Team and Fife Council Community Food Team.



H&SCP
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Public Health
1, 6

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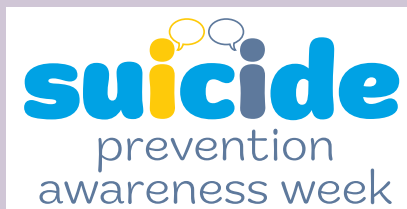
Suicide Prevention Campaign: Cost of living crisis

Suicide in Scotland is a significant public health issue which affects all age groups and communities.

As we recovered from the Covid-19 pandemic, we faced a series of new financial challenges such as increasing energy, food and petrol costs, all of which contributed to additional pressures on household budgets and additional strain on emotions and wellbeing. Suicide Prevention is everybody's business, and the Partnership is supporting the Scottish Government's vision where suicide is preventable in Scotland, where help and support is available to anyone contemplating suicide, and for those who have lost a loved one to suicide.

The Health Promotion Service worked with partners including FVA Lived Experience Team, Samaritans and Fife Council to deliver a Suicide Prevention campaign which took place in September. The Fife Suicide Prevention Cost of Living Campaign focussed on the emotional impact related to the cost-of-living crisis.

The campaign was widely promoted through radio adverts on Kingdom FM and digitally via social media platforms. A campaign resource pack was disseminated to over 350 locations across Fife. A series of learning opportunities ranging from one hour bite-size sessions to two-day courses were offered to staff to support the development of skills, knowledge and confidence, and the Samaritans provided information stalls at various library locations across Fife.



H&SCP
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Public Health
1, 3

Community Food Providers – small grants

Funding to alleviate financial and food pressures for households over the winter months.

Fife Council allocated funding to help support voluntary sector organisations, community groups and community food providers to alleviate financial and food pressures that many households may experience over the winter period. Financial assistance was made available through a small grants scheme to constituted community groups and organisations across Fife, to support increased demand for food related support. Eligible projects were food banks, food pantries/ larders, community fridge projects, community cafés or lunch groups. The Food and Health Team supported Fife Council to advertise and allocate funds. The team will also support the evaluation of the funded projects.



H&SCP
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1, 6

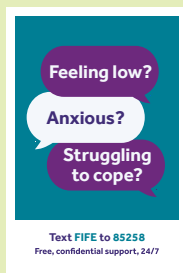
Fife Shout Text Messaging Service Partnership

Suicide in Scotland is a significant public health issue which affects all age groups and communities.

The Health Promotion Service partnered with Our Minds Matter and the UK-wide Shout text messaging service to offer free, confidential mental health support to young people living in Fife who are experiencing distress. The service went live in December 2022, funded by the Children & Young People’s Community Mental Health & Wellbeing Fund.

Following the launch, the service was widely promoted through radio adverts on Kingdom FM and digitally during December. In January 2023, promotional posters were disseminated across Fife to GP surgeries, pharmacies, high schools, further education establishments, health centres and acute hospital settings and community hospitals. We also worked with Stagecoach to provide posters for display inside all Stagecoach buses on all routes across Fife.

The service is part of ongoing activity to support the implementation of the Scottish Suicide Prevention Strategy “Creating Hope Together”. Suicide Prevention is everybody’s business, and the Partnership is supporting the Scottish Government’s vision where suicide is preventable in Scotland, where help and support is available to anyone experiencing crisis and distress or contemplating suicide.



H&SCP
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Public Health
1, 3

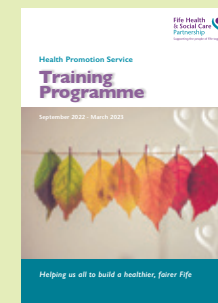
Health Promotion Training

A total of 78 online, face to face and virtual courses were offered, a 34% increase in courses from the 2021-2022 Training Programme.

The Health Promotion Training Team developed and produced an annual Health Promotion Training Programme to provide the Fife workforce with knowledge, skills and experience in relation to improving health outcomes and reducing health inequalities.

Workshops covered topics such as Core Skills for Health Improvement; Groupwork and Facilitation; Working with Key Groups and Priority Health Improvement Topics such as trauma; poverty; workplace; mental health; tobacco and physical activity to name but a few.

This programme supported a return to face to face delivery of key courses such as Scottish Mental Health First Aid and Applied Suicide Intervention Skills Training. To further increase our training capacity, funding was secured through the Tackling Poverty Preventing Crisis Board for a full-time, fixed term Health Promotion Officer with a remit for Poverty Awareness Training. The post holder started in March 2023 and will work to increase training capacity in a sustainable way, in direct response to tackling the cost-of-living crisis.



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The pandemic has had a major impact on health and wellbeing, and some groups have been impacted more severely than others. As part of Covid-19 recovery we must focus on those groups that have been most impacted by the pandemic. Covid-19 has challenged us to adapt service provision, and we will continue to develop and work innovatively to meet the challenges ahead.

- Over 2023/24 period our key strategic drivers will continue to be the national public health priorities and Fife’s H&SCP commitments.
- We will contribute to the delivery of the Plan4Fife Recovery and Renewal priorities, taking a particular focus on reducing health inequalities and working in ways that strengthen and reinforce partnerships to address the wider determinants of health.
- Fife H&SCP Prevention and Early Intervention strategy will be developed over the next 12 months. The HPS will contribute to the development of the strategy and associated delivery plan.
- We will contribute to the development and delivery of a number of key strategies, including Fife Mental Health Strategy, Fife Child Poverty Action Plan, Fife Tobacco Strategy, and NHS Fife Population Health and Wellbeing Strategy.
- We will work with partners in ways to build links across strategies, workstreams and service delivery plans, translating strategic plans into operational action.
- We will build on our existing integrated ways of working across HSCP teams and our multiagency partnership working to achieve the best outcomes for the people of Fife and make the best use of our collective resources for the wellbeing of our communities.

Example of integrated working

The HPS have contributed to working in integrated ways across HSCP by participating in a range of workstreams across all 3 portfolios. For example, engagement activities as part of the development of Home First Strategy and the High Risk Pain Medicines Patient Safety Programme; Promoting Right Care Right Place messages in local settings; supporting the remobilisation of HSCP locality planning groups and contributing to short life working groups taking forward the priorities identified at the 7 locality stakeholder events.

The image displays three interconnected diagrams illustrating integrated working:

- Nursing Roadmap 2023 - 2025:** A blue banner with the Fife Health & Social Care Partnership logo and the text 'Nursing Roadmap 2023 - 2025'.
- Drivers:** A circular diagram with 'National' at the top and 'Local' at the bottom, surrounded by various icons representing different drivers and initiatives.
- Professional Practice Model:** A central circular diagram with six numbered nodes (1-6) connected to surrounding boxes detailing various practice areas such as Learning and Development, Staff Wellbeing, and Professional Practice.