

F O R U M

30TH EDITION
APRIL 2003

NEW COMMUNITY SCHOOLS APPROACH

Most of us want to share our thoughts with others, discuss our ideas and theories, and draw on expertise and experience wider than our own. We value the stimulation which we can get from colleagues' (sometimes contrasting and challenging) views, and welcome their support in delivering the range of services which our customers have come to expect from us.

But sometimes it is difficult to reconcile what we want with what we have to do. Heavy workloads with often tight time deadlines can limit exchanges of information or ideas with even our closest colleagues; lack of knowledge or understanding of the roles and responsibilities, and even the languages, of members of other organisations can mean that we leave valuable sources of help or support untapped; too little communication with others can mean that opportunities for improvement in service delivery can be missed.

One framework which can support us in overcoming at least some of these difficulties is the new community schools approach, which was introduced by the Scottish Executive Education Department as a pilot in 1999, and is now being rolled out to all schools in Scotland. This is not an "education" initiative. It is an approach which requires the adoption of integrated working practices across a number of agencies if it is to succeed in its aim of delivering good outcomes not only for children's education but also for their social welfare, their health and the well being of the communities in which they live.

Health agencies have an important contribution to make to the success of the approach, both nationally and in their own local areas. An essential element of that contribution is commitment and leadership at all levels of management so that staff and other resources can be directed to the integrated support of children and their families. We are already achieving a great deal. The evaluation of phase I of the NCS pilot programme which is currently underway indicates that, even in the first year of the programme, involvement of participating primary and secondary schools in health related initiatives almost doubled; the recently launched Framework for Nursing in Schools takes a fundamental look at the role of the School Nursing Service and establishes a clear focus for maintaining and developing its involvement

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EDITORIAL

The lead article for this, the 30th edition of FORUM is about New Community Schools. The article contains a hyper-link to the New Community Schools website which is well worth a visit. Edition 7 of the NCS newsletter contains articles about how the NHS is run in Scotland and health related issues in New Community Schools.

Supporting the lead article are 29 contributions from across the country giving a flavour of the variety of work going on in New Community Schools. There are also a further 23 articles covering other health promotion activities.

This edition of FORUM is the biggest for some time and I would like to thank everyone who contributed articles and illustrations.

FORUM can be accessed from the re-designed Health Department pages on the SHOW website using this hyperlink <http://www.show.scot.nhs.uk/sehd/forum.asp> , or through the SHOW website publications search facility - type in name of organisation "Scottish Executive Health Department" click on the Category drop down menu and select "Forum Newsletter", then click on go.

Articles for FORUM can be submitted at any time, either hard copy or e-mail (preferred) to :

John Williamson
2ES
Scottish Executive Health Department
St Andrews House
Regent Road
Edinburgh
EH1 3DG

e-mail : john.williamson@scotland.gsi.gov.uk

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FORUM

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NEW COMMUNITY SCHOOLS APPROACH

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in the new community schools approach; a variety of activities appropriate to local circumstances and needs are being pursued under the banner of the health promoting schools concept, which the Health Promoting Schools Unit has been set up to support.

Although much progress has been made, there are still challenges ahead. Ministers' aim is that all schools will adopt the new community schools approach by 2007, with all schools becoming health promoting schools by the same date. This target will increase the demands on all partner agencies to extend integrated working practices. The evaluation of the pilot programme indicates that only slow progress is being made in developing the multi-disciplinary training and staff development necessary to raise participants' awareness and understanding of their respective roles and responsibilities and the different legislative frameworks within which they operate, and the professional practice strategies required to deliver a fully integrated approach.

These are challenges we need to meet. The new community schools approach is central to Ministers' strategy for making a real difference to the lives of children and young people. Integrated service delivery is key to that approach.

Footnotes:

1. The final report of the evaluation of phase 1 of the NCS pilot programme will be available in the summer.
2. More information about the NCS approach is at www.scotland.gov.uk/education/newcommunityschools.

NEW COMMUNITY SCHOOLS - The Greater Glasgow NHS Board approach

From the inception of the initial 'Pathfinder' schools (including 2 within Greater Glasgow) and through the pilot stage (with 7 initiatives in Greater Glasgow) into roll-out phase, GGNHSB has provided substantial support to the development of **New Community Schools**.

This has included:

- nurturing **support** of the Board and senior officers (including Chair of Health Board, Chief Executive, other Directors, other Trust senior officials, etc) through regular briefing, etc
- active **participation** from senior officers in city-wide and school-based planning groups particularly raising the health emphasis within pilots. This has included central planning groups linked to Children's Service Planning, Steering Groups and Health Groups in individual initiatives
- substantial Health Board **funding** to support pilot and roll-out initiatives
- **hands on support** from Health Promotion personnel at a variety of levels and including sector and topic officers
- leveraging in of other funding to increase impact of initiatives – for example where schools exist within SIP areas, the local health 'SIP' expenditure has been used to increase capacity within New Community Schools
- ensuring other pilot initiatives articulate well with the New Community Schools – for example School Health Service re-shaping
- support for linked local authority-wide initiatives through finance and expertise – for example the **Glasgow Healthy Schools** Health Promoting School scheme
- development of good **linkage** with wider NHS to ensure support for New Community Schools forms part of their strategy development – for example primary care and child and adolescent mental health services
- development of robust **needs assessment** and base-line health information
- support for **evaluation** of pilots
- **training** support on a variety of health issues and particularly the 'Health Promoting School'
- development of pilot **Health Development Officer posts** together with evaluation of posts, support mechanisms and future investment in posts within roll-out (in 2003-4 there will be a total of 13 posts within Greater Glasgow)
- active support of and involvement in '**Joint Assessment Teams**' or equivalent school-based multi-agency assessment and joint support teams linked to guidance and social work

Through this body of work and the generally supportive approach a whole range of pilot projects, developments and activities have been developed. These have included some of the particular projects described here:

- Smoking Cessation
- Girls Groups
- Primary 7 transition
- Save our Smiles - peer oral health
- Youth on the Edge
- Shine project

Lochend Community High School – Smoking Cessation

Through partnership working in Easterhouse, Glasgow, involving both voluntary and statutory agencies, a Young Persons Smoking Cessation Working Group was formed. The group was successful in securing significant funding from HEBS to operate a smoking cessation project for young people in both school and community settings. The finance is sufficient to allow the project to run for three years and employ a worker to ensure co-ordination.

Lochend Community High School was part of this bid, with the Health Development Officer from the school being a member of the working group, giving access to young people to involve them in the development of the project, recruiting young people who wished to stop smoking and providing one of the venues from which the project could run.

The smoking cessation co-ordinator is now in post, consultation with young people (using *participatory appraisal* methods) has been carried out and the project has now completed the first pilot group. Without this close partnership working this initiative would have been unable to get off the ground.

Lochend Community High School – Girls Group

The girls group operates to support vulnerable young females in a relaxed and informal setting within the school environment. School Nurses, Health Development Officers, Guidance Teachers and members of the Social Work Team facilitate the group. The aim of the group is to help young females to acquire a range of skills such as assertiveness and decision-making, provide support, raise self-esteem, explore positive relationships and tackle issues pertinent to adolescent females

The pupils are identified by school guidance staff, social work or by means of a Joint Assessment Team. The girls are offered a place within the group and if they agree, a home visit is made to discuss the group and allow an opportunity for parents/guardians to raise questions. Pupils attending are released from classes, usually one period per week for ten sessions. The group has a strong health promotion and relationship focus; however, each group identifies their own programme content dependant upon their needs.

Lochend Community High School – Primary 7 Transition

All primary seven classes from the feeder primary schools attend the secondary school for day visits and a weeklong residential programme together in preparation for secondary. From this, and through referral from Joint Assessment Teams, Social Work and Teaching staff, pupils who may have difficulty in the transition from primary to secondary school are identified and offered a place on the Summer Programme. Difficulties may include confidence and self esteem problems, behaviour, caring responsibility, attendance and general vulnerability. The programme is structured to enable young people to develop social skills and to provide support in a relaxed and informal setting. Issues covered include self awareness and awareness of others, team building and coping with the transition from primary to secondary.

Various staff, including health workers, social workers, education liaison and careers officers, teaching staff and youth workers facilitate the programme during the school summer holidays.

Drumchapel High School - Save Our Smiles Squad

Following a visit from the Oral Health Action Team, the pupils involved in HEAT (Health Education Action Team) decided that they would like to become more involved in their work as volunteers. This group mainly works with Pre 5's in local nurseries to promote the following main messages-

- Restrict sugar to mealtimes; including choosing healthier drinks/using straws for soft drinks.
- Brush teeth twice a day using a fluoride toothpaste
- Early registration with a dentist and visiting a dentist at least twice a year.

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Ten 12-16 year olds spent a week of their summer holidays designing, writing and creating storybooks with an oral health message. Local oral health educators provided the factual information and later in the autumn term the school chaplain delivered an informative session on "how to read stories to wee people." To coincide with National Tell-a-Story Day on 25th October 2002, we went on a tour of all ten local nurseries, telling the stories and playing games with the children. Nursery staff were very impressed by the standard of work of the girls involved.

The main benefits of this method of "almost" peer education were that not only did the pre 5 children receive information in a fun and interesting way, but also the teenagers involved gained valuable skills for use with younger siblings and in future parenthood- including discovering more about oral health themselves. Some surmounted their own learning difficulties to take part in the project and it was particularly valuable in raising the overall self esteem of the group.



Save Our Smiles in action

This was a fine example of a community based education project that was completely owned and run by the participants, from its planning right through to delivery. The HEAT members will be nominated for Pride of Glasgow Health Awards.

Funding is being sought to formally publish the books and we hope to provide accompanying educational materials using the characters, such as jigsaw puzzles as an enterprise initiative to raise funds for other club activities. Pupils have already begun to suggest visiting local primaries and extending the subject matter to include healthy eating.

Promoting Well-being in Schools in West Dunbartonshire

Teachers and partner agencies are working together in West Dunbartonshire Community Authority to progress health promoting school initiatives. Promoting the mental and emotional well-being of the school community is central. Two examples of practice are:

Youth on the Edge

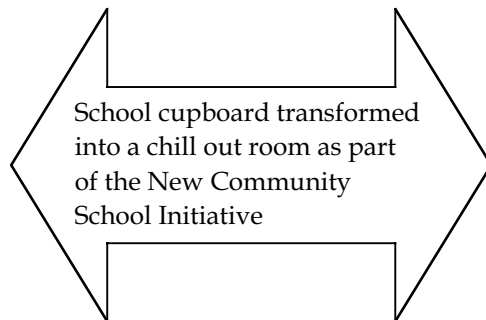
NCH Healthy Minds Project and West Dunbartonshire Council Health Development Officer worked in partnership with a group of young people to investigate the impact of school exclusion on their mental health. A writer and photographer worked with young people to enable them to express their views and feelings on school life. The work created by the young people highlighted the kind of support young people require to enable them to sustain their education. A significant factor in emotional well-being and maintaining education was the positive impact of a teacher or other adult. The project was funded by HEBS Scottish Mental Health Week Grant.



working out Mental health week in Braidfield NCS

Shine Project

Environment has an important bearing on emotional well-being of the school community. A young people's support group, The Shine Group, recognised the need to create a safe and comfortable environment for their meetings. In collaboration with their teacher, community artists, and the health development officer, and with funding from the Scottish Executive New Community School Grant, the group designed and converted a school cupboard into a chill out room.



contacts:

Phil White

Principal Health Promotion Officer-Child/Youth Team
Greater Glasgow NHS Board
Dalian House, 350 St Vincent Street
Glasgow G3 8YY
Tel: 0141 201 4890
e-mail: phil.white@gghb.scot.nhs.uk

New Community Schools

Lorna Carter

Health Development Officer
Drumchapel Community High School

Jennifer Murray

Health Development Officer
Lochend Community High School

Louise Anusas

Health Development Officer
Clydebank Schools
West Dunbartonshire Council

Strategy for Health-Promoting Schools

The achievement of Health-Promoting Schools status is one of four key aims of the New Community Schools initiative in the Western Isles. This initiative now covers all schools and communities from the Butt to Barra.

The New Community Schools Team and the Public Health Division, represented by Health Promotion, have jointly agreed a strategy to enable the fulfilment of this aim.

10 aims were identified that would allow schools to achieve Health Promoting Schools status. These were adapted from the 'Aims of the European Network of Health-promoting Schools Project' WHO Regional Office for Europe, Copenhagen (1991). These aims were then matched with the national Quality Indicators for schools.

At present 9 schools within the Western Isles have identified health as a key priority within their development plans and are active in pursuing Health Promoting Schools status.

The schools are jointly assisted by Health Promotion Staff and the New Community Schools staff by the Development of a standard Health Needs Assessment questionnaire. An audit is carried out and the results are jointly analysed to inform the development of individual action plans for each school. Best practice from other schools is shared and adopted, where appropriate.

Evaluation is built in that involves indicators and outcome measures based on the school development plan. There is a focus on matters other than curriculum i.e. staff and pupil health, community involvement.

As a first step in achieving greater family and community involvement the links with pre-school children and groups are encouraged and strengthened due to the importance of health determinants and social inclusion - in line with Social Justice Milestones

Schools are encouraged to incorporate a common theme relating to diet and exercise as these are an important influence on achieving Scotland's Health Targets on Coronary Heart Disease and Cancer. This theme is also of significant concern for all professionals involved in trying to improve the health and well being of communities in the Western Isles.

Issues for the future will include the resourcing of the Health Promoting Schools initiative, and the sustainability of such an excellent start to this worthy initiative

For further details contact

Colin Gilmour

Health Promotion, Western Isles NHS Board
Granite Buildings, 36/1 Cromwell Street
Stornoway HS1 2DD
Tel: 01851 702712.

Improving the Health Of Young People and their Families through the New Community School Initiatives in Grampian

National Context

In 1998 the Scottish Executive launched its major radical shake up of education through the New Community School initiative. It was and is designed to support approaches which are radical and designed to secure a step change in the attainment of children and young people. This national initiative is fundamental to the Government's twin strategies to raise educational attainment and promote social inclusion.

Each Local Authority had the opportunity to bid to the Scottish Executive for funding to establish two New Community School pilots. This meant six pilots across Grampian's three Local Authorities - Aberdeen City, Moray and Aberdeenshire. Aberdeen City identified two primary schools Smithfield and Tullos, Moray and Aberdeenshire however, went for cluster groupings (an academy and its feeder primaries) with Moray selecting Milne's and Forres and Aberdeenshire Peterhead and Turriff.

The two pilots in Aberdeenshire and Moray were phased in, with the first in each area beginning its working life in 1999, Milne's in the Moray cluster grouping and Aberdeenshire the Peterhead cluster. The second NCS projects for Aberdeenshire and Moray were established around 2001. Aberdeen City saw both schools enter the pilot in 1999.

The New Community School prospectus put out by the Scottish Office/Executive in 1998 stated that this new initiative would:

- ◆ make integrated provision of school education, family support and health education and promotion services;
- ◆ have clear management arrangements for the integrated delivery of these services;
- ◆ adopt strategies to encourage pupils and parents, together and separately, to develop positive attitudes to learning; and
- ◆ focus support on the family unit to encourage and bring out the best in both parent and child through family learning and the development of positive parent-child interaction
- ◆ provide each child with the fullest opportunity to maximise his or her potential
- ◆ give full attention to identifying and addressing children's needs
- ◆ focus particularly on developing the role of the family and parents/guardians and the contribution they make; and that
- ◆ encourage teachers, social workers, community education and health professionals to operate in an integrated fashion to assist in achieving common established objectives.

Key to these pilots was the need to bring together a number of services focused on the needs of the child, with a strong emphasis on the importance of also engaging with the family. Areas of disadvantage where children/young people are more likely to face the risk of social exclusion and formidable barriers to learning in their everyday environment were to be targeted.

The Government established the framework for the pilot programme to be flexible enough to ensure that approaches would be appropriate to local circumstances and needs. Characteristics essential in each initiative included:

- ◆ Focusing on the needs of all pupils within the school setting
- ◆ Engagement with families

- ◆ Engagement with the wider community
- ◆ Integrated provision of school education, including the policies and practices that support what is being taught, social work and health education and promotion services
- ◆ Integrated management
- ◆ Arrangement for the delivery of these services according to a set of integrated objectives and measurable outcomes
- ◆ Commitment and leadership
- ◆ Multi-disciplinary training and staff development

Health was to be a major player in the development of the initiatives, with the provision of supportive health policies and practices as one of the essential characteristics. Nationally the NCS concept was seen as an opportunity to improve and promote health within the community through the integration of education, social work and health based work with children, young people and their families.

Additionally a pre-requisite for eligibility for participation in the New Community School initiative has been commitment by schools to work towards achievement of the formal status of the 'Health Promoting School'. The HPS concept, inspired by the World Health Organisation, is underpinned by whole school action to promote 'Health for All', enabling pupils, teaching and non-teaching staff, parents and the community to take action for a healthier life, school and society.

The Scottish Executive has also demonstrated its commitment to taking this international initiative by its recent establishment of a national Health Promoting School Unit to champion the establishment of health promoting schools throughout Scotland, to improve and protect the health of whole school communities.

The Executive in a recent national press release stated;

"that young people spend more time at school than any single activity. It therefore makes sense to ensure that we take every opportunity to use those hours to help them make healthy choices for the lives they lead – particularly as we know that children's educational attainment is linked to their health".

Role of NHS Grampian in Supporting the Roll-out of New Community Schools Policy Development

Since their inception in 1998, the NHS in Grampian has been active in supporting the development and implementation of the New Community School initiatives within Grampian. It has been instrumental in negotiating and supporting the provision of joint funded Health Improvement Posts within each of the three Local Authority areas. These have been primarily about supporting the development of the Health Promoting School initiative, a cornerstone of the required NCS characteristics. The NHS has also been instrumental in working within the respective education services, and in partnership with other Council services and agencies, to develop and implement health strategy that will have an overall impact within all educational establishments.

Within the New Community School initiatives in Grampian, the joint funded postholders work directly with the schools to assist them to progress the HPS concept with their whole school community, identifying their priority health issue(s) and setting up health working groups to take developments forward.

Joint-funded Health Improvement postholders also work on:

- assisting schools to access initiatives that will feed into these developments e.g. positive playtimes, setting up pupil councils, healthy tuckshop provision, access to water, advice on health curriculum development
- accessing funding/training to support the work on health that schools are involved in e.g. NOF funding in Turriff NCS
- liaising with other agencies (health, social work, community education) to assist in the development of whole school support services for schools e.g. Teen Health clinics, after schools clubs

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- ensuring schools are kept up to date with relevant health information and are using in the development of their health response e.g. evaluation documents 'Route to Health Promotion', Grampian Youth Lifestyle Survey

Prevention and Protection ? Health Service Personnel

Each New Community School initiative has also accessed health professionals in their area e.g. GP's, dental services, speech therapists etc. to assist in the development of specific projects and also to provide direct support to young people and their families. School nurses/health visitors have been involved with other agencies in the development of specific services i.e. sexual health services developed outwith the school setting in Aberdeenshire, support of 'Baby Think It Over' programmes in some of the academies within the City and Shire and provision of 'positive parenting' programmes specifically designed to target families and young people in need of support and assistance across Grampian. The benefits of the national agenda to take forward public health nursing will also be felt in due course in the range of nursing input to schools and there are already a number of innovative examples of good practice where nursing and health have combined to add value.

There has been since 2001, the additional resource of the Public Health Coordinators posts within each Local Health Care Cooperative. The Health Improvement Funding to which they have direct access had enabled them to work with each NCS locally to focus on developments that identify and meet local need. Since January 2003, following the re-design of public health in Grampian, we have also benefited from the appointment of the Public Health Lead in Moray, Shire and City which will ensure that we draw together the various initiatives and funding streams, and maximise the contribution of health staff in collaboration with NCS to build 'New Communities'.

Partnership Working/Accessing Funding

Working in partnership with health has also enabled the three Local Authorities to access other sources of funding. In Turriff (Aberdeenshire) New Opportunity Funding has enabled them to offer an extended after school physical activity programme to all schools, in Tullos (Aberdeen City) involvement with a local business partnership (East Tullos Partnership) helped fund playground developments including the addition of a garden area and in Moray, funded from the HIF (Health Improvement Fund), the provision of the 'SMS' service, situated in Elgin, a drop in centre for young people from across the area providing specific health support and advice.

The latest national NCS interim review reports that twice the number of primary and secondary schools report involvement in health policy initiatives, suggesting that joint ways of working has substantially increased. Over two thirds of the initiatives received matched funding from health trusts, and also 'in kind' funding, largely staffing. Joint working with the health sector and other partners has also enabled NCS initiatives to access additional funding sources - Health Improvement Fund, New Opportunities Fund etc..

The NCS offered multi-agency groups an opportunity to pilot programmes of work. In Aberdeen City, Tullos Primary, together with the Kids in Condition (KIC) team Health Promotions (NHS Grampian) piloted a peer education programme for improving the playground experience. Senior pupils were taught how to manage and play games with younger pupils. Successful evaluation of this project led to the development of the Positive Playtimes programme, run by KIC, which has been successfully introduced to schools across Grampian.

Aberdeen City New Community Schools Developments

The New Community School pilots in Aberdeen City have up until now been based on two individual primary schools, Smithfield and Tullos (a primary school with Community Education Centre wing). Both schools being situated in areas that fall within the worst 0-10% of socio-economic indicators that have been used by the Scottish Executive to identify areas of deprivation.

Each of the two primary schools has received support from a team of professionals from a range of services including, Social Work, Community Education, Barnardos, Health Promotions (NHS Grampian) and Grampian Police. These teams have worked directly with schools and existing area based services to support children and their families, strengthening early intervention opportunities and exploring new ways of integrated planning and the development of joint initiatives. Part of this work has been to strengthen action on health improvement through work as health promoting schools.

Rollout funding has been combined with Children's Changing Services funds to enable the approach to be extended across the City. The approach (now known as New Communities) features strongly in the City's Community Plan and forms an integral part of the current re-structure within the Council. The re-structure will bring the range of Council services together to deliver locally within three Neighbourhoods – North, Central and South. New Communities will be rolled out within the Neighbourhoods over the next two years to include all 81 schools. Two 'Change Managers' are being appointed to each Neighbourhood to support local interagency groups to take forward this partnership work. In addition, a Project Manager will oversee the implementation and co-ordination of work across the City.

For further information, contact Anne Landels, Head of Service, Quality of Life, Culture & Learning, Neighbourhood Service South on 01224 346 051

Aberdeenshire New Community School Developments

Aberdeenshire established two NCS initiatives in areas of identified deprivation, Peterhead and Turriff. Both initiatives working through the Integration Managers have established core teams, comprising various professional groupings to work directly with children, young people and their families identified as being at risk.

Aberdeenshire Council has organised the co-ordination and delivery of educational provision into Local Education and Recreation Networks (LEARNs). Each LEARN is composed of an academy and its associated primary and special schools, Community Education representative, Recreation Officer, and Psychological Service representation. Some LEARNs have developed to become multi-agency forums, with Social Work, Health, Police and others as part of the LEARN. It is anticipated that LEARNs will become multi-disciplinary forums with a wider range of partner organisations playing a part in the LEARN development and operation. The LEARN structure is considered to be the key one for educational service delivery within Aberdeenshire. The NCS development is firmly embedded within the LEARN concept. Each NCS initiative is and has formed around the LEARN structure.

Joint funding between education and health has seen the establishment of specific health posts in each of these NCS/LEARN settings. The primary function of these posts has been to support designated schools in developing policies and practices around their identified health issues. The NCS roll-out in Aberdeenshire will take in another four initiatives and negotiations are taking place with NHS Grampian to joint-fund/manage a further four designated health improvements posts.

For further information, contact Dawn Tuckwood, Health Improvement Officer, Education & Recreation Service, Aberdeenshire Council on 01225 664 883 or e-mail dawn.tuckwood@aberdeenshire.gov.uk

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Moray New Community School Developments

The Milne's New Community Schools Group, comprising Milne's High School and three associated primary schools, received funding during phase 1 of the national New Community Schools pilot initiative in 1999-2002. Funding for the Forres New Community Schools Group (Forres Academy & 8 associated primary schools) followed in phase 3 in 2001.

Each group has brought together, in a single support team, professionals from a variety of services working to support children, young people and families. In addition, all schools in the NCS groups are working towards becoming Health Promoting Schools.

As of summer 2002, Moray are now in the rollout phase of NCS funding. In Moray this funding has been combined with another funding allocation (Changing Children's Services) with the rollout encompassing the whole of Moray. All 54 Moray schools are now designated New Community Schools. The NCS approach is being taken forward through the interagency forum of a Local Community Network (LCN) in each of the eight Associated School Group (ASG) areas. There are four Local Community Network Support officers, each responsible for supporting the process across two network areas.

Details of the Milne's final report, the Forres first year report and details of plans for the integrated Development of Support Services for children and families can be accessed via The Moray Council's website: www.moray-education/educsrvs/ess/ncs

For further information, contact Wendy Jamieson, Local Community Network Manager on 01343 563108 or by e-mail wendy.jamieson@moray.gov.uk

Relevant documents include:

'The New Community Schools Prospectus'

'Interchange 76 'National Evaluation of the New Community Schools Pilot Programme in Scotland:Phase 1:Interim Findings

at www.scotland.gov.uk search New Community Schools under section headed 'publications'

For further information on the Grampian wide Health Promoting School developments contact:

Dawn Tuckwood

Tel: 01224 664 883

e-mail: dawn.tuckwood@health-promotions.com

New Health Promoting Schools Scheme for Edinburgh and the Lothians

Schools are a key setting for health promotion. Children spend much of their formative years in school, a time in their lives when they are still developing their opinions, attitudes and habits. Schools present an excellent opportunity for demonstrating to children and adults that health is important.

The concept behind Health Promoting Schools is that health promotion is not only taught within classes, but is reinforced throughout all aspects of school life and via links with the community. Embracing a genuinely participatory approach to decision making and fostering a sense of belonging and community are central to the pursuit of a health promoting school.

The idea of a health promoting school was first discussed in the early 1980s, and has developed greatly over the last two decades. The relationship between education and health is seen as fundamental by many professionals working in education, health promotion, public health and community development. Initiatives to further develop links between the two are continually gaining support. At national level we have seen:

- the development of the Health Promoting School Unit,
- the achievement of health promoting school status as an integral aspect in the government's New Community School initiative
- the recent rewriting of the 5-14 Health Education Guidelines placing health education firmly within the context of the Health Promoting School
- the inclusion of classification as a Health Promoting School as one of the performance measures/quality indicators for the National Priorities in Education

While a considerable amount of excellent work on health has been undertaken in schools in Edinburgh and the Lothians it was felt that the time was right for a more co-ordinated approach to health promotion in this setting. The aim is to reduce the ad hoc nature of some of these developments and to address the concerns of many schools regarding the deluge of health related initiatives by providing a coherent and planned response mechanism.

NHS Lothian in partnership with the four Local Authorities have developed and are piloting a resource to support schools working towards becoming health promoting schools. Alongside this, we are developing a formal Health Promoting School Scheme.

The scheme consists of three levels each with requirements for accreditation at each. Schools decide the pace at which they move through the levels of the scheme.

We are currently piloting the resource and scheme in eight schools across Edinburgh and the Lothians. This includes three secondary schools, four primary schools and one special school.

We recruited schools from across Lothian so we have representation from

- each local authority
- urban and rural schools
- a school that has a nursery class
- schools that are already well engaged with the process of becoming Health Promoting Schools and those that are just starting

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Pilot schools will receive:

- Written support materials
- Training on Health Promoting School issues.
- Access to support and advice
- Resources
- Financial support for e.g. teacher release time, Health Promotion Assistant support, resources, specialist input

If you would like any further information please contact:

Sarah Cavanagh

Senior Health Promotion Specialist (Schools)

Lothian NHS Board

Deaconess House

148 Pleasance

Edinburgh

EH8 9RS

Tel:0131 536 9419

Email: sarah.cavanagh@lhb.scot.nhs.uk

Health Development Officer: East Inverclyde New Community School Project

As the Health Development Officer for East Inverclyde New Community School Project, my role is both challenging and rewarding. No 2 days are ever the same as "health" covers anything from setting up SNAGs to working at St Mungo's Breakfast Club to sourcing and developing resources.

I have been in post since May 2002; in that time I have worked with many other agencies whose main concern has been the improved health and welfare of Inverclyde as a community. I work closely with Health Promotion Officers, the Local Health Care Co-operative, School Health, and Community organisations to name but a few. We as a project endeavour to offer joined up services that will benefit both the school population and the wider community as a whole.

I work with 13 schools and 3 pre-5 centres, each of these establishments present their own unique opportunity to work with parents/carers, children and staff on a wide variety of topics. East Inverclyde New Community School Project offers the wider community the chance to be involved in something that can be shaped *by* them and *for* them. Parents/carers can be involved in Aerobics classes in their local school or Health Eating cookery classes. Children can shape what services they want from the Project through pupil council meetings, drop-ins run by the project or by simply asking their teacher. Staff can benefit from easy access to additional resources and a co-ordinated approach to curricular activities.

New Community Schools are a valuable resource that can bring opportunity and change. As a Health Development Officer, I enjoy my job and feel that the scope is there to make a positive contribution to the school community, in its widest sense.

Contact:

Julie Thomson

East Inverclyde New Community School Project

c/o St Stephen's High

Southfield Avenue

Port Glasgow

PA14 6PR

Tel: 01475 715520

Inverclyde Stress Management Project

New Community Schools - East Inverclyde

Since the new term started in January Inverclyde Stress Management Project have visited a number of schools within the New Community Schools (East Inverclyde) cluster. At St Stephen's High School the Therapists worked with a group of third year pupils for approximately one hour. They took the pupils through gentle breathing and relaxation exercises and demonstrated a simple neck and shoulder massage, after which the pupils attempted the routine on each other. The Stress Management Therapists also bring along a sample of the essential oils that they use in their everyday practice and give the pupils information on how to use to the best effect. For example, Rosemary oil on a handkerchief or cotton pad, kept close, will aid memory during study and help recall in an exam. (Not to be substituted for study though!)

A number of primary schools have been visited where pupils from p6/7 worked with the Therapists on a similar programme to the above. Pupils were also informed of the effects of stress on different parts of the body and how to recognise simple signs of physical stress within themselves. They were also invited to identify a time when they felt stressed, one child wrote:

"When I fall out with my friends I feel stressed because I feel upset and lonely. Now I can use visualisation to relax and Rosemary to help me think clearly."

The remaining primary schools within the cluster have arranged for a visit from Inverclyde Stress Management Project and the Therapists will provide information and relaxation for students at Port Glasgow High School during the Easter study break.

Contact:

Julie Thomson

East Inverclyde New Community School Project

c/o St Stephen's High

Southfield Avenue

Port Glasgow

PA14 6PR

Tel: 01475 715520

East Inverclyde New Community Work Self-Esteem Programmes for Young Children

At the beginning of January I took up post as a Home/School Link Worker for East Inverclyde Community School. In my role it has been important for me to work from a preventative approach, so my focus isn't solely problem management. To me, the most natural place to start was to deal with the core of many problems; low self-esteem. Self-esteem has a marked effect on both behaviour and learning and influences the way in which we respond to life's challenges. Many schools support children to develop social skills and a more positive self-image through Circle Time. I wanted to initiate a programme that would build upon existing Circle Time approaches.

At Boglestone Primary School for example, I have initiated a 6 week programme called "Positive People", based on resources by Tina Rae. This is aimed at promoting positive behaviour and self-esteem among P1 and P2 children. Work covered in each 30 minute session is reinforced by the class teacher throughout the week. A session usually involves discussions, for example on the feelings of characters in a story, followed by a relevant game.

I am on week 4 of the programme and find the children are responding very well to the content of the sessions as they are exploring issues met in everyday life. My teachers are very supportive and have played some of the games later in the week.

Evaluating the effectiveness of the programme, especially as it is only a short pilot, is not the easiest task. However, if one small step can be made towards building a more positive self-image for a child, then to me that is a success in itself.

Contact:

Jane Selway
East Inverclyde New Community School
St Stephen's High School
Southfield Avenue
Port Glasgow
PA14 6PR
Tel: 01475 715525

East Inverclyde New Community School Project Community Learning and Development

Since taking up post as Community Learning and Development Assistant, I have undertaken a number of projects working with the children of East Inverclyde and their parents/carers.

In the primary schools within the East Inverclyde cluster there have been 6 week blocks of football offered in addition to the curriculum. These groups are determined by factors identified by the Head Teacher ie, discipline, team work, and these themes are the focus for the sessions.

Reading groups have also been established. For example, in Boglestone Community Centre, the session is open to all Primary 5s in the surrounding schools and encourages the children involved that reading should not be a chore and can actually be fun! A theme is identified and books are chosen accordingly. The group can then be read to, read to others, borrow books and be involved in other related activities such as book reviews and arts and crafts activities. A similar project is in the initial stages at Kilmacolm PS for P4s.

As Community Learning and Development Assistant, I am also involved in a range of other projects such as Early Morning Aerobics for pupils, teachers, parents/carers, Sewing Classes, Healthy Eating Classes and Homework Clubs.

My role will develop as the project grows.

Contact:

Leeanne McPhail
Community Learning and Development Assistant
East Inverclyde New Community Schools Project
c/o St Stephen's High
Southfield Avenue
Port Glasgow
PA14 6PR
Tel: 01475 715522

NHS Lanarkshire Health Promotion and New Community Schools

The New Community School (NCS) agenda is being progressed in Lanarkshire by a partnership of Health Promotion, of statutory, non-statutory and community agencies.

The 3 main aims of the Community Schools approach

- To raise standards of education, health, and wellbeing of pupils
- To encourage partner agencies to provide for the whole-school community
- To provide the school community with across-the-board access to services

The whole-school community consists of pupils, parents, and staff, both teaching and non-teaching.

Hello and a warm welcome to our first newsletter! Belong to a Health Promotion Group, and we come from school nursing, health, education, community education, and from catering. The Group has been set up to help St Monica's and Old Monkland Schools to become " health promoting". This means we work on health through the whole school, and we include relationships between home and school.

Christine Buckel, Integration Manager, New Community School Base.

Over the past 24 months, North Lanarkshire has seen the development of 26 New Community Schools, and there is an expectation that all will become Health Promoting Schools. In South Lanarkshire, following the *Integrated Children's Services* approach, all schools are now recognised as New Community Schools.

In partnership with the Education Departments of both Councils, Health Promotion has developed a *Health Promoting School* Award Scheme. This Scheme will set criteria for the whole-school environment as well as complement work already started on the *Scotland's Health at Work* scheme and the *Eco School Programme*.

Health Promotion have been involved in the following New Community School initiatives:

- *Walk To School Programme* for pupils and parents
- *Parent Support and Education Sessions*
- *Healthy Lifestyle programme* for pupils: *Eat With the Players (Motherwell FC)*
- *Stress-management and Parenting Programme*

In partnership with North and South Lanarkshire Councils, Health Promotion is working with other school-based programmes such as the Home School Partnership, which provides parents with support and learning opportunities.

Contact:

Elaine Crosbie, Youth Health Team

Lanarkshire NHS Board, Health Promotion

Strathclyde Hospital

Airbles Road

Motherwell ML1 3BW

Tel: 01298 8788

e-mail elaine.crosbie@lanhb.scot.nhs.uk

Supporting New Community Schools in NHS Argyll and Clyde

NHS Argyll and Clyde is geographically widespread and wide-ranging. It has 5 Local Authorities within its boundaries each reflecting the contrasting nature of the area in their diverse approaches to New Community Schools. Our contribution within these partnerships has therefore been to adapt to these disparate approaches and deliver locally based developments toward common objectives that is to:

- ensure New Community Schools have the support and resources necessary to improve attainment,
- involve pupils, parents and communities in developing health awareness
- improve how we ourselves deliver our services and
- join together in a partnership approach to designing and delivering these common goals.

The main thrust of our involvement has been in directing funds toward New Community Schools from as many sources as possible ensuring that they have the resources to shape their health improvement agenda. NHS Argyll and Clyde have allocated funds to each Local Authority toward establishing Health Development Worker posts in the schools; encouraging a community development approach, to stimulate local involvement and participation. In our view, these posts are critical in rolling out the health improvement agenda and professional support has been allocated centrally by Health Promotion staff. In addition, preparations are well underway in forming a network for peer development and sharing of good practice for this key group.

Outputs from this are the strong influence of locally based, multi disciplined planning groups in delivering School Nutrition Advice Groups, Breakfast Clubs, Sexual Health Support and Advice Drop-ins, Stress Management and Therapies. In particular Active Living and Physical Activity support has been provided by directly funding schools via the Integration managers and by ensuring these outputs are written into their development plans. Clearly, parents, extended families and community organisations have a major role to play in designing and delivering this agenda.

Other outcomes from our intervention and partnership process are strong nutritional support creating after school clubs, water in schools and fruit in schools (thereby achieving better school participation and attainments)

In summary we pride our participation in New Community Schools in shaping their design and development, promoting steering groups and locality groups to plan for a healthy future. We have taken account of local needs and priorities and dovetailed these with strategic direction. We have strongly influenced the developing school nurse role in adopting a wider health improvement approach by sharing good practice and supporting their professional development.

As well as our commitment to developing children's services and in particular vulnerable children by influencing policy, the Health Promoting School has been paramount in our strategic direction. Finally, we have been active partners in rolling out the development of New Community Schools as a centrifugal setting for health improvement.

Contact:

Jan Henderson

Senior Health Promotion Officer

Argyll & Clyde NHS Board

Ross House

Hawkhead Road

Paisley PA2 7BN

Tel No: 0141 842 7243

New Community Schools (NCS) in Tayside

New Community Schools, along with Health Promoting Schools, are top priorities in NHS Tayside's Health Plan, Joint Health Improvement Plan, Health Inequalities Strategy and Child Health Strategy.

Tayside's Specialist Health Promotion Service and LHCCs provide direct support to the NCS Projects in Angus, Dundee and Perth & Kinross.

In Angus the NCS agenda now includes the Arbroath secondary and primary schools and is due to expand to the secondaries in Brechin and Montrose. There are currently bids into the Quality of Life Fund to expand the current NHS staffing (via the Health Improvement Fund) to include a Health Promotion Officer and Community Nurse.

In Dundee the current NCS initiatives at Baldragon Academy and its primary school cluster will soon be added to with the inclusion of at least two more secondary schools. There is also agreement between Dundee City Council and NHS Tayside to establish a locality health team, co-ordinated by a Senior Health Promotion Officer (who will be funded by Dundee City Council). This team will provide a public health/health promotion service to these New Community Schools and their surrounding communities.

In Perth & Kinross the excellent NCS project in Perth City will be added to via further development in the area. Details of this will emerge soon.

Contact:

Paul Ballard

Consultant in Health Promotion

Tayside NHS Board

Kings Cross, Clepington Road

Dundee DD3 8AE

Tel No: 01382 424060

Benarty Health Week

As a New Community School Benarty Primary School is working hard to develop as a 'health promoting school'. Staff were deeply concerned about the lack of drinking water in the school and also worried about the childrens' diets and sedentary lifestyles.

In a joint venture with the NCS Teams' Health Promotion Worker and Active Primary Schools Co-ordinator, the school held a whole school health week to tackle these related issues.

Scottish water supplied every child with a water bottle and the school piloted a water bottle on desk initiative.

The week saw many outside agencies visiting the school including: the local football team's sport scientist to talk about the benefits of drinking water; Road Safety to cover safety issues when walking to school; The British Heart Foundation (with Mr Hearty!) to talk about healthy lifestyles; 'Seafish' gave inspirational, informative cooking demonstrations and tastings of fishy recipes; and finally a local supermarket visited the school to do a fruit tasting.

These visits were inter-linked with class work, which focused on health for the week. Children wrote songs, poems and raps about water drinking and healthy eating and designed futuristic water bottles. Work linked health to other curriculum areas e.g. maths, graphing numbers of pupils walking to school/ bringing 'healthy tuck'.

Parents were given information packs and invited into the school for informative talks about the initiative and how parents could get involved in improving the health of their children and families.

Initial feedback has indicated that the week has been a major success. It is crucial to point out that Benarty's concentrated health focus is one component of the school's continual development as a health promoting school. The week is currently being evaluated with a view to developing a repeatable model.

Contact:

Kirsty Robertson
Health Promotion Officer (NCS, Lochgelly, Fife)
Tel: 01592 783641

Person centred approach to Personal, Social and Health Education (PSHE) in Stirling New Community Schools



NHS Forth Valley

In partnership with Stirling Council, based on an original project developed with Clackmannanshire Council, a specialist worker has been appointed. They provide training and support to education staff to deliver a person centred approach to PSHE using Interactive Drama techniques.

To date 14 Primary Schools have been involved, 35 staff have been trained and 600 young people within primaries 5 to 7 have been involved in the programme. Issues covered range from drug use to racism to positive behaviour to health and inequalities.

The programme has now been extended to the secondary sector and 40 staff have been trained with the programme being delivered to 500 pupils within the S1 to S3 age groups.

This programme is funded using Health Improvement Funds.

contact:

Tom Houston

Forth Valley NHS Board

9 Gladstone Place

Stirling FK8 2AH

Tel: 01786 463031



Sexual Health Education in the Curriculum across Forth Valley.

In conjunction with pupils, parents, staff and faith groups, an in-service training programme has been developed and delivered within secondary schools, including denominational schools across Forth Valley.

Ten secondary schools have taken part with 200 staff being trained to deliver the programme to S1 to S4 pupils.

Unique to this programme has been the commitment from education establishments to allow several members of staff from an establishment to attend the training, the largest being 18 from one school. This provides a much better quality programme to young people as staff have more support from their colleagues.

Contact:

Pamela Vannan

Forth Valley NHS Board

9 Gladstone Place

Stirling FK8 2AH

Tel: 01786 463031

Smoking Cessation in Highland Schools

Smoking prevention has historically been the focus of tobacco related activity in schools, though research commissioned in 2000 by Highland NHS Board also identified young people as a key target group in respect of smoking cessation support. As a direct result of this needs assessment, Highland NHS Board, working closely with the Highland Council Education Service, developed a school-based smoking cessation programme based on a peer education approach.

Key aspects of the project, which is being funded through the Health Improvement Fund, include:

- Training appropriate individuals to run smoking cessation projects in all secondary schools in Highland.
- Providing information support in schools to young people who want to stop smoking.
- Developing a model of peer support/buddying to sustain support for individual pupils.
- Evaluating the initiative to inform future practice.

Taken forward by a dedicated Project Co-ordinator employed through Education, the service is currently available in 9 schools with training delivered in a further 8 which are now due to come on stream. It is hoped that all secondary schools will be offering the service by the summer.

Initial feedback has been very encouraging, with schools reporting good take-up of the sessions by pupils.

Cathy Steer,

Health Promotion Specialist - Tobacco

cathy.steer@hnb.scot.nhs.uk

Highland NHS Board

Beechwood Park

Inverness IV2 3HB

Highland Health Promoting Schools Toolkit

The key challenge facing schools as they strive to achieve health promoting status is that of turning the rhetoric into reality, with a particular emphasis on ensuring the provision of practical support and guidance. Currently in its final draft and out for consultation and input from a group of head teachers and representatives from Social Work and Education, the Highland Health Promoting School Toolkit aims to provide a comprehensive resource for schools to use.

Currently in printed form, though with plans afoot to make it web based, the toolkit provides schools with all the relevant information they require, including:

- Background information about the health promoting schools initiative.
- Detailed criteria for achieving health promoting school status.
- Quality indicators to allow for self-evaluation.
- Guidelines and best practice for specific projects, e.g. setting up a Breakfast Club.
- Sign-posting to funding streams.
- Comprehensive details of projects and initiatives schools can tap into.
- Contacts and sources of information, including those available through the local authority, health and the voluntary sector.

The toolkit has been developed by the Highland Health Promoting Schools Team which comprises one member of staff drawn from health, and one from education, and which is based within the Health Promotion Department.

Lisa Barnettson

Health Promoting Schools Project Officer
(lisa.barnetson@hnb.scot.nhs.uk)

or Lindsay Graham

Health Promoting School Development Officer
(lindsay.graham@hnb.scot.nhs.uk)
Highland NHS Board
Beechwood Park
Inverness IV2 3HB

Fruit in Schools

NHS Western Isles is working with the local New Community Schools (NCS) project in a variety of ways relating to the implementation of the health promoting schools standard. In the Western Isles all schools are part of NCS and in 2002 a pilot initiative was set up in three primaries to promote an increase in awareness of the importance of fruit to a healthy diet and to increase consumption in the home.

A Community Dietician led the initiative with support from Health Promotion, Education Service and New Community Schools. Funding was through the Health Improvement Fund.

Stornoway Primary, Sandwick Hill and Laxdale schools were involved - all based on the Isle of Lewis. In total 212 pupils were involved with 100% of primary 1 and Primary 2 pupils receiving the fruit three times each week. Discussions with pupils and teachers led to the fruit being provided as a fruit salad portion rather than a whole piece of fruit. During the course of the pilot young people changed their opinion and preferred a whole piece of fruit - some items in the salad being unfamiliar (and therefore rejected) even though the presentation was in the first instance deemed to be attractive.

The project in its early stages was run for 12 weeks - up to March 2002. The fruits used in the salads were pineapple, grapes, green and red apples, pears, oranges, mandarins, bananas, melon, strawberries, and kiwifruit. The whole fruits offered included apples, bananas, pears and mandarins.

The initiative was backed up by parent/teacher evening sessions, staff training, pupil and home leaflets as well as lessons delivered as part of the schools health education curriculum. In addition schools promoted the initiative in a variety of ways - poster displays, stalls at the school fete as well as using food as a vehicle for lessons in other subjects.

All involved in the pilot received a pre and post intervention questionnaire. Over 50% of the parents responded that the pilot had raised their awareness of the importance of fruit consumption with one third of respondents volunteering that they now bought more fruit. Teachers and catering staff were positive about the initiative and were keen to see it continue. Schools needed flexibility to issue the fruit at a time to suit themselves and to dovetail the project into the lessons as appropriate. Time was made available in all three schools for the fruit to be eaten during the lesson. The children responded that they now eat more fruit at home - in over 50% of cases.

In general, for such a short pilot it could be stated that the importance of fruit as an ingredient of a healthy diet was reinforced. This was due as much to the pro-fruit environment and the lessons, and the fact that it was visibly in evidence as to the tasting - although several times each week children have the chance to taste fruit. It was found that although some fruit was unfamiliar only 5% refused to take any. Changes were observed in pupil's health behaviour - parents commented that their children were more likely to try to eat a wider variety of fruits. Children themselves were making decisions about fruit they liked, disliked and ate most.

Funding has been secured for the initiative to be rolled out to all schools in the Western Isles that had expressed an interest in developing health in their school development plans. Currently all pupils in 13 schools throughout the isles are enjoying taking part in this initiative.

A final comment sums it up "We gave fruit to the children and their choice was to eat and enjoy!"

For further details and copies of the evaluation report contact:-
Brian Chaplin
Health Promotion Department, Western Isles NHS Board
Granite Buildings, 36/1 Cromwell Street
Stornoway HS1 2DD
Tel: 01851 702712.

Health and Wellbeing in School – Staff are important too

Health and Wellbeing initiatives in a school benefit the whole school community, through the realisation that a school is not only an educational establishment but also a work place. With 42% of teaching staff reporting high levels of stress¹ it is apparent that work around the wellbeing of teaching and non-teaching staff is long overdue. Within City of Edinburgh and the Lothians a number of initiatives are being put into place to try to alleviate work-related stress, some examples are:

East Lothian

In East Lothian, within the Prestonpans New Community School cluster, a teacher wellbeing pilot is taking a strategic approach to the health and wellbeing of teaching and non-teaching staff. The pilot is a school-based support programme that works with the staff of the school to identify and address any wellbeing issue. These issues may range from rearranging the staff room to addressing management issues in the view to creating positive wellbeing. A co-ordinator is employed to oversee the day to day running of the pilot and within each school there is a nominated facilitator. Benefits from the initiative may include – closer working relationships, happier and healthy schools, greater communications between management and staff, as well as a reduction of stress related illnesses.

West Lothian

In West Lothian, school staff are able to access complementary therapies, which are being introduced into the schools. One example is Dean's Community High School/cluster who are introducing sessions around – reflexology, relaxation classes and Indian head massage. This is to encourage staff to take time out and relax, while bringing the services into the school community. This concept is being duplicated in other West Lothian schools.

City of Edinburgh

Leith Academy is one of the pilot schools for the Health Promoting Schools scheme. Staff health has been identified as an area the school wishes to develop further. Half of an inservice day was dedicated to raising awareness of relaxation techniques, opportunities to try out new sports and other stress relieving activities, for example drumming, salsa, crystal therapy, reflexology, archery, scuba diving, singing for health, meditation, makeovers, massage, introduction to the school gym and aromatherapy. People opted into what they wanted to try, and it was a very enjoyable day. Community education tutors who do evening sessions at the school facilitated many of the sessions and it is hoped the staff will join up with these groups. During personal development time senior pupils also have the opportunity to try some alternative therapy sessions and activity sessions such as snowboarding, golf and cooking for health.

Other schools in City of Edinburgh are also offering alternative therapies for their staff to help them relax and try something new; for example St Francis Primary School is offering regular aromatherapy sessions.

Midlothian

One of the health issues identified by the Newbattle Cluster Health Promoting School Working Group was staff health/stress. A small working group was set up with its main aim being alleviating staff stress. The three areas tackled were:

- To raise awareness of stress in the workplace. This was done by signposting relevant inservice education and training opportunities for staff, i.e. recognising stress indicators.

¹ Nash,P(2000) Teacherline First Report : Managing Stress in Schools.

- Provide stress-alleviating initiatives. A programme of short-term activities was developed to support health including massage, pilates, swimming and yoga.
- Improvement to workplace environment, to make it more conducive to good health. The staff facilities, toilets, wash facilities, display boards and indoor plants were upgraded.

To find out more please contact:

Joanne MacDonald and Luisa Walker

Health Promotion Specialists – Schools

Lothian NHS Board

Deaconess House

148 Pleasance

Edinburgh

EH8 9RS

0131 536 9000

email: joanne.macdonald@lhb.scot.nhs.uk or luisa.walker@lhb.scot.nhs.uk

Health Events in Schools leaflet

A fruitful partnership between Lothian NHS Board's Schools Team and the School Nursing Service has resulted in a 'Health Events in Schools Leaflet'. The leaflet was developed due to an increased demand on School Nurses to develop 'Health Weeks' for schools in City of Edinburgh and the Lothians. Health weeks are expensive, take a lot of planning and the outcomes are rarely evaluated – it is agreed that well planned health events can be extremely useful as the launch or pinnacle of health initiatives.

The guidelines aim to provide professionals in schools with basic information about planning, delivering and evaluating health events in an effective manner, and include the following pointers:

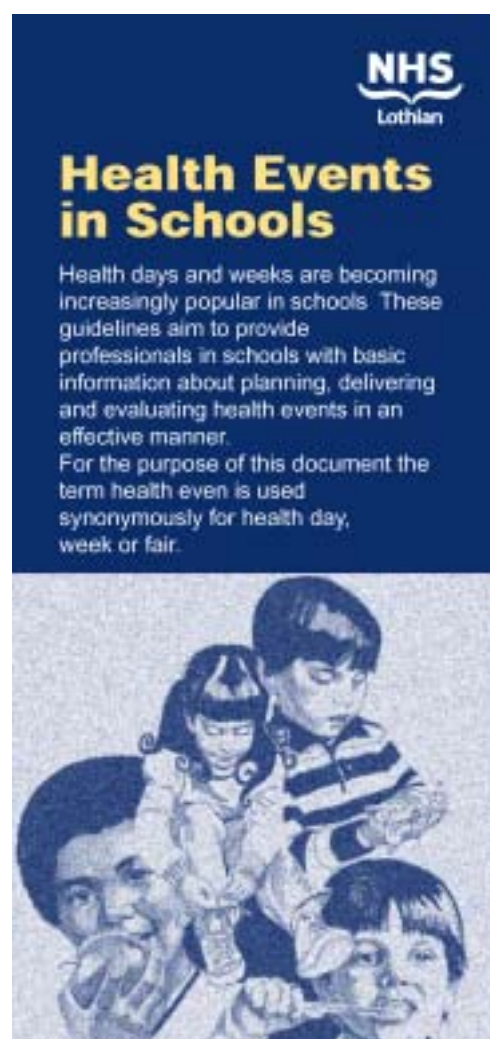
- Why have a health event?
- What do you want to achieve?
- Who are you trying to reach?
- When and where will your health event be?
- Meeting the needs of your target group
- Resources for the event
- Partners
- Monitoring and evaluation

The leaflet is being distributed to School Nurses and other partners involved in Health events in schools.

For additional information contact:

Joanne MacDonald or Luisa Walker
Health Promotion Specialists – Schools
Lothian NHS Board
Deaconess House
148 Pleasance
Edinburgh
EH8 9RS
Tel: 0131 536 9000

email: joanne.macdonald@lhb.scot.nhs.uk or luisa.walker@lhb.scot.nhs.uk



'Your Child's Health – An A-Z of Children's Health Issues'

The New Community Schools Health Sub-Group in North East Edinburgh expressed a need to share health information with the parents and carers of primary school aged children in the local area. The local Primary Schools had been sending health information home to parents and carers as and when it was required, and the group felt a co-ordinated approach to information sharing would be valuable. Local parents were asked which health topics they wanted to know more about, awareness of local health agencies and which type of format and layout they would find the most useful. The result was a booklet that has information, advice and support for parents and carers of primary school aged children on a range of health-related issues in an A-Z format and up-to-date contacts for local and national agencies. Joanne MacDonald from Lothian NHS Board's schools team worked closely with Lynne Francis (Senior Community Education Worker) on the resource, and valuable inserts on specific topics were contributed by a number of Health Promotion Specialists within Lothian NHS Board.

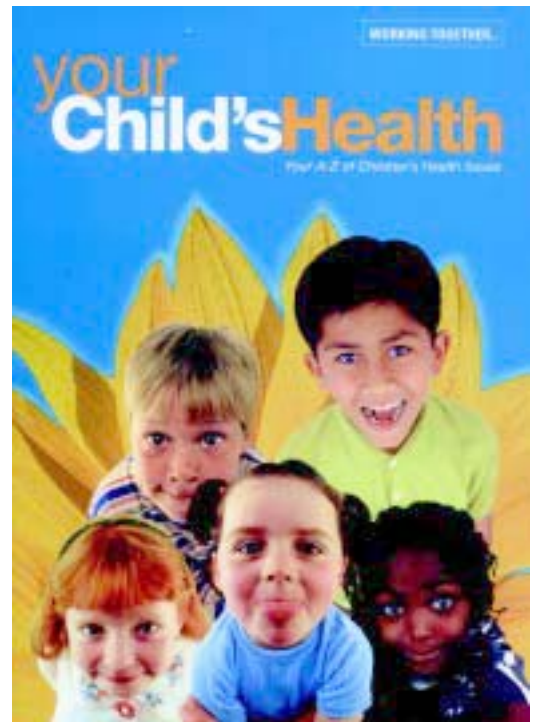
The resource was developed using a truly partnership approach – based on community consultation, supported by local health professionals and primary schools, compiled by Community Education and Lothian NHS staff and financed through North West Edinburgh LHCC, the Scottish Executive's Health Improvement Fund and North Edinburgh Social Inclusion Partnership.

Malcolm Chisolm launched 'Your Child's Health' on 4th October 2002 at the Pirniehall/St David's school campus and the resource has been distributed through 9 North West Edinburgh Primary Schools.

For further information please contact:

Joanne MacDonald
Health Promotion Specialist – Schools
Lothian NHS Board
Deaconess House
148 Pleasance
Edinburgh
EH8 9RS
0131 536 9265

email: joanne.macdonald@lhb.scot.nhs.uk



Sporting Chance

As part of a national strategy to improve the health of the nation, Lothian NHS Board through the Health Improvement Fund, has provided the City of Edinburgh Council £800,000 (£200,000 per annum over a four year period) that is now encapsulated in a new project called "Sporting Chance". The project has initially incorporated 23 primary schools and neighbourhoods in Northwest Edinburgh with a view to expanding it to cover other areas of the city in future years.

Sporting Chance is aimed at increasing first time participation in sport and encouraging healthy lifestyles through this participation. It is intended to educate children about the importance of maintaining a balanced lifestyle in order to decrease the risk of major health problems later in life. The project will over the full course of the project focus on children aged 9 to 12.

An initial pilot of the project took place in Greater Pilton and the North Edinburgh Cluster. So far 218 Primary 5 children in Greater Pilton have been involved in 48 Taster Sessions for Little Athletics that have been run during school time. A total of eight After School Clubs for Little Athletics have been established. To date 130 children have attended 69 Little Athletics After School Club sessions. The gender breakdown of these figures was 63 girls and 67 boys. These programmes culminated in two Little Athletic Festival Days in Pilton that were attended by all schools participating in the programme.

In the North Edinburgh Cluster 217 Primary 5 children have been involved in 36 taster sessions of an activity called the 'Fit Club'. This involves children participating in games that encourage fitness, movement and balance in a fun way. A total of four After School Clubs for the 'Fit Club' were established. 66 children attended 17 After School Club sessions and the gender breakdown of these figures was 35 girls and 31 boys.

In total therefore 196 children have in the opening phase of the project significantly increased their weekly involvement in physical activity.

Now all 23 schools are involved in a total of five sports/activities. These are Little Athletics, Fit Club, Mini Tennis, Kwik Cricket and Cycling.

Fully qualified sports coaches lead all activity sessions. The coaches have attended a Health Training Seminar. In addition Lothian NHS Board has developed a training pack to further the coaches health knowledge, and enable them in the future to enhance and place a greater focus on the broader health issues to include appropriate messages during practical sports sessions. Currently, children are given healthy eating messages with free fruit and personal water bottles being distributed at the Festival Days. They are also asked to find out answers to various health and physical activity questions. The responses to these activities have been excellent.

Partnerships have already been established with schools, community centres, Telford College and national governing bodies. We have also liaised with Edinburgh Leisure and City of Edinburgh Culture and Leisure Department on several aspects of the programme.

For further information please contact:

admin@sporting-chance.org

Tel. 0131 550 6820



Sexual Health and Relationship Education

Healthy Respect, the National Health Demonstration Project, has been working closely with local authorities to enable the delivery of Sexual Health and Relationship Education (SHARE) in schools within a multi-agency framework. Guidance staff from ten schools have attended the five day training course working alongside professionals from the family planning service, school nursing service, community education, voluntary sector, health promotion specialists and other key partner agencies.

The schools have now placed the SHARE programme on the curriculum and Healthy Respect have co-ordinated the input from other professionals in collaboration with guidance staff from each school. Those delivering the programme and the young people themselves have expressed the benefits of delivering SHARE in a multi-agency framework. Professionals have commented, 'I really valued the opportunity to share ideas with others working with young people, particularly those with sexual health expertise'. As some of those delivering the SHARE programme also provide local health services for young people there has been the added benefit of getting to know, and have confidence in, the professional who will be offering advice on a range of health issues. Young people have made comments about the service, such as, 'it was really helpful advice, thank you'.

There are now approximately 120 professionals trained to deliver the SHARE programme across Lothian.

Emily Whatling

SHPS - Education and Youth Involvement

Tel: 0131 536 9216

The Active Primary School

School provides a secure starting point to nurture physical activity in young people and to motivate them to sustain their involvement in later life. The Active Primary School seeks to include these in its overall philosophy whilst also embracing the main aim of **Sportscotland** which states "**More People, More Active, More Often.**"

In today's climate of computer games, television, and junk food it is more important than ever that schools adopt this philosophy. Craigie High School and its associated primaries believe in the importance of equipping children with the necessary skills and desire to continue to be active throughout their lives. The Active Primary Co-ordinator and all of the staff from the cluster continually strive to find exciting and imaginative ways for pupils to exercise their bodies as well as their minds.

Health Promoting Schools

The strategy is designed to encourage schools to acknowledge the health promoting school and to support a multi-agency approach when planning future developments.

Daily Physical Activity

Physical Education lessons are an integral part of the school curriculum and are no longer squeezed in between teaching numeracy and literacy. The schools in the Craigie Cluster see the importance of developing the whole child, with activity and health being major contributors.

Powrie Primary is at present piloting 20 minutes of daily physical activity for all classes throughout the school. The teachers use a variety of strategies to incorporate activity into their daily classroom practice. This often takes the form of stretching, chair exercises, Class Moves and Brain Gym.

Brain Gym

Brain Gym is a programme of physical activity designed to help children reach their full potential as learners. As well as providing opportunities for children to be active within the classroom, it also equips them with strategies to combat stressful situations, improve concentration, physical co-ordination and often shows dramatic and rapid improvements in their ability to learn. "I love Brain Gym," wrote a P3 pupil at Douglas Primary. "It's good fun and helps me concentrate on my work."

Water

Water is an essential part of Brain Gym. Children have access to water at all times in the form of a water bottle on their table. Teachers have noticed that a glass of water helps children maintain their energy levels. It also improves their concentration, their rate of producing work and in turn helps to improve their academic ability. What more could a teacher ask for!

Class Moves

Class Moves is another resource widely used in schools. The programme was launched in October and has been distributed to all Primary Schools across Scotland. Its key aim is to afford children the opportunity to be physically active throughout the school day within the classroom environment. The resource demonstrates a progressive, creative and varied approach to physical activity presented on a large calendar with illustrations. Each month has a theme ranging from emotions to body awareness. The teacher's manual gives clear explanations, extension ideas and, for P1-5, CDs with music and songs.

Kim Flynn, Active Primary Co-ordinator, Dundee
Fiona Liddell, Staff Tutor, Health Promoting Schools, Dundee

Contact:

Priscilla Webster

Senior Health Promotion Officer

Tayside NHS Board

Kings Cross, Clepington Road

Dundee DD3 8EA

TI: 01382 424060

What is the Eco Schools Programme?

Most young people care deeply about environmental issues. They want to help, but knowing what to do and how to do it is not always easy. Eco Schools could be the answer.

The Eco Schools programme is a Europe-wide initiative designed to encourage whole-school action for the environment. It is a recognised award scheme that accredits schools that make a commitment to continuously improve their environmental performance. It is also a learning resource that raises awareness of environmental and sustainable development issues through activities linked to curriculum subjects and areas.

The aim of the Eco Schools programme is to make environmental awareness and action an intrinsic part of the life and ethos of the school for both pupils and for staff, and to engage the wider community. The Eco Schools programme can help schools to:

- Improve the school environment.
- Reduce litter and waste.
- Reduce energy and water use.
- Devise efficient ways of travelling to and from school.
- Promote healthy lifestyles.
- Encourage active citizenship.
- Build strong partnerships with a variety of community groups.
- Develop international and global links.

What's in it for Schools?

- Recognition and publicity.
- Money and savings.
- Links to the curriculum.
- National Priority Four: values and citizenship.

Eco Schools

7 Melville Terrace

STIRLING

FK8 2ND

Tel: (01786) 471333

Fax: (01786) 464611

Website: www.eco.schools.org.uk



Contact:

Julie Redman

Senior Health Promotion Officer

Tayside NHS Board

Kings Cross, Clepington Road

Dundee DD3 8AE

Tel No: 01382 424060

Goodlyburn Plastic Bottle Greenhouse Project

Goodlyburn pupils wanted to grow herbs and vegetables and suggested tomatoes, cucumbers and sweetcorn but we did not have the greenhouse we would need. I had heard of a greenhouse that was built out of plastic bottles, so we made some enquiries. George from the Sustainable Communities Initiative said he would assist us and the environmental group decided to go ahead. The first thing we did was put posters up asking for everyone to bring in all their used, 2 litre, clear plastic bottles, rinsed and with the labels off. Phyllis and Wilma at Kings Cross got everyone collecting for us, they thought it was such a good idea.

Once we had amassed about 600 bottles, we started digging the foundations and building. The framework and 3 walls are now complete. This has been achieved with help from pupils, parents, the janitor and Julie Redman from Health Promotion. Everyone has worked really hard and we hope to start the roof soon. If it all keeps going to plan then our greenhouse should be finished by Christmas, and we can start planting vegetables in the spring.

Contact:

Priscilla Webster

Senior Health Promotion Officer

Tayside NHS Board

Kings Cross, Clepington Road

Dundee DD3 8AE

Tel No: 01382 424060



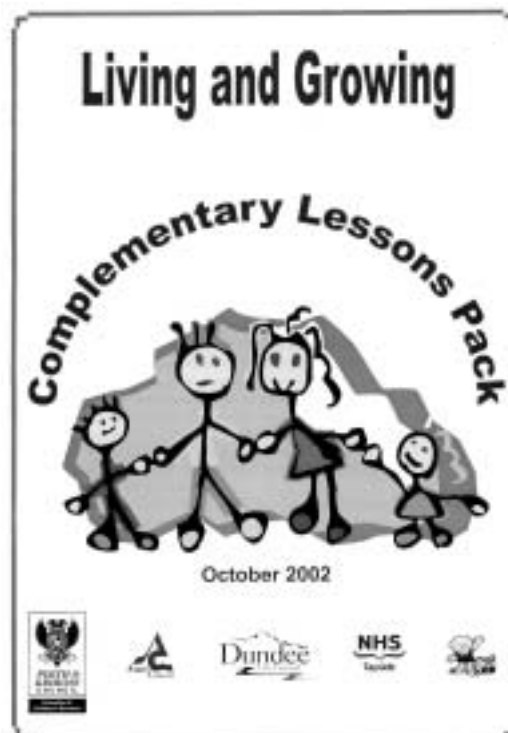
Living and Growing Complementary Lessons Pack

The launch of the Living and Growing Pack on 21 October 2002 to school nurses across Tayside heralded joint working between Health Staff Tutors from Education and School Nurses supported by Specialist Health Promotion.

This groundbreaking initiative facilitated the development of a resource pack which sets out to demonstrate good practice and supports the delivery of Sex and Relationships Education in Primaries 5, 6 and 7. The pack encourages negotiated working between school staff and school nurses and links to both local and national guidelines.

The attractive user-friendly format includes lesson plans, Channel 4 Living and Growing videos, activity cards and two books. The pack covers the key themes of Puberty, How Babies are Made and Born, Media and other influences.

During the coming weeks all primaries will also receive copies of the pack and we hope it will be both challenging and supporting. The ultimate aim of this work is to impact on the high rate of sexually transmitted infections and unwanted pregnancies in Tayside.



Contact:

Julie Redman

Senior Health Promotion Officer

Tayside NHS Board

Kings Cross, Clepington Road

Dundee DD3 8AE

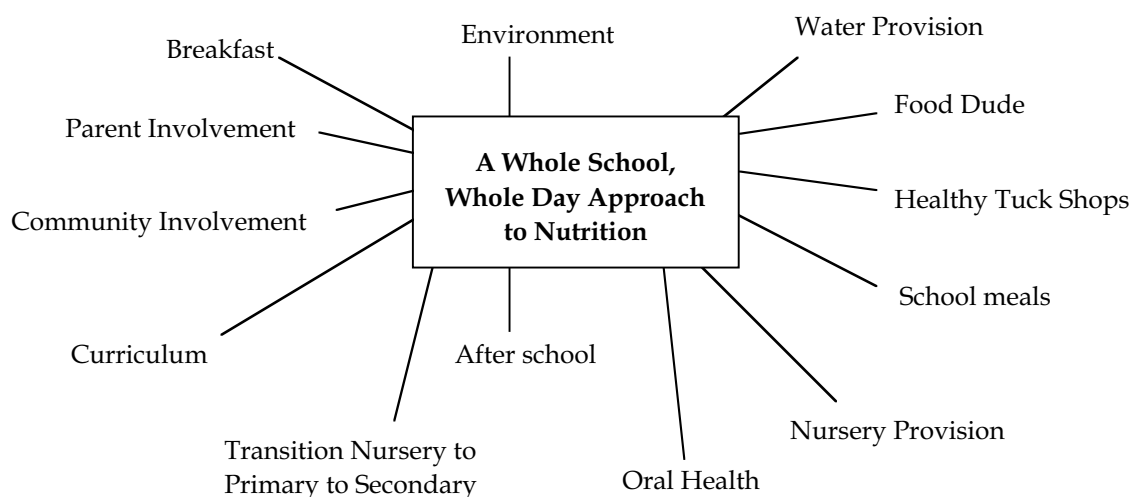
Tel No: 01382 424060

Forth Valley New Community Schools and Nutrition

Within Forth Valley, nutrition has been on New Community School's agenda since their inception. A "whole school, whole day" approach to nutrition was recognised as vitally important in helping to meet the levels of achievement, attainment and well being required and also to meet the criteria for Health Promoting School status. The model: a whole school whole day approach to nutrition has provided a suitable framework for schools to use to map out where they are at present and what they can plan to achieve over a phased period of time.

Health Improvement Fund(HIF) money has helped to fund many of the nutritional initiatives, Also through the Health Promotion Dept within Forth Valley NHS Board, HIF money has funded three NCS Health Development Officers to help with taking health issues forward. This has been especially useful in developing plans to improve access to healthy eating within the NCS setting

Frame work for a "Whole School, Whole Day" Approach to Nutrition



Two of the initiatives that have been used to increase children's fruit and vegetable consumption have been the Food Dude Campaign and the Healthy Fruit Tuck Shop Networking Event. The Food Dudes Campaign has helped to set the scene for fruit tuck shops and for more fruit and vegetables to be consumed at lunchtime. The Healthy Tuck Shop Networking Day then provided a brilliant opportunity to raise and debate issues around developing and sustaining fruit tuck shops in schools. Children, teachers and parents from 27 Primary schools across the three council areas got together to network with other schools, suppliers, caterers and health professionals, exploring new ideas and sharing good practice.

Food Dudes:

Children across the three council areas of Clackmannanshire, Falkirk and Stirling have taken part in an imaginative healthy eating programme to produce some of Scotland's first **Cool Food Dudes** – young champions of healthy eating. The campaign appeals to children's sense of adventure through its hero figures the Food Dudes. The children watch video adventures of the young Food Dudes thwarting the devious plans of Captain Junk and Miss Demeanour to weaken the world's population by ridding it of fruit and vegetables. The children receive regular letters from the Food Dudes and rewards for eating the fruit and vegetables supplied at break time. Not only has

New Community Schools

this initiative proved to be fun, it seems to have uncovered the secret of persuading children to eat more fruit and vegetables. It also appeals to the children's team spirit in a bid to accumulate class points. The Food Research Unit, University of Wales developed this highly acclaimed campaign. www.fooddudes.co.uk

Within Forth Valley the campaign is funded by Health Improvement Fund monies and delivered through partnership working led by community dietitians, working with Education & Catering Services, NCS Development Officers, parents and local fruit & vegetable suppliers within the three council areas.

So far, 1800 children have been involved in this campaign with plans for another 1500 children to meet the Food Dudes this year.

Contact:

Anne Clarke

Community Dietitian

Health Promotion Department

Forth Valley NHS Board

9 Gladstone Place

Stirling FK8 2AH

anne.clarke@fvpc.scot.nhs.uk

Healthy Tuckshop Event

The Healthy Tuckshop Event was held on Monday 27th January 2003 at the Pathfoot Building, Stirling University.

Its purpose was to raise the profile of healthy tuckshops in the Forth Valley area, recognising examples of good practice and encouraging schools to start new, or develop existing healthy tuckshops through participation in a range of workshops and activities during the day. It helped show the part that fruit tuck shops can play in promoting the concept of "A whole school, whole day approach to nutrition"

Two pupils, a parent and a member of staff from twenty-four schools from throughout Forth Valley attended the event.

The event was organised by a working party of partners from the Health Promotion Department & Dietetic Department - Forth Valley NHS Board, Clackmannanshire, Falkirk & Stirling Councils, Forth Valley Food Links and Enterprise Education Careers Scotland. Focussing on the implementation of the *Scottish Diet Action Plan* and the local nutrition plan – *Food for Life*, to encourage schools to take forward the concept of " a whole school, whole day approach" to nutrition.

Pupil workshops explored the following topics

Experience of planning for and running a healthy tuckshop

This workshop was led by pupils from Langlees PS, Falkirk, Lochies SEN PS, Clackmannanshire and Trossachs PS, Stirling. The pupils spoke about their own experiences.

Eco-schools

This workshop raised pupils' awareness of the benefits and methods of composting and re-cycling, which some schools are already carrying out in their grounds.

Making Smoothies

This gave pupils the opportunity to see how to use their smoothie maker, presented to their school by the event organisers, and to think about alternatives to pieces of fruit and how to use up excess / ripe fruit at their tuckshop.

Stalls

Local food producers and people involved in oral health, nutrition, recycling etc set up a range of stalls and pupils were encouraged to circulate and sample healthy snacks and gather information.

Adults workshops

For the teachers and parents attending there were workshops facilitated by the Parent's Group from Cornton PS, Stirling; the Active Sport's Co-ordinator, Stirling Council; The Enterprise Education Support Worker & the Physical Activity Health Promotion Officer, Forth Valley NHS Board.

Timecapsule Pledge / Grant Scheme

Following participation in the range of workshops pupils and adults from each school were asked to devise a realistic pledge regarding a healthy tuckshop in their school. Schools were encouraged to apply for a £100 grant from the New Community School Team to support this pledge and other activities relating to their healthy tuckshop. Thirty-five schools from throughout Forth Valley were successful in applying for these funds.

New Community Schools

Video

A video resource has also been produced shows the schools which led the *Experience of planning for and running a healthy tuckshop* workshop, and footage of the event on the day.

Health Promotion Department
Forth Valley NHS Board
9 Gladstone Place
Stirling
FK8 2AH

01786 463031 ext 360

allie.cherry@fvhb.scot.nhs.uk

ann.mcarthur@fvhb.scot.nhs.uk

elaine.lawlor@fvhb.scot.nhs.uk

anne.clarke@fvpc.scot.nhs.uk

tina.everington@fvhb.scot.nhs.uk

New Community School Team Falkirk

New Community School Team Clackmannanshire

New Community School Team Stirling

Community Dietitian for Schools

Senior Health Promotion Officer for Oral Health

Web-Based Pilot Links Grampian into Health Improvement

There is an increasing emphasis at both national and local level, on concerted and consistent effort from a range of staff working across professional and organisational boundaries to achieve success with targets for health improvement. At the same time public involvement in health improvement is becoming the lynch-pin of partnership working.

HI-NET (Grampian Health Improvement Network) is an interactive website, designed to improve communication and information sharing among people, from all walks of life, who are interested in the health of people living in Grampian and how it can be improved.

The website will eventually include the most up-to-date information about HI-NET's role and remit, Grampian's geography and demography, local, national and international health and health-related publications, funding information, an events calendar, conferences, training, newsflashes, research and evaluation documents, key links to other organisations, links to all areas of the website, a who's who search facility and contacts list, a notice board for messages, consultation mechanism, glossary, help facility, review section, downloads, FAQs, site statistics, member's section, recommendation facility, the option to add in your own information to the site and other special features.

The website, piloted for the first time in March 2003, will only be accessible by a select sample of stakeholders throughout each phase until its official launch in April 2004. The site will be a continuous work in progress, dependent on the submissions of visitors and contributors to make it grow into the valuable resource and communication channel it aims to be.

contact:

Izzy Crawford

NHS Grampian corporate communications

Aberdeen Royal Infirmary

Foresterhill

Aberdeen AB25 2ZN

Tel: 01224 551329

e-mail: izzy.crawford@arh.grampian.scot.nhs.uk

Heartstart Plus Lothian:

Developed jointly with the British Heart Foundation, this is now being implemented across Lothian, with members of the community receiving training in Emergency Life Support. These sessions also provide another opportunity for individuals to further review their own lifestyle behaviours in relation to coronary heart disease risk factors. They also provide an opportunity to signpost people into the support services available, for example: smoking cessation services. Our aim is to progress into 2003/04 with an added focus on locating defibrillators in the community. Work is currently underway with the Scottish Ambulance Service to implement this in accordance with national strategy.

Contact:

Michele McCoy

Health Policy Manager

Tel: 0131 536 9410

Or

Colin Murray

Project Manager

Heartstart Plus

Tel: 0131 536 9287



StaySafe Lothian - helping to keep children safe

Accidental injury in childhood is the most common cause of death and ill health in children under five. There is a well-established link between economic disadvantage and childhood injury; one reason parents find it difficult to provide a safer home environment is the high cost of safety equipment. StaySafe Lothian is a project designed to provide safety equipment and information at low or no cost to parents on a limited income.

StaySafe was originally devised in West Lothian in partnership with a number of organisations including the Council, Fire Brigade and NHS Trust, and provides equipment and information following needs assessment by a family's own health visitor or social worker.

The scheme provides small items of safety equipment for example cupboard locks, free of charge. If required, families can also obtain fireguards and safety gates from Argos at one third of the catalogue cost. An attractive information resource pack containing a home safety checklist and appropriate leaflets is also available.

In its first year, StaySafe West Lothian has now issued well over three hundred safety starter packs and received nearly four hundred applications for fireguards and safety gates. The project has seen other agencies raise the profile of childhood safety, and information on the scheme is available in all health centres and housing offices.

As a result of this success, StaySafe West Lothian is to be rolled out across the Lothian area into the City of Edinburgh, East Lothian and Midlothian as well as continued in West Lothian. Funded by the Lothian NHS Board as an exemplar project aimed at reducing health inequalities, StaySafe Lothian, as the project is now called, aims to help two thousand more families make safer homes for their children.

Contact

Helen Yewdall

Project Leader

Tel: 01506 771867.

Cartoons originally developed for StaySafe West Lothian, and subsequently for StaySafe Lothian'



Health inequalities – tackling poverty

How can the NHS tackle poverty – the main cause of ill health in Glasgow, where over 70% of the population are in Deprat 6 or 7 and over 100,000 people are 'economically inactive'? (1 in 5 people of working age in Glasgow are incapacity benefit claimants).

A pilot project, initiated by the Health Promotion Department highlighted the potential for primary care to offer quality advice on welfare benefits, in a setting that was stigma free and easy to access at point of need. During the period March 2000 to January 2001 the service in a medical centre in Carntyne uncovered £112,650 additional benefit. Similar services in Barlanark Health Shop and Easterhouse Health Centre uncovered £89,847 and £326,233 respectively. The initiative is now being rolled out throughout Glasgow and currently involves the 10 LHCCs covering Glasgow's poorest communities.

GGNHSB has provided funding amounting to £120k, which is then used by participating LHCCs to commission local advice services and voluntary organisations to provide a referral and direct access service in local primary care facilities for a number of sessions each week. Initial evaluation results are promising, with the success of the pilot being repeated. In one LHCC, as a result of the £20k investment in the service, £213k was generated for 74 awards, with another 71 pending an outcome in the current financial year.

Contact:

Fiona Moss

Health Promotion Department
Greater Glasgow NHS Board
Dalian House, 350 St Vincent Street
Glasgow G3 8YY
Tel: 0141 201 4881
e-mail: fiona.moss@gghb.scot.nhs.uk

Coatbridge Smoking Cessation Service

The Coatbridge Smoking Cessation Service was established in November 2001 and works in partnership with Coatbridge LHCC, the Social Inclusion Partnership, (SIP) Initiative and Lanarkshire Health Board.

The aim of the service is to help smokers quit by providing free easily accessible advice, support and treatment to any smoker in Coatbridge.

The service operates from shop front premises within a SIP area of Coatbridge and smokers can either be referred by their GP or any other health professional as well as self-refer to join a group or receive one-to-one support including a full 12 week course of Nicotine Replacement Therapy, (NRT), such as patches, gum and lozenges.

The service runs 7 groups per week, 4 day time and 3 evening, for a 7 week period, from various community venues as well as the local Health Centre. Aromatherapy and acupuncture treatment is also available for people who have completed the programme and have managed to stop smoking.

The 7 week smoking cessation programme is very structured and topics such as healthy eating and exercise are covered as weight gain is an issue when people stop smoking. The service links with the a local campaign, Get Active, which offers people a 10 week course of various physical activities for a minimal cost, (free to SIP residents). Smokers are referred to this campaign as well as the 'weigh-in-without women' initiative based at the Coatbridge Health Centre. This is a 2 way referral path-way as we receive referrals from them also.

The service also links with the Smoking Cessation Specialist Nurse at Monklands Hospital, Airdrie, where patients are fast tracked and supported within a day or two of being released from the hospital.

The service has recruited and trained 5 volunteers, (people who have been through the 7 week smoking cessation programme and have managed to stop smoking for at least 3 months) in order to provide follow-on as well as relapse prevention support. A knock-on effect of this will hopefully empower people and build on their confidence and self-esteem.

Contact:

Hania Proudfoot, Smoking Cessation Co-ordinator

Health Promotion Department

NHS Lanarkshire

Coatbridge Smoking Cessation Service

84 Whifflet Street

COATBRIDGE ML5 4EJ

Tel: 01236-449139

Smoking Cessation Evening Clinics in Forth Valley

In response to expressed needs three pilot smoking cessation clinics have been developed. They operate on a self referral basis and run in the evenings within health centres in Alloa, Camelon Falkirk and St Ninians Stirling.

Sessional staff from the Primary Care Trust have been trained to run this service which began in March 2002.

To date of the 400 people who have attended 50% have a quit rate at 4 weeks.

Contact:

David Pattison
Health Promotion Manager
Forth Valley NHS Board
9 Gladstone Place
Stirling FK8 2AH

Tel: 01786 463031

New pharmacy smoking cessation service in Glasgow

Smoking is the biggest single preventable cause of premature death in Greater Glasgow, (with over 2,500 deaths annually directly attributable to smoking).

While the health improvement performance targets for smoking are challenging for Scotland – they are even more so for Greater Glasgow. We suffer the ‘double whammy’ of high numbers of smokers overall with high concentrations of smokers in areas of deprivation (i.e. those smokers who will find it most difficult to give up).

In April 2003 GGNHSBoard will launch the newly expanded area wide community pharmacy smoking cessation service, involving 92 pharmacies. An initial pilot resulted in 20% quit rates after one year. This service will, through a contract negotiated for direct supply of NRT provide the most cost effective means of providing free NRT (for those who qualify for free prescriptions) without them having to go first to their GP. This allows a ‘walk-in’ service that at the same time provides ongoing support and advice, from pharmacy staff trained in the relevant techniques to help people quit over an 8-week period.

The design of the scheme has the following advantages:

- Cost effective supply of NRT
- Ease of access for smokers wishing to quit
- Reduces GPs’ workload
- Quality advice and support which meets NICE guidelines for use of NRT
- Receiving NRT and advice in instalments improves motivation and prevents wastage of NRT

In addition to the pharmacy service, 15 LHCCs in Greater Glasgow are providing smoking cessation group support, following a model developed by the Smoking Concerns team within the Health Promotion Department, with funding from the HIF and White Paper: Smoking Kills funds.

Contact:

Agnes McGowan

Tel: 0141 201 9804

e-mail: agnes.mcgowan@gghb.scot.nhs.uk

Evidence shows that delivering smoking cessation services in local settings is effective. Additionally, data indicates that the rates of smoking amongst people in areas of high deprivation may be as much as twice that of the Lothian average.

Targetting young pregnant women in these areas who are more likely to be smokers than women in more affluent areas has an impact on a range of issues contributing to poorer health status such as low birthweight babies. There is also evidence from the US that a major barrier to stopping smoking is having a partner who smokes.

All of these issues are being addressed by this project. The project was launched in August 2002 in West Lothian with roll out now progressing across all NHS Lothian LHCC areas.

Contact:

Michele McCoy

Health Policy Manager

Tel: 0131 536 9410

Or

Marion Bennie

Consultant in Pharmaceutical Public Health

Tel: 0131 536 9019

Major Scottish conference in Dundee

On Tuesday December 3rd 2002, NHS Tayside hosted a major national conference on Nutrition-related Health Inequalities. It was subtitled *Action and Partnerships to make a Difference*, and it was a very comprehensive mix of delegates from different disciplines – medicine, nursing dietetics, chefs and cooks, food industry workers etc and from a wide variety of agencies – national and local. 245 people attended from all over Tayside and from many other areas of Scotland as well.

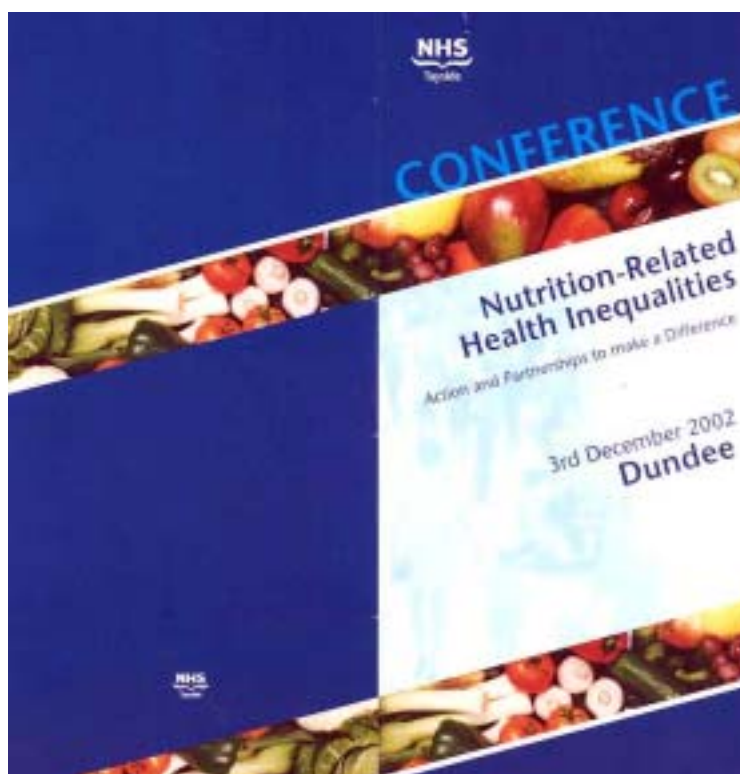
The speakers delivered up-to-the-minute information on a wide range of themes, chosen to highlight the way forward in both nutrition work and the agenda to address health inequalities. We were delighted to welcome the Minister, Malcolm Chisholm, who presented a comprehensive overview of current work by the Scottish Executive to implement the Scottish Diet Action Plan. It was reassuring to hear that the work that local areas were undertaking would continue to be supported and developed further by national initiatives such as the Healthy Living Campaign in January 2003.

Professor Mike Lean from the University of Glasgow gave a whirlwind tour of fascinating facts about nutrition in relation to mortality and morbidity and how Scotland and its people stand in relation to the rest of the world. The dramatic and clear differences between social groups within Scotland in relation to what they eat, and their burden of disease and death was repeated in slide after slide. No-one could be left in any doubt about the need for change, and the need for social justice in the health agenda in Scotland.

Mike was followed by Professor Phil Hanlon from the Public Health Institute of Scotland who entertained the audience with one of his legendary off-the-cuff speeches, about the social and historical aspects of eating which have conspired to make us the country we are today.

After a stimulating coffee break the delegates split into two strands, one group listening to speakers addressing issues about Community Food Initiatives, and also the problems of undernutrition amongst institutionalised older people; and the second group addressing breastfeeding, weaning and feeding children up to age five.

A similar pattern after lunch gave delegates a chance to listen to speakers presenting work about dental public health for children and how it relates to children and the proposed new nutrition guidelines for school meals in Scotland; and the other strand heard a presentation from the national Food & Health Co-ordinator, followed by two speakers addressing the nutritional needs of ethnic minority groups.



Diet

Morning and afternoon workshops, following these speakers, allowed small groups to consider a wide range of topics, and discuss some of the issues raised by the speakers in the main sessions.

The full conference report will be available from the Directorate of Public Health in Tayside around the end of March 2003, and the recommendations which came out of the conference will be used to drive forward the nutrition and inequalities agenda in Tayside in the coming months. Participants at the conference will automatically receive a copy of the report. Anyone else requiring a copy should email us their snail mail address. There may be a small charge to non-delegates.

Contact for further information

elvi.guild@thb.scot.nhs.uk

Anne Woodcock

Senior Health Promotion Officer

Tayside Health Promotion Service

01382 424075

Grampian Television & NHS Grampian Promote Healthy Living Campaign



NHS Grampian's Corporate Communications Team worked very closely with Grampian Television during January to add value to the national campaign to tackle obesity and promote a healthy lifestyle. The popular news programme 'North Tonight' ran a series of 5 minute features every night from Monday to Thursday on the topic of obesity. Various experts from a range of relevant fields within NHS Grampian contributed interviews including Professor Broom (Head of Obesity Clinic), George Crooks (local GP and Associate Medical Director), Alison Weir (local dietitian), Caroline Comerford (local health promotion adviser). A Kids in Condition activity session (award winning local initiative to encourage healthy living) was also filmed taking place at Dunnottar Primary School near Stonehaven and some of the children were interviewed. The series of features also included an interview with the Scottish Executive's Food & Health Co-ordinator, Gillian Kynoch while she was at a major conference in Aberdeen, plus representatives from the Rowett Research Institute. NHS Grampian is committed to working in close partnership with the Scottish Executive to ensure that national campaign messages are communicated as effectively as possible at local level.

contact:

Izzy Crawford

NHS Grampian corporate communications

Aberdeen Royal Infirmary

Foresterhill

Aberdeen AB25 2ZN

Tel: 01224 551329

e-mail: izzy.crawford@arh.grampian.scot.nhs.uk

Improved Access for Young People and Communities to a Healthier Diet

A number of projects have been developed with Clackmannanshire, Falkirk and Stirling Councils to improve access to free fruit to the Early Years sector and to enhance provision healthy choices within Primary Schools.

Funding has been provided across Forth Valley for this but there is an emphasis on our areas of greatest need. Evaluation shows very positive responses from the parents of children accessing early years provision and 2200 pupils within primary schools in our most deprived areas are actively involved in accessing more fruit, establishing healthy tuck shops and establishing links with local suppliers.

These programmes also benefit from the establishment of a Forth Valley Food Links project which is a 'Not for Profit' company which is funded and supported by NHS Forth Valley, all 3 Councils, Scottish Enterprise Forth Valley, the Local Tourist Board and a grant from the Scottish Executive. It seeks to work with growers, suppliers and businesses to promote and support sustainable growing and consumption of local food in the Forth Valley area.

These projects are supported with additional work undertaken in partnership with Environmental Health departments in the Councils, Early Years Establishments and Primary Care staff to promote good hygiene practice to reduce the risks associated with E.coli 0157.

contacts:

Morag MacKellor or Janey Brown

Forth Valley Primary Care Trust

Old Denny Road

Larbert

Tel: 01324 570700



Eat Well, Stay Well – Highland Nutrition Theme Year

Building on the success of previous years in which it had focused on issues including drugs, alcohol, mental health and accidents, Highland NHS Board designated 2002/3 as a 12 month period in which it would emphasise the importance of nutrition.

Launched in July 2002 by Malcolm Chisholm MSP, the Health Minister, at a Highland market garden business, the 'theme year' set out to tackle issues around nutrition from the 'plough to the plate,' with a particular emphasis on food access and availability. Eat Well Stay Well has four principal objectives:

- Developing a regional food strategy that specifically focuses on food choice and availability.
- Supporting specific evidence based and time limited pathfinder initiatives that are identified as being high impact.
- Driving a marketing strategy aimed at raising public and professional awareness of nutrition related issues.
- Supporting the development of the primary care and acute health sectors in taking forward the public health nutrition agenda.

Supported by the Health Promotion Department, the Theme Year is being driven by a steering group representing NHS Highland, the Highland Council, Voluntary Sector, Highlands and Islands Enterprise, food producers (Crofters Commission and NFU) and suppliers. Efforts continue in engaging the retail sector in the process. The steering group developed a priority list of projects for completion throughout the year. These projects were designed either to add to our knowledge of the problems local people experience in accessing and affording healthy food :

- A competition to identify the best local retailer of fruit and vegetables in Highland gave information on the range and variety of establishments and a checklist of good practices in fruit and veg retail.
- The rural price index commissioned by Highlands and Islands Enterprise includes a 'shopping basket', the contents of which have remained the same for 20 years. Adding more items to this shopping basket will give information about the availability and cost of healthier foods.
- A needs assessment of the support required by pregnant teenagers in improving their diet.
- An awareness raising programme on Obesity for health professionals.
- Submission of a bid to NOF Cancer Funds by the Voluntary Sector specifically looking at Food Access and Availability in 3 areas of highland.
- As well as the ongoing health improvement funded work for SNAGs, Fruit in Nurseries, Breakfast Clubs.
- Plus a more co-ordinated approach to national initiatives including 'Hungry for Success' and Healthy Scotland.

But what difference has a theme year made, wouldn't this have happened anyway? Doing this work under the theme year umbrella has attracted more funding, gained commitment from other organisations for a time limited period which have in turn meant that projects have been commissioned and undertaken in a co-ordinated manner.

And at the end of the year? I feel the Theme Year Steering Group has developed a genuine interest and commitment to food and public health nutrition related issues and that it will continue to function after the 'year' is over.

Fiona Clarke, Health Promotion Specialist – Nutrition
(fiona.clarke@hnb.scot.nhs.uk)
Highland NHS Board
Beechwood Park
Inverness IV2 3HB

ORKNEY - Health in Action

Healthy Eating

"Island Food Roadshow 2002"

This event brought together agencies with an interest in food and health under the umbrella of Community Planning.



During the 'Taste of Orkney' food festival in September 2002, a Roadshow was taken to the islands of Sanday, Westray, Stronsay and Hoy. It was co-ordinated by the Orkney Islands Council Environmental Health Division in partnership with the OIC Education Department, NHS Orkney Health Promotion Service, NHS Orkney Press and Communications Officer, Orkney College, Orkney Quality Food and Drink and a number of commercial caterers on the Islands. On each of the Isles participants took part in a range of interactive activities on food safety and hygiene in the home and commercial premises, food demonstrations using local produce and putting healthy food on the school menu. Each of the participating partner agencies gained valuable feedback to help them plan future service delivery.

Contact:

Valerie Cameron

Tel: 01856 873535

e-mail: valerie.cameron@orkney.gov.uk

Improving the diet of Glasgow's school children

Greater Glasgow NHS Board is working in partnership on a number of flagship initiatives with Education and Direct and Care Services in Glasgow City Council to improve the diet of Glasgow's school children.

Fruitplus

The success of Fruitplus, the scheme, that for 2 years has been providing every nursery and primary school child in Glasgow with fresh fruit 3 days per week, has encouraged other councils to follow suit – and the Scottish Executive to announce plans to provide fruit to all Primary 1 and 2 children in Scotland. The scheme is jointly funded by GGNHSB (using HIF funds) and Glasgow City Council. Just sorting out the delivery of fruit to over 60,000 children in 400 establishments presented a major logistical challenge!

Independent research evaluation has highlighted the importance of the supporting curriculum activity, developed by Health Promotion staff in partnership with Education, to raise awareness about the importance of fruit and vegetables as part of a healthy diet and an incentive reward scheme (using badges, wall charts and certificates) to encourage the children to eat the fruit. The council now plans to extend provision of fruit to 5 days per week – using a 'pick and mix' table that will include raw vegetables as well as fruit one day per week.

Fuelzone

In past 2 years GGNHSB Health Promotion Department has worked closely with the school meals service in Glasgow to promote healthy eating in Fuelzone (i.e. the school meals service in secondary schools). Fuelzone has an 'unhealthy' image of fast food – but while utilising the fast food concept (popular with their customers) the service has made significant changes to promote healthier eating. They have discontinued branding, changed signage, introduced more healthy options on menu, run promotional campaigns and marketed healthy choices using incentives.

Figures monitoring usage of the service provide evidence that the changes are meeting customer demand, increasing income and promoting healthier diets. Some key indicators are:

	1996	2001/2
% pupils taking school meals	32%	71%
% pupils using their entitlement to free school meals.	45%	70%
% pupils taking chips	80%	45%
% healthier options on menu	30%	50%

Contact:

Anna Baxendale

Tel: 0141 201 4989

e-mail: anna.baxendale@gghb.scot.nhs.uk

Healthy Living

The Healthyliving Campaign was launched on the 7th January 2003 as part of the Executive's health improvement strategy. It is the 'front-end' of a renewed and focused effort to implement the Scottish Diet Action Plan (1996) in partnership with the main influencers of dietary behaviour (primary producers, manufacturers, supermarkets, caterers and the media) with a view to achieving the dietary targets for Scotland by 2005.

The campaign is underpinned by advertising with the objective of increasing consumer demand for healthier food, and advertising a call centre providing practical advice to members of the public seeking to change their diet. The advice line is staffed between 10am-10pm Monday to Friday. People who ring the advice line on 0845 278 88 78 are put in touch with trained staff who can provide a wealth of advice and information on healthy eating and on other aspects such as food preparation, understanding food labels and in making choices. An answering service operates at other times where people can leave their details to receive an information pack.

An interactive website www.healthyliving.gov.uk has been created to provide information on how to eat healthily. It includes features such as:

- An interactive quiz to help people assess how healthy their diet is
- Top tips on healthy eating
- Recipe and meal ideas
- A calculator to help people check if their weight is within the levels recommended for health.

People who log onto the site will also be able to e-mail an expert with queries about healthy eating, and get a reply within 24 hours.

There were 17,045 requests for healthy living packs between the launch on January 7 and February 7, almost evenly split by those requesting them over the hotline and through the website. In total the website was visited 43,214 times, giving an average of around 1,400 visits a day, with each user spending on average about 10 minutes on the site.

An extensive monitoring and evaluation package drives the ongoing planning and development of the campaign. The team is also very keen to hear back from Forum readers, as to how the campaign can add further value to work at local and regional level.

To find out more, contact

Dr Cathy Higginson

Project Manager: Food and Health
Health Education Board for Scotland
Woodburn House
Canaan Lane
Edinburgh
EH10 4SG

Tel: 0131 536 5500

E-mail: cathy.higginson@hebs.scot.nhs.uk



See Me Campaign is seen, heard and understood across Scotland

Men and women from all walks of life across Scotland, have taken on board the messages of a national campaign to reduce the stigma and discrimination experienced by people with mental illness. Since its launch during Scottish Mental Health Week in October last year, the 'See Me' multi-media campaign has enjoyed support from local service users, carers, service providers and health professionals. The campaign aims to encourage people to stop and think about their attitudes toward people with mental illness.

A national evaluation monitored visibility and perceptions about the campaign using an omnibus survey, focus groups and street interviews across Scotland. Grampian was singled out for having a higher relative impact on its population compared to the rest of the country. Close partnership working, bespoke local initiatives and a second burst of advertising were concluded to have made this difference. Findings across the whole of Scotland were extremely encouraging, revealing good spontaneous recall of a campaign dealing with stigma and discrimination (20% definitely recalling something); while treating people fairly and recognising that they are people were the main messages coming through. There was also strong prompted recall of the phrase 'See Me, I'm a person, not a label' (45% definitely recalling it and a further 14% thinking they recalled it).



In the next phase of the campaign See Me will continue to run a high profile advertising and PR campaign, and in addition will be undertaking targeted work with children and young people and providers of services in the public, private and voluntary sector. The media will continue to be a focal point and 'Stigma Stop Watch', launched in March 2003 will help facilitate this. 'Stop Watchers' submit examples of bad media coverage to the website, then supporters send letters to relevant editors en masse. If you would like to find out how to become a Stigma Stop Watcher or find out more about the See Me campaign, please visit the See Me website at www.seemescotland.org

contact:

Izzy Crawford

NHS Grampian corporate communications

Aberdeen Royal Infirmary

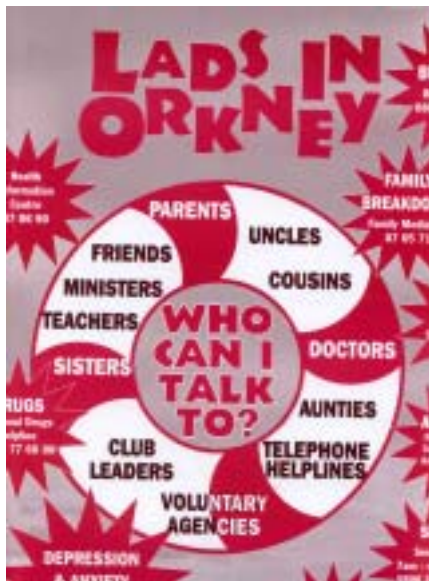
Foresterhill

Aberdeen AB25 2ZN

Tel: 01224 551329

e-mail: izzy.crawford@arh.grampian.scot.nhs.uk

ORKNEY - Health in Action



Mental Health

"Waving, not drowning"

This collaboration between Orkney Islands Council Community Education Department and the Health Promotion Service at NHS Orkney aimed to identify factors that impacted on the mental well being of teenage boys in Orkney.

6 young men aged 13 - 15 years took part in nocturnal workshops on overnight sailings between Orkney and Aberdeen, providing a wealth of information on the issues for young men in remote communities. This information was then fed back to the community through the production of 3 posters, and back to other young men through a leaflet that also contained information on support services locally and nationally. The project was funded from HEBS Mental Health Awareness Week Small Projects awards.

Contact:

Mary Anne Crook

Tel: 01856 870690

e-mail: mary-anne.crook@orkney-hb.scot.nhs.uk

New Developments in Mental Health Promotion for Young People

An estimated 33,000 children and young people experience mental health problems in Greater Glasgow. Given the scale of need, promotion of children and young people's mental health is a priority issue in Greater Glasgow and has been the focus for several new developments. They include the creation of a set of ten youth mental health promotion projects, pilot school counselling services and mental health support work with the Big Step Care Leavers Social Inclusion Partnership.

A variety of funding sources (including Health Improvement Fund) have been utilised to establish such programmes, and they have been coordinated by inter-agency planning groups to ensure they are part of the mainstream approach to mental health.

The youth mental health promotion projects were launched in 2002 and were the result of partnership bids from a wide variety of agencies from the statutory and voluntary sectors. In all cases the projects built on pre-existing work with young people and offered some form of match funding to augment the scale of the work. The 10 projects are a combination of those with a local community focus (such as 'Head 1st' in Castlemilk and a youth stress initiative in Glasgow North), and projects with a themed approach (such as 'Running - Other Choices' project working with young runaways, and a project focusing on young deaf people). Piloting of innovative approaches to school-based counselling is also underway in Greater Glasgow, in conjunction with two local authorities.

Contact:

Trevor Lakey

Health Promotion Manager

Tel: 0141 201 4882

e-mail: trevor.lakey@gghb.scot.nhs.uk

Developing practitioner networks around well-being for young men (aged 15-24) in Lothian

Issues disproportionately affecting young men compared to young women include; suicide; poor educational achievement; contact with the criminal justice system and substance use. Starting in October 2001 Lothian NHS Board has organised a series of seminars (Young Guns) in Midlothian. These are primarily aimed at practitioners with an interest in promoting the well being of young men. A wide range of organisations attend the seminars including Community Education; the Police; Education; Health, Criminal Justice and the Voluntary Sector. The seminar format consists of key note speakers and workshops. About 50 people attend each time including half a dozen young men under 25. The majority of participants are male. The seminars have evaluated very well. A multi-agency Task Group has been formed to progress the work.

In addition a small-scale piece of research was undertaken. This consisted of surveying 105 young men about lifestyle issues and conducting semi-structured telephone interviews with 19 key professionals. The Young Guns work is currently being developed in Edinburgh and will shortly roll out to West and East Lothian.

Contact:

George Clark

Senior Health Promotion Specialist
for Alcohol & Men's Health

Tel:0131 536 9411

Walking to Health - for Older People in East Kilbride.

Lanarkshire Health Promotion Department and South Lanarkshire Council Countryside Ranger Service are providing a programme of guided walks in Calderglen Country Park East Kilbride.

Each walk is followed by a talk on related healthy activities and interests e.g. healthy eating, herb gardening, flora and fauna of the park, stress management.

Upon completion of the pilot phase participants will be encouraged to continue to utilise the country parks.

If the scheme is successful programmes will be established to target other sections of the population.

contact:

Elizabeth Oldcorn,

Projects Officer, Health Promoting Health Service Team

Health Promotion Department NHS Lanarkshire

Strathclyde Hospital

Airbles Road

Motherwell

ML1 3BW

Telephone: 01698-258789

e-mail : elizabeth.oldcorn@lanhb.scot.nhs.uk

Blantyre/North Hamilton SIP Health & Lifestyle Programme Up for It?

Up for It? is a health and lifestyle programme aimed at motivating behavioural and lifestyle change. The programme provides the most vulnerable residents living in Blantyre/North Hamilton SIP area, targeting Eddlewood and Fairhill, as well as Larkhall, with free access to services focussed on improving health such as stress reduction, smoking cessation, weight reduction, and increasing exercise.



Referrals come from General Practice, health visitors, community forums, community addiction and substance misuse teams, smoking cessation co-ordinators, and from community and voluntary organisations.

Service providers include public and private sector agencies; these are South Lanarkshire Leisure, Hamilton LHCC, Royston Stress Centre, Lloyds pharmacies, Scottish Slimmers.

Outcomes to date are:

2200 health checks and health improvement opportunities.
140 helped to quit smoking.
530 have taken up leisure membership. Over 8,000 leisure activities have taken place.
329 have been supported to deal with stress.
420 have attended weight-management classes with over 83 stones lost to date.
Programme now extended into other areas outwith the SIP.
External funding bids to New Opportunities Fund, Rural Challenge Fund and European Social Fund.

Junior Up for It! - provides children and young people from the SIP area with free access to leisure.

Outcomes to date:

Over 2000 young people aged 5-15 years registered with Junior Up for It!
Successful Sport Scotland bid will allow *Junior Up for It!* to expand from April 2003 to include ages 3-4 and 16-18 years.

For further information on **Up for It?** please contact:

Susan McMorris, Project Manager
Community Links
7 Bertram Street
Burnbank, Hamilton
ML3 0QS.
Tel 01698 827761
e-mail susanmcmorrinatupforit@hotmail.com

Sporty Fun Healthy Options



NHS Lanarkshire Health Promotion Department collaborated with North Lanarkshire Council's Education Department and Community Services Sport and Recreation Section to provide free summer activities for children under 16 in North Lanarkshire. The Sporty Fun Healthy Options programme expanded the previous year's initiative of free swims for school children, by offering a wide range of general activities for 5-12 year olds and specialist Summer Sports Camps for secondary school pupils from S1 to S3.

To maximise the health component of the programme interactive, information sessions were incorporated into breaks during the activities. These sessions covered smoking, healthy eating, oral health and physical activity. Evaluation showed that the young people enjoyed the programme and hoped to continue with activity after the summer holidays. Such findings were supported by the number of young people accessing the scheme.

When compared with summer 2000 (when under 16's had to pay for swims) use of the swimming pools increased by 147%. In addition, more than double the number of young people attended Sporty Fun dry side activities in 2002 compared with the previous year.

For more information, contact:

NHS Lanarkshire:
Kerri Todd or Peter King
Health Promotion Department
NHS Lanarkshire
Strathclyde Hospital
Airbles Road
Motherwell ML1 3BW
Tel: 01698 266242.

North Lanarkshire Council:
John McCance
Area Manager (South)
Aquatec
1 Menteith Road
Motherwell

01698 276464



ORKNEY – Health in Action

Physical Activity

“Orkney play@home project”

This project is funded by the Orkney Childcare Partnership and is delivered by health visitors, the Orkney Pre-School Play Association Key Worker Project and the NHS Orkney Health Promotion Service. Links have also been established with the Home Link Officer, Home Start Project and local childcare providers.

The play@home project was initially successfully used in Fife and the materials were adapted and purchased for use in Orkney.

A series of three books for children aged 0-5 years encourages the enjoyment of physical activity from the first day of life. A complimentary part of this project is the provision of baby massage classes for all parents participating in the programme. Training has been provided to staff to help them deliver and promote all aspects of this project.



Contact:

Karen Crichton

Health Promotion Service Manager

Orkney NHS Board

62/64 Victoria Street

Kirkwall KW15 1DN

Tel: 01856 870690

e-mail: karen.crichton@orkney-hb.scot.nhs.uk

‘West Lothian on the Move’

The aim of this initiative is to get the most inactive people in West Lothian active by advocating moderate intensity physical activities. Although the aim is to increase physical activity across the life stages it has a particular focus on children & young people and those in areas of relative deprivation and at risk of social exclusion.

West Lothian Council has adopted the lead role in developing a strategic partnership. This has evolved through the development of a multi-agency Steering Group consisting of representatives from a number of Council service divisions including; Education, Sport & Leisure, Community Education, Social Policy, Strategic Planning, External Environment and Transportation. As well as partners from within West Lothian Healthcare NHS Trust, NHS Lothian, West Lothian Leisure, the 50+ Network and the West Lothian Voluntary Forum.

Strategic Objectives:

- To increase levels of physical activity across the life stages
- Increase moderate levels of physical activity among the sedentary population of West Lothian
- To increase the number of opportunities available for the least active to become moderately active
- To establish sustainable partnerships concerned with physical activity and health promotion
- To increase education and training opportunities, for those involved in the promotion of health enhancing physical activity
- Ensure the inclusion of physical activity through the Community Planning process and associated service plans.

Getting West Lothian On The Move

The Health Enhancing Physical Activity (HEPA) Steering Group is presently working with partner agencies to develop the following initiatives:

- Implementation of the HEPA ‘West Lothian On The Move’ Strategy.
- The provision of Physical Activity & Health training for Primary Health Care Teams.
- The development of a funding application to ‘Paths to Health’
- The development of PACES a Physical Activity Coach Education Scheme
- The implementation of the [Play@home](#) Scheme as developed in Fife
- The implementation of the TOP TOTS and TOP START programmes
- The introduction of the NIKE Girls In Sport programme for teenage girls in all secondary schools in West Lothian.

Grant Scheme

In order to enhance the quality and quantity of ‘West Lothian On The Move’ initiatives undertaken in West Lothian, a small grant scheme has been established, providing communities the opportunity to access resources for health enhancing physical activities. To date 10 grant awards have been made including initiatives such as:

- Adult Cycle Training
- Dance for the Health Of It! in partnership with the West Lothian 50+ Network



Physical Activity

- Parent Action Early Years Physical Activity Programme for the carers/workers in partnership with the SIP/Broxburn Family & Development Centre
- Physical Activity Training/Mentoring Programme with the West Lothian Playscheme Association

For further information please contact:

Flora Jackson

Health Enhancing Physical Activity

(HEPA) Project Co-ordinator

Tel: 01506 771792

Email: flora.jackson@westlothian.gov.uk