

## Moray 2023 – Action Plan for 2015/16

## Update Report Healthier Citizens November 2015.

What is our 2023 target?	What will we do in 2015/16? (List each major contributory action)	Who will do it? (Consider role if any for CP Partners)	What are our milestones for each Contributory Action?	Milestone RAG Status	Target Confidence Rating	Is the target still relevant? Should it be amended? Comments
<b>Chart 14. Obesity. By 2023, 1.5% increase in adults who are obese in Moray.</b>	CPP to adopt and demonstrate a collaborative and life stages approach, so that early years, school aged children, young people, working age and older people population groups are informed, supported and empowered to make positive health eating and active living choices and to achieve and maintain a healthy weight.	NHS Grampian TMC tsiMoray Moray College/UHI  Potential for all CP Partners to contribute to this specific target.	Examples Include: <b>Child Health Weight Interventions:</b> Increased delivery and performance of Grow Well Choices in Primary Schools across Moray. Roll out and implementation of GWC Early Years Tool Kit, positively received by L.A. and private pre-school providers. <b>Healthy Working Lives</b> NHS Grampian Moray Staff Weight Management Programme; Implementation, increased uptake,	<b>Amber</b>	2	Current data to support this specific target is only available through the annual Scottish Health Survey, which has been commissioned, at a national level, until 2015.  The scale of change cannot rely on individual behaviour alone. We need to act at community and population level, so that these changes become the norm in Moray and achieve the current target.  It should be noted and considered that given

			<p>improved staff health and wellbeing outcomes and staff attendance.</p> <p><b>Eat Canny!</b> tsiMoray social enterprises strategically commissioned by NHS G to develop, co-ordinate and evaluate 3 year healthy weight communities project.</p> <p>The desired outcome is that people in Moray have the knowledge and skills to make informed choices around nutrition, healthy eating and portion sizes in order to maintain a healthy weight and participate in physical activity.</p> <p>Improved well-being will have a positive impact on</p>			<p>the development of the MH&amp;SCP Strategic Plan and the requirement to perform against 9 new national health and wellbeing outcomes, in particular:</p> <ol style="list-style-type: none"> <li>1. Healthier Living</li> <li>2. Addressing Health Inequalities</li> </ol> <p>That there may be more appropriate indicators (national and local)and projection(s) that could be developed and adopted at CPP/Moray 2023 level so to better demonstrate an improvement in population health and wellbeing and a reduction in health inequalities.</p>
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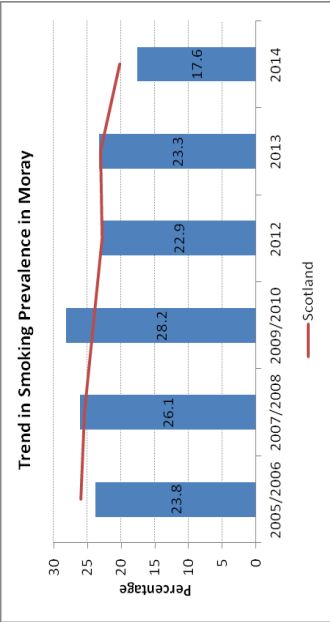
			<p>health behaviour change. There are 3 strands to 'Eat Canny': Food Access, Skilling up – Growing and Skilling up – Cooking.</p> <p><b>GP Exercise Referral Programme</b></p> <p>NHS G/TMC/Moray College UHI; co-ordination and development of physical activity opportunities for people with long term conditions (LTC's). A group of selected individuals have completed a Level 3 GP Exercise Referral Course. It is planned to co-ordinate and evaluate sessions in the local community for</p>			
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			<p>population groups with LTC` s.</p> <p><b>B.A.L.L (Be Active Life Long)</b></p> <p>Increased development and delivery of B.A.L.L. groups across Moray. Groups work towards being self sustainable and proactively support those 65+ to keep active, connected and involved in their community and improve their overall health and wellbeing.</p> <p><b>Core Paths Network</b></p> <p>Increased network, accessibility and usage. A promotional campaign to increase public awareness of</p>			
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			<p>existence of the Core Paths Network has been planned.</p> <p><b>Smarter Choices Smarter Places.</b></p> <p>A funding application led by TMC has been successful. A Moray-wide programme of activities that provides active travel for all has been developed. The programme will offer a variety of schemes to targeted population groups, including those more vulnerable or less mobile who are often excluded from such activities. All schemes will be monitored to assess the impact</p>			
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			<p>on individual's mode of travel and to determine an increase in active travel.</p> <p><b>Fit Life Membership Scheme</b></p> <p>Activity continues with partner providers to promote free/low cost opportunities for physical activity for families, working age adults and older people, example, Walking Football.</p> <p>Introduction of Fit Life Membership Scheme in Moray Council Sports and Leisure Facilities. The Scheme has increased both income and usage within Moray Council facilities.</p>			
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			<p><b>Learning and Professional Development – Upskilling CPP Workforce</b></p> <p>Co-ordination and evaluation of Health Behaviour Change training, delivered to CPP staff disciplines across Moray. 2 programmes delivered, fully subscribed, attended by a range of primary care professionals, Allied Health Professionals and tsiMoray social enterprise personnel.</p>			

<p><b>Chart 15. Tobacco. By 2023 a 12% reduction in the number of adults who smoke in Moray.</b></p>	<p>Via the Moray Local Tobacco Alliance approach develop and implement a local Tobacco Control Plan containing actions specific to protection, prevention and cessation.</p>	<p>NHS Grampian TMC tsiMoray Potential for all CP Partners to contribute to this specific target.</p>	<p>action? Examples Include: <b>Smoking Advice Services</b> Continued delivery of tailored smoking advice services via dedicated NHS G Smoking Advice Services Team and Primary Care Services e.g. Community Pharmacies across Moray.  Dr Gray`s Hospital Smoking Cessation Pilot Project continues to yield positive results amongst hospital in-patient and outpatient groups, now part of core business.  <b>NHS Grampian Tobacco Control Policy</b> Adopted across all NHS Grampian community and hospital settings e.g. Smoke Free Grounds</p>	<p><b>Green</b></p>	<p>3</p>  <table border="1" style="display: none;"> <caption>Trend in Smoking Prevalence in Moray</caption> <thead> <tr> <th>Year</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>2005/2006</td> <td>23.8</td> </tr> <tr> <td>2007/2008</td> <td>26.1</td> </tr> <tr> <td>2009/2010</td> <td>28.2</td> </tr> <tr> <td>2012</td> <td>22.9</td> </tr> <tr> <td>2013</td> <td>23.3</td> </tr> <tr> <td>2014</td> <td>17.6</td> </tr> </tbody> </table>	Year	Percentage	2005/2006	23.8	2007/2008	26.1	2009/2010	28.2	2012	22.9	2013	23.3	2014	17.6	<p>Comments As per the graph included in this report update, smoking prevalence in Moray in 2014 was 17.6%, this indicates a 10.6% reduction since 2009/10 and is currently 1.4% above the trajectory set for 2023/24.  A continued focus and effort at a CPP will be required to reduce the number of adults who smoke in Moray, however, it should be noted and considered that given the development of the MH&amp;SCP Strategic Plan and the requirement to perform against 9 new national health and wellbeing outcomes, in particular: 1. Healthier Living 2. Addressing Health</p>
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			<p><b>TMC Fostering and Adoption Smoking Policy</b>          Formal review and update of policy. Families wishing to foster or adopt will be offered smoking protection, prevention and cessation advice and support.</p> <p><b>Kick Butt Programme</b>          Continued delivery and positive evaluation of the smoking protection and prevention programme across all Area School Groups in Moray including the independent schools sector.</p> <p><b>Smoke Free Homes</b>          tsiMoray strategically commissioned by NHS Grampian to co-ordinate and evaluate a pilot</p>			<p>Inequalities          That there may be more appropriate indicators (national and local)and projections that can be developed and adopted at CPP/Moray 2023 level so to better demonstrate an improvement in population health and wellbeing and a reduction in health inequalities.</p>
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			<p>Smoke Free Homes Project.          Project Officer (16 hours per week) took up post mid August 2015.          Smoke Free homes Project successfully launched in October via the Outreach Mobile Information Bus; positive media coverage;          Web based film created, involving members of the public and Mosstodloch Primary School – containing key messages on smoking outside the home. This will be circulated via social media and through other networks and use at future presentations.          Working relationship established with</p>			
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			<p>National Smoke Free Homes Network;          Moray Smoke Free Homes facebook page under development;          Recruitment of volunteer smoke free homes community champions well underway;          Parental pledge number increasing.</p> <p><b>Moray Trading Standards TMC</b>          Increase in capability and expertise in internet/social media investigations. This has led to a number of successful investigations in to tobacco sales via social media and online sales sites. These investigations led</p>			
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			<p>to fixed penalty notices and reports to the Procurator Fiscal.          Extensive use of Integrity Testing (use of over 18's to check that retailers ask for proof of age) saves resources associated with the use of under age volunteers and allows the service to efficiently target test purchases and give positive feedback to businesses that do ask for proof of age.          Moray shares a national intelligence network with other local authority Trading Standards Services and 'Trading Standard Scotland', based in COSLA. This intelligence has</p>			
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			<p>been used to identify illicit trade (including illicit trade in counterfeit tobacco) as a national priority.</p> <p><b>Healthy Working Lives</b> Employers/CPPI's registered for the Healthy Working Lives Award Programme are encouraged and supported to develop exemplary organisational Tobacco Control Policies.</p> <p><b>Visioning Event</b> NHS Grampian will host an event on the 14th December, at which it is intended to reach a consensus about a sustainable, optimal allocation of the human and</p>			
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			financial resources so that tobacco control milestones can be achieved.			
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<p><b>Chart 34. Alcohol. By 2023 there will be a 51.6% reduction in the percentage of acute inpatient and day case discharges in hospital with an alcohol related diagnosis, who are reported to be Alcohol Dependant.</b></p>	<p>Moray Alcohol and Drug Partnership Service Redesign. Improvement in assessment, care planning and outcome reporting processes to ensure that the person receives the most appropriate intervention</p> <p>An increase in work with family members to support them as well as helping them to promote</p>	<p>Moray Alcohol and Drug Partnership (MADP)</p>	<p>Introduction of structured community rehabilitation programme; covering both intensive support through to supporting the person to re-engage in the community.</p> <p>The MADP has increased its investment in adult drug/alcohol service provision.</p> <p>The MADP has match funded a</p>	<p><b>Amber</b></p>	<p>2</p>	<p>Alcohol misuse remains a local priority.</p> <p>A reduction of 51.6% remains an ambitious target.</p> <p>The MADP Management and Performance Sub Group continues to monitor the Moray position.</p> <p>In 2014/15 there were 84.1 patients per 100,000 population admitted to hospital in Moray due to alcohol dependence and 104.1</p>

	<p>recovery for the service user.</p> <p>An increase in support to parents with children or mothers who are pregnant, with substance misuse issues, so to provide early involvement and support.</p> <p>An increase in focus accompanied by resources to ensure there is early involvement with parents where women, with substance misuse issues, are pregnant; fostering their involvement in antenatal, addiction and family services.</p>		<p>Quarriers Loyds PDI funding application, which has been successful. The Quarriers service focuses on working with families where there are young people who are affected by parental substance misuse.</p> <p>The MADP has recently finalised a quick quote specific to the review and redesign of education, prevention and support for school aged children and young people on substance misuse.</p> <p>The MADP has appointed an Early Years Social Worker and two Family Support Workers, so to</p>		<p>stays per 100,000 population. This is compared to 86.7 stays due to alcohol dependence per 100,000 population in 2013/14. Thus, only a reduction of 17.4 stays per 100,000 in 2014/15.</p>
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			<p>provide direct support to expectant parents and families where there is parental substance misuse, focusing on parental capacity and developing parenting skills.</p> <p>The MADP continues to fund substance misuse community safety based initiatives e.g Safer Streets and Operation Avon.</p> <p>There is continued co-ordination and promotion of consistent alcohol awareness messages e.g. "Meet the Hendersons".</p> <p>The MADP has reviewed how it engages with stakeholders,</p>			
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			<p>especially those who have used services.          A Stakeholders Event will take place in the Spring 2016.</p> <p>The MADP has started work with the Scotch Whisky Association and Distillers so to support them to promote responsible alcohol usage and to engage with the hospitality and licensed trade; complimenting work being undertaken by tsiMoray as part of a community development initiative.</p> <p>The MADP Strategy and Delivery Plan has recently been reviewed and refreshed.</p>			
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