

National Outcome 6 – We live longer, healthier lives

Local Outcome 11 – An increased number of people in Moray will be active in improving their own health

KEY ACTION	Increase the number of people in Moray to achieve and maintain a healthy weight	
SMART Targets for Key Action		
<p>The following targets have been identified to measure the progress being made in increasing the number of people in Moray who are achieving and maintaining a healthy weight –</p> <p>Targets:</p> <ul style="list-style-type: none"> • NHS HEAT target H3: Achieve agreed completion rates for child healthy weight intervention programme by 2010/11 (5 – 15 years of age only) • NHS HEAT target H7: Increase the proportion of new born children exclusively breastfed at 6-8 weeks from 26.6% in 2006/07 to 33.3% in 2010/11 		
Quarter 1 Milestone		Date
○ Establish average baseline for obesity for the previous three years (data to be extracted from MCHSCP General Practice Prevalence Data Framework)		May 2009
Quarter 2 Milestone		Date
○ Development and implementation of a local Healthy Eating and Active Living Action Plan.		August 2009
Quarter 3 Milestone		Date
○ Local implementation of Grampian's Healthy Weight Strategy		October 2009
Quarter 4 Milestone		Date
○ Implementation of The Moray Council Food Policy		January 2010

Expected outcome/contribution to the local and national outcome

- To enable and support an increased number of the Moray population to be active in improving their own health
- To enable and support an increased number of the Moray population to achieve and maintain a healthy weight
- To decrease the risk of the Moray population developing long term conditions which overweight/obesity is a significant pre-disposing factor i.e. Diabetes Type 2, Hypertension, Coronary Heart Disease
- To aid to increase life expectancy

Resources

Existing

- MCHSCP Health Improvement Team
- NHS Grampian Primary and Secondary Care Services
- Sports and Leisure Department TMC
- Education Department TMC
- NHS Grampian Food in Focus Fund
- NHS Grampian Health Improvement Fund
- TMC Hungry for Success Funding

Potential Additional Funding

- Promoting Moray is Safe – Grampian Police
- Staff Nutritional Health – ALL community planning partners
- Increased delivery of community led weight management services
- Preventative activity – ALL community planning partners
- Funding to support identified and agreed actions within the local Healthy Eating and Active Living Action Plan i.e. Sports Development Officer, targeted physical activity initiatives.

Submit a report giving details of what potential resources are required

**Lead Officer,
including contact
details**

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National Outcome 6 – We live longer, healthier lives

Local Outcome 11 – An increased number of people in Moray will be active in improving their own health

KEY ACTION	Reduce the impact of tobacco on the Moray population.	
SMART Targets for Key Action		
<p>The following target has been identified to measure the progress being made in reducing the impact of tobacco in Moray –</p> <p>Target:</p> <ul style="list-style-type: none"> NHS HEAT target H6: Through smoking cessation services support 8% of your Board's population in successfully quitting (at one month post quit) over the period 2008/09-2010/11 		
Quarter 1 Milestone		Date
<ul style="list-style-type: none"> Establish a baseline for smoking for the previous three years (data to be extracted from MCHSCP General Practice Data Framework and NHS Grampian Smoking Advice Services Data) 		May 2009
Quarter 2 Milestone		Date
<ul style="list-style-type: none"> Establishment of a Moray Local Tobacco Alliance. 		August 2009
Quarter 3 Milestone		Date
<ul style="list-style-type: none"> Development and implementation of a Moray Local Tobacco Alliance Action Plan. 		October 2009
Quarter 4 Milestone		Date
<ul style="list-style-type: none"> Development and implementation of a local Smoking Cessation Workforce Training Plan 		January 2010

Expected outcome/contribution to the local and national outcome

- To enable and support smokers in Moray to be active in improving their own health
- To reduce the impact of tobacco on the Moray population
- To shift cultural attitudes to smoking
- To reduce the prevalence of disease(s) within the Moray population where smoking is a significant predisposing factor i.e. Coronary Obstructive Pulmonary Disease (COPD) and Lung Cancer
- To aid to increase life expectancy

Resources

Existing

- MCHSCP Health Improvement Team
- NHS Grampian Smoking Advice Services
- NHS Grampian Primary and Secondary Care Services
- Scotland is Smoke Free funding to be allocated to NHSG and The Moray Council (amounts to be confirmed)
- NHS Grampian Health Improvement Fund

Potential Additional Resource

- To encourage and support ALL those responsible for smoking prevention activity aimed at children and young people to support a whole system integrated approach.
- To develop an outcome focused scheme to secure a more rigorous enforcement of tobacco sales law.
- To reduce the illicit sales of tobacco on a local level

Investigate the status of Moray Local Tobacco Alliance group.
Submit a report giving details of what potential resources are required.

**Lead Officer,
including contact
details**

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National Outcome 6 – We live longer, healthier lives

Local Outcome 11 – An increased number of people in Moray will be active in improving their own health

KEY ACTION	Reduce the impact of long term conditions on the Moray population.	
SMART Targets for Key Action		
<p>The following targets have been identified to measure the progress being made in reducing the impact of long term conditions on people in Moray –</p> <p>Targets:</p> <ul style="list-style-type: none"> • NHS HEAT target T6: To achieve agreed reductions in rates of hospital admissions and bed days of patients with primary diagnosis of Coronary Obstructive Pulmonary Disease, Asthma, Diabetes or Coronary Heart Disease. (Grampian target for March 2010 is 1,622 per 100,000 admissions. NHS Monthly Performance Management Risk reporting will be provided to identify if there is any risk of Moray not in line to achieve target) • NHSHEAT target H8: To Achieve agreed number of inequalities targeted cardiovascular health checks during 2009/10 		
Quarter 1 Milestone		Date
○ Establish average baseline for long term conditions for the previous three years (data to be extracted from MCHSCP General Practice Prevalence Data Framework)		May 2009
Quarter 2 Milestone		Date
○ Establishment of local Long Term Conditions Steering and Stakeholder Groups		August 2009
Quarter 3 Milestone		Date
○ Development and implementation of a local Long Term Conditions Programme Plan (review and potential redesign of local communication strategies included)		October 2009
Quarter 4 Milestone		Date
○ Development and implementation of a local Long Term Conditions Workforce Training Plan		January 2010

<p>Expected outcome/contribution to the local and national outcome</p> <ul style="list-style-type: none"> • To enable and support people with long term conditions in Moray to be active in improving their own health. • To reduce the impact of long term conditions on the Moray population. • To shift cultural attitudes on long term conditions • To reduce the prevalence of long term conditions • To aid to increase life expectancy 		
<p>Resources</p> <p>Existing</p> <ul style="list-style-type: none"> • MCHSCP Health Improvement Team • Long Term Conditions Programme Manager (NHS Grampian) • Primary and Secondary Care Services (NHS Grampian) • Social Care Teams/Services TMC • Voluntary Sector • NHS Grampian Health Improvement Fund <p>Potential Additional Resources</p> <ul style="list-style-type: none"> • Encourage and support ALL partners involved in long term conditions to enact and facilitate Grampian's approach to long term conditions improvements • Identify local redesign and improvement interventions that will support improvement measures • Preventative activity - ALL community planning partners <p>Submit a report giving details of what potential resources are required.</p>		
<p>Lead Officer, including contact details</p>	<p>Tracey Gervaise Public Health Lead. MCHSCP Spynie Hospital Duffus Road Elgin IV30 5PW Telephone: 01343 567133 Email: tracey.gervaise@nhs.net</p>	<p>P.A Contact Details: Angie McColl Address as opposite Telephone: 01343 567137 Email: angie.mccoll@nhs.net</p>

National Outcome 6 – We live longer, healthier lives

Local Outcome 12 – An increased number of elderly and vulnerable people will be able to sustain an independent quality of life

KEY ACTION	Improve support to carers
SMART Targets for Key Action	
<p>To measure the improvement of support being provided to carers the following targets have been agreed –</p> <p>Targets:</p> <ul style="list-style-type: none"> • Increase the annual provision of respite care by 32 weeks for 2008/09 and by a further 64 weeks for 2009/10 for all Community Service client groups (including the elderly and vulnerable). • Achieve 90% carer satisfaction rate with their involvement in the design of their care package and who feel supported and capable to continue in their role as a carer. 	
Quarter 1 Milestone	Date
<ul style="list-style-type: none"> ○ Telecare devices to be used in vulnerable people's homes to promote safety and independent living of users and to support carers. ○ Analysis on the success and effectiveness of the Moray Lifeline and Telecare services to be carried out with results to follow 	June 2009
Quarter 2 Milestone	Date
<ul style="list-style-type: none"> ○ Report on findings from postal survey of all Moray Lifeline and Telecare users to be compiled. ○ Carers Service Provider Network Group established to facilitate partnership working for better outcomes for carers. 	Sept 2009
Quarter 3 Milestone	Date
<ul style="list-style-type: none"> ○ Increased respite care provision for carers to allow access to training and family social interaction to help combat isolation. 	Dec 2009
Quarter 4 Milestone	Date
<ul style="list-style-type: none"> ○ Increased completion of Carers Assessments ensuring carer's needs are identified and carers are supported. 	March 2010

Expected outcome/contribution to the local and national outcome	
More older people supported at home. More carers feel supported to continue in their caring role.	
Resources	
Within existing resources.	
Lead Officer, including contact details	Jane Mackie, The Moray Council Tel: 01343 567127

National Outcome 6 – We live longer, healthier lives

Local Outcome 12 – An increased number of elderly and vulnerable people will be able to sustain an independent quality of life

KEY ACTION	Expand preventative and anticipatory care	
SMART Targets for Key Action		
<p>To measure the increase and improvement in home care services in Moray to enable elderly and vulnerable people to sustain an independent quality of life the following targets have been agreed –</p> <p>Targets:</p> <ul style="list-style-type: none"> • For 2009/10, 831 of service users 65+ will receive personal care at home compared to 791 in 2008/09. • For 2009/10, 265 service users 65+ will receive 10+ hours of home care compared with 228 in 2007/08. 		
Quarter 1 Milestone		Date
○ Falls Group established and education sessions delivered to groups of Older People and professionals.		June 2009
Quarter 2 Milestone		Date
○ Nutritional training and improvement programme developed and joint work established between dieticians, home care and care homes.		Sept 2009
Quarter 3 Milestone		Date
○ Anticipatory care plan tool developed and in place for first locality area.		Dec 2009
Quarter 4 Milestone		Date
○ Community Response Team in place		March 2010
Expected outcome/contribution to the local and national outcome		
<p>More older people supported at home. Hospital admissions prevented through improved support at home.</p>		

Resources	
Within existing resources Falls Group to be defined	
Lead Officer, including contact details	Jane Mackie, The Moray Council Tel: 01343 567127