



HEALTH IMPROVEMENT ANNUAL REPORT 2020/21



IN REMEMBRANCE OF COLLEAGUES

During autumn 2021, we unexpectedly and suddenly lost 2 of our Health Improvement team colleagues.

Linda Malcolm worked within the NHSGGC (Health Promotion/Health Improvement) for over 21 years working in the Alcohol and Drugs Health Improvement Team and latterly within the Northwest Health Improvement Team.

Hazel-ann McWhirter worked for the NHS for over 30 years across both Argyll and Clyde and NHSGGC Board areas. In recent years she was part of the Sexual Health – Health Improvement team at Sandyford, managing the Free Condom Service.

Both Linda and Hazel-ann were full of energy, committed and had a great deal of experience. They were invaluable members of the Health Improvement Service. Both were a great support to colleagues, partners and team members and will be sorely missed.

We also lost Nadia Gibbons, a former Health Improvement team member from the Northwest Health Improvement Team. Nadia retired in 2019 and passed away in summer 2020 following a long illness.

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1.1 Foreword

The COVID-19 pandemic has impacted on the lives of many individuals and families in the city. Research has highlighted that the impacts of the pandemic has not been felt equally across Glasgow, its' population groups and communities.

At the beginning of the pandemic, Health Improvement (HI) staff across the city worked alongside key partners to quickly adapt services and programmes of work to meet the emerging needs of communities. Key community planning partners included; Glasgow City Council (GCC), Glasgow Council for Voluntary Sector (GCVS), local housing providers, and other Health and Social Care Partnership (HSCP) staff. Changes to practice were made as to how to address a wide range of issues and themes including economic security, isolation and loneliness, community cohesion, food poverty, mental health and wellbeing.

At the peak almost a quarter of our HI staff moved to support the pandemic requirements within the NHS. Health Improvement staff also engaged with local communities and local community based organisations to gain a fuller understanding of how the virus was impacting on them and possible next steps for support and recovery. These connections at a local and city wide level enabled our staff and partners to put in quick effective responses that met the community's needs, supported communities to be more connected, and increased the volunteer capacity across the city.

The joint efforts of our HI staff, partnership organisations and local communities during the pandemic are to be commended.

The Health Improvement annual report for 2020/21 highlights all the excellent work that HI staff led on or were involved in to support communities during this difficult time in history.

1.2 COVID-19 Wider Role / Support to HSCP Services and Board wide Priorities

Health Improvement staff played a key role in supporting the wider organisation during 2020/21 amidst the COVID-19 pandemic. Many HI staff were included in the first cohort of staff working to establish the Test and Protect service across NHS Greater Glasgow and Clyde (NHSGGC). They were also involved in key service developments e.g. Barr Street Assessment Centre and played a crucial role in the development and delivery of these services as they rapidly grew and adapted. Staff delivered a variety of positions including Team Leaders, Case Managers and Contact Tracers. Some HI staff were reassigned to support the Community Assessment Centre supporting the management of the service, training for staff and direct delivery. Other staff supported the staff Rest & Recovery Hubs within hospital sites. Within the early vaccination programme, HI staff assisted in the development of the volunteer component as well as some Clinical staff delivering vaccinations to patients.

Throughout the pandemic, HI staff have provided support to other services who were experiencing pressure due to their own staff being reassigned or facing wider unexpected demands, for example a member of staff was reassigned to the Community Mental Health Team (CMHT) to support shortages within that service. Also staff from across the city were involved in a Child and Adolescent Mental Health Service (CAMHS) waiting list initiative – contacting families waiting for an

appointment to ascertain current status, issues and passing on information to other services where appropriate.

Health Improvement staff who were not reassigned (or partially reassigned) continued working within Health Improvement to deliver key public health programme areas – adapting delivery where required (e.g. moving from direct delivery to online delivery of training programmes) and shifting between work areas as required. They played a key role in connecting with the wide range of partners, community, voluntary and statutory services. Working proactively to continue to address and respond to local needs and demands in partnership with others, in particular in ensuring dissemination of COVID-19 related information.

We are extremely proud of the flexibility, dedication and additional commitments of all HI staff whether they took part in new roles or remained in their usual service.

2.1 Building Mental Health and Resilience

Mental health is a key public health issue and as such there are a number of structures and programmes of work focusing on this issue. These include specific responses to the pandemic along with local and nationally driven developments.

In May 2020 Health Improvement responded to requests from the third sector to better co-ordinate mental wellbeing efforts by convening a temporary pandemic mental wellbeing partnership. This group enabled and supported GCVS to host a number of events for the sector on mental wellbeing, attended by over 150 organisations. Aligned to this £390,000 was made available to support further action on mental wellbeing in the city. This funded the Social Wellbeing Winter Fund, a package of supports for third sector organisations and further investments in suicide prevention programmes.

The Social Recovery Task Force have now supported the establishment of a Flourish Glasgow Partnership for the city to support mental wellbeing similarly to the Thrive New York, Bristol and Edinburgh models. Health Improvement staff have played a key role in enacting the development of Glasgow City's response to the national Children and Young Peoples' Mental Health Supports and Services Framework, published in December 2019.

Following a number of national meetings attended by Health Improvement for Glasgow immediately before the pandemic, the resources associated were confirmed and a mechanism for responding was required to be put in place. A multi-agency partnership (the Tier 1 and 2 group) was established remotely involving children's services, education, community and voluntary organisations to

discuss and determine a city response to the Framework. With funding of £1.732M confirmed for Glasgow city for 2020/21, a wide range of scoping and potential service developments were identified. Health Improvement proposed and is leading on specific components of the Glasgow Framework delivery: including enhancement to the Youth Health Service for additional mental health support, a programme of work to support LGBT+ young people, scoping the needs of children from Black, Asian and Minority Ethnic (BAME) communities and work towards an underpinning engagement strategy to support the involvement of children, young people and families in shaping and influencing the Framework delivery.

Health Improvement supported Glasgow City Council's Education Department in the development and commissioning of the Counselling Service Framework for school pupils. This contract, worth approximately £7m over the 4 year contract period, covers counselling & group work (for primary 6/7 and secondary) and art and play therapies (for primary 6/7) and will provide a significant increase in access to earlier support for children and young people who need support with their mental health and wellbeing.

Considerable work was also undertaken within communities, schools and within primary care on mental health (see section 6.1 for primary care details).

North East – Suicide Prevention Training

The COVID-19 pandemic resulted in a pause of face to face delivery of suicide prevention training in Glasgow City at a time when awareness around these issues was even more important and training demand from local groups was increasing.

As a result the North East HI Team in conjunction with the NHSGGC Mental Health Improvement and Inequalities Team adapted training materials and guidance provided by Public Health Scotland to suit an online delivery format.



The 2 hour 'Ask. Tell. Save a Life' suicide prevention awareness session, based around three animations developed by the National Suicide Prevention Leadership Group and Public Health Scotland, builds staff confidence and skills in holding supportive conversations related to mental health, asking about suicide and signposting people to appropriate help and support.

The HSCP Homelessness Mental Health Team identified a gap in knowledge and awareness amongst staff in the hotels which were being used to house homeless and asylum seeking populations. The 'Ask, Tell. Save a Life' suicide prevention awareness session was delivered to a range of staff including hotel managers, reception and cleaning staff. Participants shared their experiences and concerns about their new roles during the sessions and built confidence in their ability to

address mental health and wellbeing concerns amongst the residents they were coming into contact with.

Additional sessions have been developed and have been well received by local groups and staff who have taken part. In addition to continued local delivery within the North East, the support of the Glasgow City Suicide Prevention Partnership for delivery of these sessions has led to a rollout of sessions being offered to HSCP staff across the City.

North West - Youth Work Education Recovery Fund - Healthy Minds Training / Screening of ACEs-Trauma-Resilience Films

In November 2020, the North West Youth Network (NWYN), chaired by NW Health Improvement, was successful in a consortium bid to the National 'Youth Work Education Recovery Fund'. In total, £60,000 was awarded for network members to focus on the delivery of mental health support and recovery of young people affected by COVID-19. The partners involved were Health Improvement, Glasgow Life, G15 Youth Project, North United Communities, Young Movers (YoMo) and Maryhill Community Central Halls.

As part of this initiative, HI staff promoted and delivered Healthy Minds training for Youth Work staff and also screened two Adverse Childhood Experiences (ACE's) films, 'Resilience and Trauma' and 'Resilience: The Biology of Stress and the Science of Hope and Paper Tigers'. Partners involved in the consortium bid were given prioritisation for these screenings and the remaining places were offered to other Youth Work and HI staff across the city. Thirty participants attended the 'Resilience and Trauma' screening which included a follow up information

session providing context and a place for further discussion. The screening of ‘Resilience: The Biology of Stress and the Science of Hope and Paper Tigers’ had 35 attendees and included a panel discussion with topic specialists from Glasgow City HSCP and Public Health Scotland. Participants were provided with educational resources including the newly developed NW ACE’s infographic and useful contacts handout, and encouraged to consider ways they could incorporate their learning into future practice.

Evaluation of participants highlighted that knowledge of ACE’s, resilience and trauma increased from ‘Good’ to ‘Very Good’ and confidence in addressing ACE’s, resilience and trauma in the workplace increased from ‘Somewhat’ to ‘Confident’ following the sessions.

What People Said



I feel encouraged to share my learning with colleagues and to raise awareness and increase knowledge on resilience and the impact of ACE’s and trauma for our service users and communities.

Training Participant

Delays due to COVID-19 have resulted in the final 2 sessions now being delivered in summer/autumn 2021, with up to 40 participants per screening being able to attend.

South – Child and Youth Mental Health Working Group

The South Child and Youth Mental Health Working Group was established over six years ago and is tasked with implementing the NHSGGC Child and Youth

Mental Health Improvement and Early Intervention Framework at a locality level. The group is chaired and co-ordinated by Health Improvement and is represented by partners from Health, Psychological Services, Children and Adolescent Mental Health Services, Social Work and various third sector organisations including Lifelink, Place 2 Be, Richmond’s Hope and YPeople.

During the pandemic, meetings moved to an online platform and continued to be well attended. The group share and communicate all progress, developments, information, resources and good practice relating to child and youth mental health. Members continued to be extremely proactive in their partnership working to promote efficient and effective use of available mental health resources and services and working collectively to address identified gaps. Each year, Health Improvement create an annual report to capture the work that has been undertaken in relation to child and youth mental health by member organisations.

South – Suicide Response Group

The Glasgow South Suicide Response Group, was established in October 2020 as a response to a number of completed suicides in the South Locality. In the absence of Scottish Guidance the group was established using the Public Health England (PHE) Guidance on suicide clusters. The group aims include:

- To reduce the rate of suicide and self-harm within Glasgow South locality
- To provide a forum for successful multi-agency partnership working at strategic and operational level

- To ensure partners are prepared in advance for any suicides in the locality and how they respond

Using the 6 key pillars in the PHE guidance, the group have developed a multi-agency suicide response action plan that includes the following actions:

- **Surveillance** – to identify and monitor occurrence of suicidal acts. Developing strategies for real time monitoring and surveillance of suspected suicides. Establishing links with local police and coroners to obtain information about recent suspected suicides will also be useful as will alerts to any additional incidents that might indicate growing evidence of a possible cluster.
- **Information Sharing** – to improve information sharing between relevant agencies to ensure consistency of response. The group will agree leadership and information-sharing arrangements. This includes working with agencies to co-develop and agree processes for providing public information. Mapping of Mental Health and Suicide Prevention Structures in City and South has been completed to ascertain a clearer understanding of roles, remits and connections. The development of a suicide cluster policy is underway. Guidance for staff to understand services protocols and processes, with regards to suicide and self-harm, has also been developed.
- **Media issues** – to ensure responsible reporting by the media. A single point of media contact has been identified. Actions have also been identified to work with media to facilitate understanding of role in prevention, and development of animations to highlight responsible media (including social media) reporting of suicides. The animations will be targeted at key stakeholders including

community members.

- **Bereavement support** – to help those bereaved and affected by suicide. This includes identifying groups and individuals requiring bereavement support as well as those needing early support linked with the work of the Bereavement Subgroup.
- **Prevention** – to reduce risk of further suicides. The group supports the work of the Board-wide multi agency Choose Life Strategy Group in establishing whole population wellbeing and suicide prevention awareness. This includes development of a Citywide Continued Professional Development (CPD) plan including a newly developed suicide contagion session and mental health and suicide awareness session for elected members.
- **Monitoring and review** – to ensure assessment of the impact of the response, what has been learned and how this can inform future plans.

In addition the need for staff support has been identified as a key focus both within the organisation and with wider stakeholders. Throughout the pandemic the impact of vicarious trauma, emotional fatigue and burnout are increasingly being acknowledged.

2.2 Building Structurally and Socially Resilient Communities

Reducing Poverty & Growing Aspirations

Tackling poverty is a core component of Health Improvement's Strategic Direction and is considered across all work programmes in the city. At a strategic level,

Health Improvement plays an active role in the Poverty Leadership Panel, chairs the Challenge Child Poverty Partnership, contributes to both HSCP and Locality Child Poverty groups, and leads the Cost of the School Day Partnership.

This year this programme of work has included undertaking research and identifying responses in a range of settings across the city, the publication of the Cost of the Nursery Day research being one example. Within the context of the COVID-19 pandemic, current work includes a mapping of services which provide supports to families living in poverty (aligned to key poverty drivers) and the development of action plans with appropriate responses.

Financial Inclusion Partnership

The HSCP is a key funding partner with Glasgow City Council for Financial Inclusion services across the city. This service supports community based NHS staff to make direct referrals for patients who have money worries, to a range of dedicated Money Advice providers.

The impact of COVID-19 on HSCP Financial Inclusion services resulted in an adaption to services as Advice Providers quickly initiated remote working for Money Advisors. The delivery of telephone and online appointments were offered as an alternative to face to face contacts. Providers were able to continue to deliver the full service with the exception of home visits. Referral pathways and processes for NHS staff did not change.

Feedback from Advice Providers highlighted that a different cohort of patients were referred to the service during the pandemic, with the majority experiencing a reduction in income due to COVID-19. More patients required advice on their

rights and supports available when furloughed or self-employed, and assessments of entitlements for reduced hours or job losses.

Core Financial Inclusion service

FROM 1 APRIL 2020 -31 MARCH 2021

NHS staff across the Financial Inclusion Partnership made
4,610 referrals and 3,617 individual clients
engaged with the service. This compares with
6,285 referrals and 4,437 clients engaged in 2019-20,
representing a
27%/18% reduction in referrals/clients, respectively

Despite this, financial gains of almost
£6.5 million were achieved for clients in 2020/21,
a decrease of
only 15% compared to 2019/20 (£7.6 million)

In contrast, both housing and non-housing debt
(£253k and £506k) managed in 20/21 were
60% lower than in 2019/20 (£636k and £1,242k)
which may, in part, reflect loan repayment holidays introduced during the
pandemic.

CASE STUDY

The client was a lone parent with serious health concerns impacting on daily living and unable to work. She was in receipt of Child Benefit, Income Support, full Council Tax reduction and Housing Benefit, with social fund loan deduction. Referral was made as she had been notified that her Income Support was stopping due to the age of her daughter.

A financial inclusion health check established that the client was not receiving Child Tax Credit for her daughter and a decision on a Personal Independence Payment application had been delayed due to COVID-19.

The client was advised that she was unable to remain on legacy benefits as she did not receive the Severe Disability Premium within her Income Support or Housing Benefit awards, therefore she was required to apply for Universal Credit as a lone parent who is unfit for work.

Staff advised the client that her entitlement to Housing Benefit would cease as housing costs would be included within Universal Credit. The client was facing challenges in purchasing gas / electricity / food.

Support Provided: The client required assistance to complete the Universal Credit claim over the telephone. Due to severe low income, the client applied for advance payment of Universal Credit and received £1,107 (to be recovered over the next 12 monthly payments). The client was advised that it was her responsibility to pay her monthly rent from Universal Credit award, but after

the first payment she could request that rent costs be paid directly to her landlord.

- A successful Crisis Grant application via the Scottish Welfare Fund resulted in a grant award of £140 which the client collected from her local pay point.
- A referral was made to a local Foodbank which arranged a directly delivered food parcel.
- A further referral was made to Home Energy Scotland for fuel advice.
- Budgeting advice was given with regards to managing priority bills

The client achieved a total financial gain of £15,560 per year. The client is still waiting to be assessed for her Personal Independence Payment application.

Scottish Government Child Healthy Weight (CHW) Pilot

In autumn 2020, NHSGGC was awarded £187k from the Scottish Government (Childhood Obesity - Early Intervention and Prevention funding) to pilot a whole system, community food nurturing programme with families of pre-school children. The pilot combines action on food insecurity, healthy eating and physical activity in three Glasgow neighbourhoods. The neighbourhoods being: Ruchazie / Garthamlock / Cranhill (North East); Drumchapel (North West); Priesthill, Househillwood, Nitshill and Pollok (South).

The pilot will include HI staff providing access to a Financial Inclusion service for families with children under 5 who meet the criteria. Families involved will receive a financial health check and gain access to a series of enhanced supports as per their needs, including vouchers for fuel / cooking equipment, access to free recipes and meal ingredients and food pantry membership vouchers with tokens. Early Learning and Childcare establishments, Health and Social Work teams and local third sector organisations are able to make referrals for families in the defined neighbourhoods.

The pandemic has caused a delay with both the development and delivery of the service which is now launching in autumn 2021.

The Maternity Matters Project (Special Needs in Pregnancy Service - SNIPS)

The Maternity Matters project, often referred to as SNIPS because it is initiated in the Special Needs in Pregnancy Clinics, is different to a typical welfare rights service. Although the content of advice is the same as that given to other clients,

the delivery of the advice is shaped by the additional needs of the client group. Clients are directly engaged at SNIPS clinics or referred by Special Needs Midwives as a result of high levels of vulnerability. Many of these mothers can have a number of barriers engaging, thus a flexible approach is taken. Contact is made via a personal text, home visits are made at times that fit the lifestyles of the women, and extra time is taken to explain the advice given. The initiative aims to:

- Help address existing financial or welfare issues and build resilience for the future
- Increase financial knowledge and understanding
- Encourage more positive financial attitudes and motivation
- Increase exposure to financial products, guidance and tools
- Support to manage income via money diaries and 1:1 support for the most vulnerable clients before delivery and for up to 3 months postnatally

Attendance at clinics by support staff was halted during the pandemic and women were advised not to travel by public transport; direct referrals were therefore reduced. Home visits also ceased. In total 76 referrals were made into the service and a total of 193 repeat clients seen. The engagement rate for 2020/21 was 86% - 65 out of the 76 of those referred, used and engaged with the service. The financial gains totalled £263,748 and a total of £23,353 in debts were managed.

Challenging Child Poverty

Health Improvement continued to lead the city's Challenge Child Poverty Partnership which met virtually throughout the year with strong attendance from over 25 organisations including Social Security Scotland (SSS) and Department of Work & Pensions (DWP). Child Poverty Action Group (CPAG) hosted the Challenge Child Poverty Co-ordinator for the HSCP who worked to support partners to respond to child poverty, involve young people affected by poverty, organisations to secure charitable funding for local action, and work with social security services to promote the uptake of benefits including the Scottish Child Payment.

In light of the continued and anticipated impact of the pandemic on families across Glasgow, the Challenge Child Poverty Partnership has conducted significant development work to identify key priorities for 2021/22. These include:

- **Take up of entitlements & accessibility of Financial Inclusion:** ensuring that financial inclusion, statutory crisis grants and income maximisation services across the city are available and accessible for families if and when their circumstances change
- **Reaching priority groups, who we know are more vulnerable to experiencing poverty:** in particular minority ethnic families, lone parents, larger families and families affected by disability

The landscape of child poverty structures throughout the city has also evolved during the last year with some key additions, including:

- **HSCP Child Poverty Steering & Locality Groups:** populated from across children's services these groups focus on process, procedures and local action which can be taken to improve poverty related practice and further mitigate the impact of poverty on families interacting with HSCP services and partners
- **3rd Sector Child Poverty Network:** a protected space for third sector organisations to share learning, problem solve and feed into the wider child poverty structures across the city

All of these new strategic spaces feed into the Challenge Child Poverty Partnership and will inform future cross-sectoral action-planning.

The Glasgow Local Child Poverty Action Report was published in January 2021 which provides further detail on the wide range of actions led by the statutory reporting partners Glasgow City Council and NHSGGC the HSCP and community planning partners in the city. There is now an established working group to collate and produce future reports – HSCP partners feed in and inform this work.

Employability

The COVID-19 pandemic has had a significant impact on the global economy, disproportionality affecting inequality groups and those often furthest away from the labour market including young people, Black, Asian & Minority Ethnic (BAME), single parents, young women and those with a disability. The employability landscape across Glasgow City has therefore changed significantly.

COVID-19 recovery funds such as the UK Government's Kickstart programme and the Scottish Government's Young Persons Guarantee have been introduced. Implementation of these funds along with the emergence of the No One Left Behind Strategy will result in Local Authorities inheriting the amalgamation of national employability funds such as Community Jobs Scotland, Employability Fund and Fair Start Scotland.

HSCP's Young Persons Guarantee Programme

As part of the HSCP's COVID-19 recovery planning and national ambitions to align health and employability services, Health Improvement in partnership with Social Work Intensive Support Services, Esteem Service, Family Nurse Partnership and Youth Health Services were successful in a £182,000 per annum bid to Glasgow's Young Persons Guarantee Fund. This resource enabled each of the four services detailed above to embed a NHS Band 6 Employability Coach within their multi-disciplinary teams.

The Employability Coach predominately supports 16-24 year olds tracking through each of the services. The delivery model is 12 months of intensive pastoral and employability support to ensure the young person reaches and sustains a positive destination such as employment, training or a modern apprenticeship.

Health Improvement will provide day to day management and strategic oversight of this service. Staff are due to commence late summer 2021. Performance will be monitored until end of March 2022 with a view to demonstrating impact and securing longer term funding.

HSCP Employability Board

Health Improvement continues to provide strategic support to the Assistant Chief Officer for Primary Care and Early Intervention to progress and develop the HSCP's Employability Board. The Board continues to meet quarterly and is currently reviewing its role and function to ensure the group is aligned to the other strategic employability forums across the City including Glasgow's Local Employability Partnership.

The group will be a key mechanism for the HSCP to influence future 'No One Left Behind' developments in partnership with Glasgow City Council colleagues.

Digital Inclusion

The COVID-19 pandemic has fundamentally changed the digital landscape causing digital access and skills to become recognised as a universal need. Those individuals sitting on the disadvantaged side of the digital divide have therefore been disproportionately affected. Lockdown has exposed the cost of digital exclusion in our city more clearly than ever before, and this cost is set to continue as the UK economy faces the huge challenges of recovery.



The following 5 key areas were identified and agreed as priorities over the next 12-24 months:

1. Affordability
2. Capability (skills)
3. Confidence
4. Continuity (sustaining device and internet usage)
5. Internet content / accessibility to information

Connecting Scotland Programme

Health Improvement collaborated with over 60 HSCP services who supported the most digitally excluded and vulnerable clients with devices and connectivity during COVID-19. Glasgow HSCP acted as a conduit to the City's most vulnerable citizens and successfully distributed 1569 devices (worth £1.79m) across a range of care groups, services and programmes.



Through the City's Social Recovery Task Force (SRTF) a Digital Inclusion Partnership was established and HI provide the HSCP contribution and co-ordination into this.

Alcohol and Drug Recovery Services

When clients were asked what they were using the devices for they replied as follows;

- Continued internet connection on a daily basis
- Recovery 'check ins' 7 days per week
- Participation in entertainment / fun related workshops
- Therapeutic interventions e.g. counselling
- Volunteers are now able to access business and fellowship meetings in the evening

What People Said



My smart device has given me a life line. Before I was stuck in isolation with negative thoughts so getting a device has helped me get online, able to connect to online meetings, chat with family and improve my mental health.

Client Feedback

What People Said



Many of our participants have found recovery throughout the pandemic tough and as such have had to cut out past acquaintances for their safety, but leaving them very isolated. Smart devices have meant they have been able to get online to build up a safe network of positive peers around themselves. This is a crucial coping skill for sustainable recovery.

Staff Member Feedback

Supported Employment Service

When clients were asked what they were using the devices for they replied as follows;

- Job seeking and job application forms
- Online learning
- Creation of music videos / graphics
- Communicating with family and friends
- Regular contact with job coaches

What People Said



I am delighted with my Chrome book. It has made such a difference just having my own computer giving me the freedom to do searches on Google, job searching and keeping up to date with current news especially on what's happening with COVID-19 which has been a big concern, personally. Also has been great for watching Live feeds as before was using my Mum's computer which is so slow.

Client Feedback

Food & Nutrition

Health Improvement have continued to support delivery of the food and nutrition agenda both across our place based approaches and all life stages. Involvement has included direct coordination and support to ensure food is accessible and available to those who need it as well as providing support to groups completing funding applications and accessing resources. Health Improvement staff chaired the citywide COVID-19 Food Group during the pandemic to link partners, share information and discuss resolutions to pressure points; this was appreciated by all partners involved. Throughout the pandemic, food work has been tackled holistically and aligned with wider practical and health supports for communities, including referrals to financial inclusion, digital inclusion, mental health and wellbeing advice/services and much more to maximise income, increase connectivity and enhance the wellbeing of individuals living within communities.

Health Improvement staff have been key contributors to the Glasgow City Food Plan and are represented on both the Glasgow City Food Plan's Project Team and Glasgow Food Policy Partnership. This ten year plan has 76 actions and six main themes. The plan aims to make the food system in Glasgow more sustainable, equitable and healthy. It has taken on board learning from COVID-19 and has been through an extensive public consultation. The launch of the plan took place in June 2021.



Food and gardening activity has also been included in Health Improvement funded contracts as an approach to addressing social isolation and loneliness e.g. in the South, Urban Roots have supported local people to come together

during the pandemic offering emergency food provision, a series of small scale community events (some in the community garden) and Zoom hosted 'Great Grub Cookalongs' – with ingredient goodie bags for participants.

In all communities HI staff have continued to see excellent partnership working between statutory and third sector partners, adapting their services and responding to local needs. Organisations and local people have met online and

in smaller groups when it has been safe to do so within COVID-19 guidelines. Deliveries of food parcels, community meals, craft/activity packs, fuel vouchers, toy libraries and much more have been made directly available to people needing these supports.

There has also been the roll-out of successful and dignified approaches to address food insecurity including food pantries and the pilot of the Alexandra Rose Voucher Scheme.



The Glasgow HELPS website and phone line has made information on services more accessible to communities and this has included food services. This has been coordinated by Glasgow Council for the Voluntary Sector (GCVS) and is under further development for 2021 in partnership with Glasgow City Council. All of these supports have been invaluable to HI in signposting to partners and communities.

CASE STUDY

Health Improvement have been a key partner in supporting Govan thriving place. This has involved leading on the direct coordination of food work in the Govan area with partners through the Food for Good Group.

At the beginning of the pandemic, the group developed a specific COVID-19 action plan with the aim of ensuring those who were most vulnerable in the Govan community would have access to food and hot meals during lockdown. The Govan area received funding from the Scottish Government Food Fund for this work as well as Glasgow City Council's Integrated Grant funding; this was redirected funding from the Cooking Skills Programmes in the locality for this new purpose.

Meals Programme

Using a partnership approach between South HSCP services and key voluntary organisations, the aim of the Meals Programme was to ensure that there was food activity and opportunities for vulnerable individuals and families to have access to a healthy two course meal throughout the period. The Meals Programme ran for 15 weeks during which time, 1,500 two course meals were prepared and cooked by Community Chefs and then distributed from the Food Point by Moogety Foods on a Wednesday evening and a Saturday afternoon. If required, arrangements could also be made out with those times.

Development Fund

The Development Fund supported a number of partner organisations in Govan to deliver food and activities to vulnerable service users including: the provision of food parcels to vulnerable children, young people and families; a REHIS Elementary Food Hygiene course; events and free lunch provision to local young people.

Recovery Fund

The Recovery Fund supported organisations and services transitioning from COVID-19 crisis response into the recovery phase. This included community organisations reopening community food services in line with the then COVID-19 restrictions and guidance e.g. the Kinning Park Complex successfully applied to the fund to support the re-launching of their Community Cafe, ensuring that it met COVID-19 protocols. This allowed local people to access a healthy meal and improve their mental health by being able to meet in a supportive environment.

Finally, Govan HELP received funding to continue their Community Food Pantry supporting vulnerable people to access food from their distribution point at the Pearce Institute.

2.3 Creating a Culture for Health

Tobacco

The Glasgow City Tobacco Group continues to oversee the development and delivery of evidence-based and cost-effective practice and monitors the progress of tobacco work within the HSCP against local, board-wide, and national objectives. A quarterly Scorecard to performance manage the work is carried out by the Glasgow City Smoking Cessation Quit Your Way (QYW) teams. This tool records the data for the Scottish Government Local Delivery Plan (LDP) targets for smoking cessation, GP engagement, service referrals, Alcohol Brief Interventions (ABI's) and second hand smoke delivery.

At the start of the pandemic, the City QYW Service responded quickly by redesigning the whole service from a face to face community service with either group or one-to-one client support to providing a new remote home telephone support service. Further details can be seen on the team Facebook and Website links below.

[NHS GG&C Quit Your Way | Facebook](#)

[NHSGGC : Quit Your Way - Smokefree Services](#)

The pandemic impacted on the complexity of client needs significantly, resulting in client calls being more intense and often taking a minimum of twice as long. This has naturally impacted on service capacity. Many clients are now presenting with considerable needs and issues including; isolation, loneliness, severe mental health issues, financial issues, increased stress levels, anxiety and other

complex medical issues. Over the past year, the team were often the only contact clients had with anyone due to isolation and shielding. The teams have therefore provided increased wider support to individuals and have referred to many services for alcohol and drugs, money advice, domestic abuse, stress management, mental health, cancer, weight management, and to local groups/ organisations.

A consistently high quality of service has been maintained in spite of the COVID-19 related challenges faced by the Quit Your Way (QYW) services. Across all QYW Glasgow City services combined*, 3981 people made a quit attempt in the 12 month data period April 2020 to March 2021. Despite the challenges of a pandemic-related service model re-design and a subsequent 35% reduction in the number of people making a quit attempt than the previous year, there was only a 5% reduction in the number of people successfully quitting smoking at 12 weeks. *(Please note, these figures include combined data for Community, Pharmacy, Pregnancy, Acute, and Mental Health Services).

The LDP target set by the Scottish Government for the number of 12 week quits for Glasgow City was 1217 for 2020-21. The number of people successfully quit at 12 weeks was 1325. Therefore, Glasgow City services contributed an additional 9% above the required target. Nationally, only three health board's reached their LDP target in 2020-21, NHS Greater Glasgow & Clyde as a whole exceeded the target by an additional 8%.



"Don't wait, it's never too late to stop smoking" Dr Colin Church, NHS Respiratory Consultant

During the pandemic, NHSGGC QYW services developed the 'Don't Wait' Campaign in partnership with NHS Lanarkshire and NHS Lothian. The campaign was a call to action by Dr Colin Church, Respiratory Consultant asking people who smoke to consider quitting now (i.e. Don't Wait), advising that an individual's health improves from the moment they quit along with details for

the Quit Your Way Stop Smoking Service that can provide free support and advice.

As part of the campaign, the QYW team pulled together a social media toolkit for key stakeholders, partners, and colleagues, including a podcast for GPs recorded by Professor Linda Bauld. This proved to be a successful campaign with over 100,000 people viewing at least part of the video on social media, over 10,000 viewing the NHSGGC QYW website page, and 569 direct referrals into the city community stop smoking support services from January to March 2021.

To raise awareness of the effects of second-hand smoke on children, 92 primary schools in Glasgow registered to take part in the Jenny and the Bear programme despite their disrupted timetable, and 36 took part in the name the bear competition. The winning schools have now been notified and prizes and certificates have been distributed.

What People Said

“ Stephen, QYW Service (South Glasgow) said the continuity of care which was provided, especially through Covid, has been fantastic. The weekly support made all the difference.

“ Margaret, QYW Service (North West Glasgow) said When my twelve-week certificate arrived I felt elated. I put a picture of my certificate on Facebook and was amazed by the response from my friends. Everyone congratulated me and I sang the praises of the service saying the support was excellent. My son is delighted too, he is very proud of me, also spoke to my GP who is so delighted with my success.

Client Feedback

CASE STUDY

Paul, 50 (QYW Northwest Glasgow) decided to stop smoking because of his daughters having COPD. He contacted the service after he found their website online. He needed support and knew he couldn't do it by himself. He's now been smoke free for 16 weeks. He would recommend the Community service because "there is somebody there you can rely on and speak to. It's much better than just reading about stopping smoking and I got a better perspective on why I wanted to stop. Talking made a big difference and helped me with other problems at that time too. This is the first time in 35 years I've been smoke free and it's my biggest achievement after having children. I had no belief in myself that I could stop. But using the service was more than advising me about smoking – it helped me with what was triggering the smoking. I appreciated having someone to talk to."

Alcohol and Drugs – Prevention & Education

Multiple Risk Contract (GCA)

GCHSCP commissioned Glasgow Council on Alcohol (GCA) to develop and deliver two programmes of work (Which Way and Know your Way) aimed at reducing risk clustering in young people through both schools and community settings. 2020/21 is the last year of this contract.

'Which Way?'

This is a universal schools based curricular programme delivered at P7, S2 and (booster) S4/5 stages in primary and secondary schools.

Due to disruptions in schools as a consequence of the COVID-19 pandemic, the 'Which Way?' programme ceased delivery of sessions in schools week commencing Monday 16th March 2020. Many schools were booked in for the year 20/21 however the programme could not be delivered in these schools. Multiple Risk staff were however able to complete the development of the Enhanced Nature Provision and S4/5 resources when the schools were closed. This means less pupils received the Which Way Programme due to the pandemic.

The 'Which Way?' programme was delivered to:



The aims of the programme have however been met with those who engaged - to increase assertiveness skills, identifying rules in your community and identifying who influences your decisions.

There has been a clear positive change in attitudes among P7 pupils on their understanding that risks are part of everyday life, rules are different depending on the place they are in and that risks are not always harmful.

The outcomes achieved indicate that S2 pupils have gained an understanding that rules are made to keep them safe, rules are made to be different depending on the place e.g. school/home and decisions can be influenced by others. There was also a positive increase in pupils feeling able to be assertive.

Feedback from participants was generally positive – they welcomed the opportunity to talk to someone who was prepared to listen to them, highlighted positive learning about risk-taking behaviour, the consequences and how to manage such situations, and identified impacts on their subsequent behaviour including alcohol and drug use.

What People Said



I enjoyed all the lessons and my favourite part was the role play. – P7 pupil



I learned how to deal with peer pressure and my emotions. – S2 pupil

Pupils on Which Way Programme

What People Said



Presenter was excellent, good at controlling the class. A good use of different resources and at the correct level for the class.

Teacher Feedback on Which Way Programme

‘Know your Way’

This is a 12 week programme of support targeted at those young people referred by multi-agency processes and structures e.g. Joint Support Teams, Early and Effective Intervention and Diversion from Prosecution Service. Referrals were made through a range of sources with the main referrals coming from professionals within Education.

During 2020/21 there were 135 young people referred to the ‘Know your Way’ Service and 43 carried over from 2019/20 (total 177 young people in 20/21). 71% of the young people were male and 29% female. Those involved in the service mainly received support from the ‘Know your Way’ staff via telephone to meet the COVID- 19 guidelines.

75% of all sessions offered were attended. 86% of the young people referred were from the most deprived areas. 98% of the young people referred were of white ethnicity. The most common risk taking behaviours at referral were: 70% at risk of offending behaviour, 56% using drugs, 49% drinking alcohol and 75% involved in antisocial behaviour.

This contract for Multiple Risk came to an end on 31 March 2021 (with a three month extension to the Know your way Programme until June 2021).

What People Said



Enjoyed the programme and keyworker was nice.



I feel I respect my teachers more.



Keyworker listened to me and treated me like a real person.

Young people's feedback from Know Your Way Programme

Alcohol and Drug Prevention and Education Activities

The HI Teams across Glasgow City continued to work on a range of alcohol and drug programmes and services, with financial support from Glasgow City Alcohol & Drug Partnership (ADP), although COVID-19 restrictions did have an impact on delivery. Some of the key areas of work included:

The Ripple Effect Community Activity Fund

The COVID-19 pandemic and the resulting lockdown impacted heavily on the delivery of projects funded from the Ripple Effect budget for 2019/20, meaning delivery of some of this activity ran into 2020/21. The impact on projects varied, many furloughed staff and halted operations, others managed to continue some of their service delivery albeit heavily adapted from the 'norm'. Health Improvement

staff engaged with as many projects as possible during lockdown to provide reassurance that outputs could be adapted to allow organisations to provide the support communities really needed at the time. Adaptations included moving delivery to online methods; delivery of home activity packs to families instead of group work delivered in person; engagement with young people via street work rather than group work in venues. Some of this engagement was also supplemented with provision of essential supplies to those in need during the height of the pandemic.

In recognition of the impact of COVID-19, the criteria for the 20/21 Ripple Effect funding was adapted to focus on the wider impacts and harms on health and well-being as well as on alcohol and drug related harms. Further info is available at <http://www.ripple-effect.org.uk/communityactivityfund/>

This change in focus resulted in applications tackling social isolation, loneliness and mental health; digital exclusion; unemployment and poverty. There was also an increased focus on measuring the impact of the funded projects with additional support offered from HI staff to facilitate this.

The original budget for the fund was £30,000, with £10,000 allocated to each locality. Due to the high number of applications, additional funding was secured from the ADP prevention and education budget to allow a total of 11 projects to be funded to the sum of £36,240. Three of the projects had a citywide focus; four were from the NW locality; and there were two each from the NE and South localities. The funded projects targeted a range of life stages and population groups including the LGBTQI+ community, individuals engaged in criminal justice, BAME communities, young people and families. Funded activities included a

creative alcohol project in HMP Barlinnie; a personal development programme for women engaged in criminal justice; an LGBTQI+ alcohol awareness project; a mental health family project with a focus on music and outdoor activity; diversionary youth work; community regeneration projects and employability programmes for both young people and adults.

Unfortunately, the lockdown in December 2020 impacted on delivery of the majority of projects and, while contingencies had been put in place, a number of projects were still unable to continue with delivery during this time. As a result of this, some extensions to delivery timescales were applied. Timescales for completion of all activity are still being finalised as restrictions ease, with some projects gathering evaluations as of May 2021 and some still working towards delivery completion. A full evaluation report will be produced when delivery of all projects has been completed.

Alcohol and Drug Prevention and Education Contracts

The contracts funded through the Glasgow City Alcohol & Drug Partnership (ADP) were:

Cannabis Training

Scottish Dugs Forum (SDF) were commissioned to deliver the Cannabis training. The main areas delivered were:

- Blended learning with a knowledge-based e-learning module and ½ day face to face cannabis training for frontline staff

- Masterclass for Professional staff working within the addictions field
- Training for Trainers (T4T) for staff working within localities

T4T training could not be delivered during the pandemic. Instead, SDF delivered 15 half-day sessions and developed an e-learning module. In total, 105 participants completed the half day training and 232 participants completed the e-learning module - [Potluck - An introduction to cannabis and synthetic varieties for front line workers.](#) - [Scottish Drugs Forum \(sdftraining.org.uk\)](#)

As part of the cannabis training evaluation participants were asked if they intended to make changes to their practice as a result of attending the training, an overwhelming 82% of the participants answered yes. The majority of participants stated that they are more confident in the topic and will ask more questions and raise awareness to their service users.

What People Said

“ Being more person-focused when discussing reasons for usage and considering negative experiences that may occur when coming off of the drug.

“ Training was very informative and helpful. Would recommend this course to other colleagues.

“ It was a very informative session and would love to see further sessions around other types of drugs.

Cannabis Training Participant Feedback

Alcohol and Drugs Training, Education and Capacity Building Contract (Year 4 of contract)

The contract aim was to devise and deliver training and resource support for community based staff working with children, young people and adults to increase their effective contribution to alcohol and drug prevention and education. SDF provided a variety of alcohol and drug training courses to community based staff including: generic alcohol & drugs (half day & full day), multiple risk, cocaine and psychostimulants and benzodiazepines. www.sdf.org.uk

Performance 2020-21



What People Said

- “ I am a more attentive listener to service users and colleagues.
- “ Being more open-minded and less judgmental about drug use.
- “ We are now more aware when assessing individuals’ cognitive capabilities, this came as a direct result of being on SDF training as a team.
- “ The course helped me to support clients in terms of advice and guidance.

Participant Feedback

ABI Training & Delivery Contract (Year 4 of Contract)

The contract aim was to support the coordination, rollout and delivery of Alcohol Brief Interventions (ABI's) in the wider community and primary care settings and to provide ABI direct delivery and T4T training. The contract was delivered by GCA (Glasgow Council on Alcohol) and funded by Glasgow City ADP.

Due to the pandemic ABI face to face delivery was also halted which meant that any ABI delivery was carried out over the telephone or via GCA's online webchats, this had a significant impact on overall ABI delivery numbers over the year.

Performance 2020-21



Of all participants who replied to the evaluation following ABI direct delivery training, over 85% said they felt they understood and would also be able to deliver an ABI, with over 49% stating that they could manage this well.

What People Said

- “ Thank you for a great course which was well delivered. I fully see the benefits of ABI. I would be really comfortable in taking clients through the process.
- “ Thank you for an informative session. I have gained knowledge and skills that I will implement in my daily practice.

Participant Feedback from ABI Training

3.1 Placed Based Approaches/Placemaking

North West - Supporting Communities in response to COVID-19 pandemic lockdown restrictions and workforce furlough

In each community of place across the NW Locality the COVID-19 pandemic response resulted in the cancellation of a substantial number of community-based activity programmes throughout the year, however HI staff and partners were able to support local people and groups via virtual programmes and meetings. Groups and organisations in many communities also formed new alliances and partnerships to provide an effective response to the crisis and to counteract the impact of COVID-19 on disadvantaged groups commonly affected by health inequalities.

Drumchapel

In addition to playing a partner role in the Drumchapel COVID-19 Response Group, the Thriving Places Team successfully applied to the Scottish Government Supporting Communities Fund for provision of financial support to 123 local self-employed people, ineligible for the furlough scheme, who were unable to work because of lockdown. Additionally, Thriving Places was able to award small grants to local projects to support them to continue to operate remotely. This included grants to G15 Youth Project, Drumchapel Asian Forum, Drumchapel Money Advice Centre and Drumchapel Food Bank. Funding allowed the team to support 100 families to participate in 'Halloween in the Hoose' and provided 100 families with Christmas packs. In addition, 30 residents, mainly Asylum Seekers, were supplied with digital inclusion kits, including laptop, phone and internet access. Feedback

from those receiving support was extremely positive and the activities enabled a level of connectivity to be maintained between the community, the Thriving Places Team and wider partners throughout lockdown.

Ruchill and Possilpark

Partners delivered an annual festive programme that adhered to COVID-19 restrictions but took into account the breadth of social isolation and vulnerability of local people and families. Over 300 young people received goodie bags and activity packs which were created by local partners including Saint Matthews Centre, The Concrete Garden, NG Homes, Young Peoples Futures and Boom Community Arts. These organisations also provided staff and volunteers to help distribute the packs in the community. Other activities included a socially distanced visit from Santa and his elves on a horse drawn cart, as well as activity packs for older isolated people (many of whom were shielding). Funding support was provided for this by the Canal Area Partnership, Ruchill and Possilpark Spirit Panel. Generous donations from local businesses and organisations further enhanced the festive programme. The Community Connector supported a group to produce a Christmas lights window display and another to light up the local trees to create a festive light show that brought cheer in the area.

A wider range of partners than those who routinely participate in Thriving Places groups came together to form the North Glasgow COVID-19 Response Group. This group continued to meet throughout the year. Member organisations collaborated well to coordinate the delivery of food parcels and vouchers to vulnerable people and families, ensuring delivery and distribution was safe for both provider and recipient.

Lambhill, Cadder and Milton

The Thriving Places of Lambhill, Cadder and Milton along with Ruchill and Possilpark continue to meet and have agreed to explore setting up a Strategic Food Insecurity Group to respond to the ongoing issue of food poverty and insecurity. Although HI staff did not set up or drive the local community responses to COVID-19 service provision, supporting and participating in COVID-19 response groups and networks has become a key function for team members working in place based settings both within Thriving Places neighbourhoods and beyond.

North East

The COVID-19 pandemic meant an immediate stop to all HI staff face-to-face activities from March 2020 but led to an almost overnight recalibrating of some of the area's bigger third sector organisations to deliver frontline support services with provision of emergency food at the fore. Local organisations and services organised this out with the Thriving Places infrastructures – these have not met since winter 2019.

NE Health Improvement team supported local groups and organisations by:

- Developing Wee G, a local grants scheme by Christmas 2020
- Distributing vouchers via our colleagues working with the most vulnerable

Health Improvement deemed this the best use of finance made available due to cancelled planned activity and recognised the role that un-constituted local groups had played and continue to play in supporting their communities during the pandemic.

South

Health Improvement staff within the South have been actively involved in a range of Thematic Groups within Neighbourhoods as part of the local response to the pandemic.

Govan

The Scottish Government Emergency Funds and Recovery Funds were administered by the Temporary Emergency Funding Group which included representation from Health Improvement. Twenty organisations/partnerships shared funding of £200,000 to deliver on food provision, digital inclusion, financial inclusion, activity packs, online activities and some youth outreach. The Food for Good Thematic Group was led by HI and the Arts Heritage and Wellbeing Group had support from HI in the initial stages prior to staff moving to Test and Protect. www.getintogovan.com

There were two HSCP-funded Participatory Budget (PB) style exercises carried out in Govan, 25 proposals were funded in total. While these exercises, on the face of it, couldn't really be described as Participatory Budgeting in its true sense, they have raised the awareness of the concept of PB while funding some small proposals which will benefit the residents of Govan.

What People Said

“ Makes a big difference to me because I’m not really allowed in a kitchen [health] and enjoy it better as someone else is making it.

“ Saves us a packet - on a low income.

“ Variety was good.

Participant Feedback Govan Food For Good Meals Programme

Priesthill / Househillwood

Health Improvement have been involved in ensuring community needs are being met during the pandemic, this has included setting up online networks and groups and creating links between statutory services and volunteer groups to ensure the most vulnerable in the community had on the ground support. Health Improvement staff were involved in the Children & Young People and Food & Social Isolation Thematic Groups.

CASE STUDY - Priesthill/Househillwood

Social isolation was identified as a priority issue within Priesthill and Househillwood. A thematic group was developed to tackle this issue with the hope of creating connections, building relationships and reducing isolation in the area. The group’s main aim is to help create a healthy and inclusive community. Over the past year with the COVID-19 pandemic, issues have worsened and the thematic group’s recent work of building and maintaining community connection have been difficult to achieve.

The group, which had representation from the HI Team, Sanctuary Housing Association, The Hall At Peat Road, Greater Pollok Services CIC, G53 Together, Swamp, The Village Story Telling Centre and Urban Roots, identified that the Christmas period can be a key time when people feel isolated. It was recognised that this would be intensified with the restrictions on family contact, increased poverty and limited services available to people during the pandemic. With this in mind the group started to develop a “12 days of Christmas” plan that aimed to provide a variety of activities in the run up to Christmas. Activities were targeted at people affected by social isolation and loneliness, children and young people, families and older people within the G53 area. The group were successful in a funding bid of £2000 to the Winter Social Wellbeing Fund 2020/21. The activities included;

- Virtual activities such as bingo and carol singing.
- A Christmas party night.
- Santa story-telling sessions.



In addition:

- 50 afternoon tea hampers were delivered to people in the community who had been identified as being socially isolated/lonely or experiencing a hard time through the pandemic,
- 50 people were given ingredients and a recipe to take part in a cooking activity,
- 50 movie packs were distributed for families to participate in a Christmas movie night
- A socially distanced Christmas Eve 'walk about' was organised where children could see and wave to Santa

What People Said

“ Makes a big difference to me because I'm not really allowed in a kitchen [health] and enjoy it better as someone else is making it.

“ Saves us a packet - on a low income.

“ Variety was good.

Participant Feedback Govan Food For Good Meals Programme

Greater Pollok

Health Improvement staff have been involved in the development of G53 Together, which is a collective of community groups, volunteers and local people from the Greater Pollok area coming together to respond to the pandemic. This project secured £200,000 which has funded local groups and volunteers to provide emergency support during the pandemic.

CASE STUDY - Govanhill Mental Health Network (GMHN)

GMHN is one of Govanhill's Thriving Places (TP) thematic groups and was established in response to the Govanhill Responds to COVID-19 survey.

GMHN works collaboratively to understand and support the mental health and wellbeing needs of the whole community and is jointly coordinated by the South HI Team and local Third Sector organisations.

It enables and facilitates a sustainable, coordinated, capacity building approach to responding to the mental health support needs of people living and working in and around Govanhill – this includes a capacity building approach to training.

In line with wider national, locality and strategic plans around mental health, the group aims to strengthen the connection between organisations in order to develop interventions that are:

- Informed by local need
- Equalities focused
- Culturally appropriate

Throughout the pandemic, maintaining knowledge and understanding of the various mental health resources available was key to developing confidence amongst staff groups and communities about support provision. GMHN ensures that key messages and information about mental health support is cascaded effectively and works collectively to design solutions for any gaps

identified. Key to this has been securing funding to support translation of mental health resources including co-produced podcasts in Romanian and Urdu; GMHN and the Women's Health Network jointly coordinate this project.

GMHN coordinate 'The Staff Wellbeing Project', funded through Supporting Communities to provide a programme of wellbeing activities for staff who have been overwhelmed by workload and repeated exposure to people presenting in distress. The project aims to inform a more systemic and integrated approach to staff support and provides access to a range of wellbeing activities that can be booked into as part of the working week. Alongside this Staff Peer Support sessions have been delivered fortnightly online, providing a space for staff to share experiences about the impact of COVID-19, identify emerging themes and potential solutions.

GMHN aims to support the development of interventions and approaches that improve our responses to people experiencing distress or struggling to manage their mental health. Essential to this is the inclusion of people with lived experience, GMHN has actively encouraged Cross Point, a local peer led mental health support group to participate in the group and help influence future activity.

Gorbals

Health Improvement Staff were involved in the development of G5 Covid-19 support group, consisting of partner organisations, volunteers and local people initially helping to develop a support leaflet made available to all G5 residents. In addition staff supported weekly/bi weekly online meetings to initiate emergency and practical support to local people and organisations, providing information, training opportunities and advice.

Staff also helped provide access/support for G5 residents affected by Fuel Poverty, with residents being supported to apply to Money Matters for prepayment grants, support for white goods and energy efficiency advice and supported Emergency Food provision alongside New Gorbals Housing Association (NGHA).

3.2 People Based Work

South

In December 2020, HI staff in the South formed a working group tasked with responding to misinformation, fears and conspiracy theories related to the COVID-19 vaccination programme amongst the Roma population within Govanhill. The aim was to address the concerns amongst the community, dispel myths and misinformation about the vaccine, improve awareness and understanding of COVID-19 generally and encourage connection with local organisations best placed to offer further advice and information in their own language. The group agreed that developing three separate short videos in both Romanian and Slovakian focussed on factual information and key messages about COVID-19,

isolation and the vaccine were a likely medium to effectively reach people across a wide range of platforms and services.

Key partners were Govanhill Community Development Trust (GCDT), Community Renewal, Romano Lav, HSCP HI Team (South) and NHSGGC Equalities and Human Rights Team.

North West

Health Improvement supported the promotion of 'We Journey Together', a short film and resource pack that seeks to dispel myths and challenge stigma experienced by asylum seekers and refugees. This resource was co-produced by Govan Community Project including members with lived experience of the asylum process, Plantation Productions and the South HI Team.

In addition, directly engaging with Thriving Places has enabled HI staff to respond to issues arising due to the pandemic within the asylum seeker and refugee community. This has included sharing information in different languages regarding the vaccination programme and funding opportunities/applications.

North East

In response to the wealth of inspiring COVID-19 community work, the North East HI Team was keen to support smaller groups and organisations who wouldn't normally be able to access funding through traditional routes. With the support of a community panel of representatives a small grants scheme was co-designed and implemented which took a community budgeting approach.

Two rounds of small grants were implemented alongside a voucher scheme. In round one, local groups and organisations supporting asylum and refugee families benefitted from funding to support provision of food and gifts in the run up to Christmas. In round two, funding supported activities and emergency food provision involving asylum seekers and refugees, sewing workshops to develop employability skills and a nursery provided growing kits to families with English as an additional language so that they could grow their own vegetables. The North Integration Network worked in partnership with the team to identify individuals and families who would benefit from provision of a supermarket voucher.

4.1 Social Media



In May 2020, the Glasgow City Health Improvement Communication Group was formed with representatives from locality, board-wide hosted teams and Glasgow HSCP Central Communications team. This group provides a strategic coordinating and delivery mechanism for communications in the Health Improvement function within Glasgow City. During the first year the following key achievements were realised:

Main digital communication platforms

A document was produced to reflect the main digital communication platforms being used across teams with their advantages and disadvantages for staff information.

A Social Media Sub group of the City Communications Group was established

This group is responsible for shaping the coordination and delivery, minimisation of duplication, promoting consistency of posts/information and sharing good practice across the city in relation to social media usage and practice across Glasgow City HSCP HI Teams. The group has produced templates for social media posts and case studies, agreed a citywide schedule for social media posts, produced a draft social media guidance document and monitored/evaluated the effectiveness of posts.

'Biteable' video making

Training has been provided on the 'Biteable' video making resource and plans are underway to cascade the learning across teams. A governance document and user guide for the resource were also produced.

Communication Plan

A Communication Plan to promote the 2019/20 Health Improvement Annual Report was developed and implemented. The effectiveness of the plan was also captured by the group and resulted in the enhanced reach of the annual report across services with the Annual Report being downloaded from the Stor Repository 828 times with 787 visits. The communication plan is now a template for the cascading of other key reports.

Citywide working

The group has been a vehicle for citywide working in relation to communications and social media during COVID-19. As a result, the group has assisted communication flow across teams and enabled information to be shared freely with the conduit of the group. The group also links with locality HI Communication Groups. This has supported the distribution of important information including financial inclusion services, access to energy meter top-ups, mental health and wellbeing support services and food supports that has then been cascaded easily and widely to communities during the pandemic.

An example of this citywide working can be seen in the social media analytics for Cervical Screening Awareness Week (15th-21st June 2020). From a series of planned posts during this week there were 3496 Impressions and 63 Engagements on Twitter.

What People Said



As a member of the Social Media sub group, it has given me the opportunity to be involved in a very valuable piece of work around the creation of a Social Media guidance document. This will contribute a great deal in communication work going forward across Health Improvement...I have also been able to develop my own personal skills in relation to social media and I have really enjoyed getting to work with my colleagues across the city. Over the past year, Social Media has contributed significantly to reaching and supporting the wider community and it certainly has become the new modern way of working.

Member of the Social Media Sub Group Feedback

PRACTICE STUDY - Social Media Cancer Group

Health Improvement have a City Cancer Action Plan but due to the pandemic most of this work was postponed. In response, a Social Media Cancer Group was established to ensure HI staff were able to communicate certain cancer awareness information despite the national screening programmes being paused. A schedule of posts were arranged for the year (April 20-March 2021). The responsibility was given to individuals in the group for a specific topic/month and they had to cascade this information to all localities for their Facebook pages and also to the HSCP Central Communications Twitter. The group agreed a template for content for both Facebook and Twitter purposes.

This year has realised much learning through the Social Media Cancer Group on the journey of optimising social media usage to reach people widely and this partnership working will be incorporated into future planning for best impact using new platforms.

The group are now keen to explore other popular platforms for social media to enhance and widen reach of social media posts. Twitter is a good medium for engaging however it was observed that a lot of information gets posted on the HSCP Twitter account causing the information impact to be minimised.

4.2 Partnership Working

Throughout the pandemic there have been many examples of positive partnership working between the HI Teams, key partners and the community. Examples of these include:

South - Mental Health and Suicide Prevention Locality Network

During COVID-19, the South HI Team investigated the potential establishment of a South Mental Health and Suicide Prevention Locality Network which would work within the citywide framework and structures but be geared to local activities and respond to local need. It was recognised that although there is already lots of activity happening in the area which impacts positively on mental health and suicide prevention, a South Locality Network could improve co-ordination, reduce duplication, identify gaps, and fully involve the community.

For such a Network to thrive it required the involvement of a wide range of organisations/groups/individuals active in the area who have the capacity to make a commitment. Therefore, before launching into setting up a network, HI staff spoke to local organisations to gauge their interest. The HI Team then undertook a small needs assessment scoping exercise involving those organisations who identified as being interested. Health Improvement staff recognised that this was not a definitive list of relevant organisations but felt that the scoping exercise had a broad enough reach to fulfil its aims, which were to:

- Understand the skills, knowledge and experiences of staff in support organisations
- Understand the awareness of community assets to support mental health

Health Improvement staff then delivered a development seminar which was well attended and resulted in broad agreement on the usefulness of a Locality Network. Health Improvement will now lead on supporting the development of the Network and a subsequent Action Plan.

North West - Thriving Places COVID-19 Response Group

COVID-19 has been a challenge for the delivery of the Thriving Places community plans. However, across the three NW Thriving Places neighbourhoods, communities have been flexible, engaged in new ways of working and remain at the heart of determining and driving forward change in and for their communities. An example of this is in the Lambhill, Milton and Cadder Thriving Place area where a mixture of partners came together to form a COVID-19 Response group. Chaired by the local MP and supported by the local MSP and locally elected members, the group worked together to support 3rd sector partners who then delivered food packages to vulnerable people and families throughout the year.

During the pandemic, new alliances and partnerships have been forged between local groups and projects which has greatly helped coordinate provision, identify gaps and minimise duplication. These new alliances have allowed greater shared understanding of the different priorities and a sense of common purpose to evolve between the wide range of partners in each Thriving Place neighbourhood.

North East – Supporting Citywide Developments

The NE HI Team were working from home and equipped for remote working from the outset of March 2020. As a result HI staff contributed to some of the city-level efforts including;

- Gathering information on formal and informal COVID-19 supports for the Glasgow Helps phone line
- Producing information for prisoners on early discharge due to the pandemic

5.1 Early Years

2020/21 has been an important year for HI Early Years work in relation to enhanced partnership working and new innovations key to adapting to the challenges of COVID-19. Major achievements include:

- Successful Gold Award reaccreditation in 2020 and then revalidation in 2021 for all three localities in relation to the UNICEF Baby Friendly Gold Award. Also, our ongoing completion of required work programmes and activities for UNICEF Baby Friendly Initiative accreditation
- Completion of Scottish Government funded Scoping of Breastfeeding Support Needs for Polish and South Asian Communities work and report (June 2020). Also, following the findings, the launch of a pilot breastfeeding telephone peer support service for new mums, targeting BAME communities. Further Information: Scoping Report of Breastfeeding Support Needs for Polish and South Asian Communities: <http://hdl.handle.net/11289/580268>
- Increased partnership working with key early years organisations to develop and share information on provisions to support families during the pandemic. Information sheets for staff and families detailing online sources of information and support around breastfeeding support, UNICEF Baby Friendly resources, starting solids information and signposting to services were developed by HI staff and shared widely. These resources were added by Health Visitors to their first visit information packs for families
- Resource developed to advise Children and Families staff about peer support availability in other languages

- The formation of a draft pathway for emergency support for families requiring infant formula milk
- The creation of Board-wide 'Starting Solids' videos/resources to be hosted online to assist this service gap, whilst face to face 'Starting Solids' sessions were paused due to COVID-19 restrictions. Videos on starting solids, progression to family foods, cooking demonstrations and oral health are part of this suite of resources that will benefit families moving forward. These are under development with a working group of Health Improvement and Dietetic staff. Lanarkshire kindly permitted use of their 'Starting Solids' videos in the interim and these have been uploaded to the NHSGGC website



Social media has been instrumental and posts have been targeted to offer support for families via locality Facebook pages and Twitter. New interactive ways of engaging with families including oral health quizzes on Facebook have also been tried.

National Childbirth Trust and the Breastfeeding Network (BfN) have offered online breastfeeding support groups, telephone support and face to face support within COVID-19 restrictions. Breastfeeding Network are offering breastfeeding support walking groups in Tollcross Park and NCT are doing similar in Glasgow Green with

the view to rotate around other parks. Exclusive Breastfeeding rates for Glasgow City at 6-8 weeks were 30% (target 32.2%) and 21.1% for 15% data zone areas (target 23.4%).

The following provides data on online breastfeeding support delivered by our funded partners:

Data for Online Breastfeeding Support Groups from NCT & BfN	Glasgow City Attendees
Attendances	275
First visits	112
Return visits	163

What People Said

“ Thank you so much for yesterday on the Zoom support group. Just when you think you’ve gotten the hang of breastfeeding, there’s some new challenge. Thankfully the team are always there for support. 14 months on and I don’t know if I would have gotten this far without them.

Attendee at Online Breastfeeding Support Group

What People Said

“ Hi, I just wanted to give some feedback and say thanks again for your time and the 1:1 call. It was great to get some tips and reassurance about feeding and we have now achieved our goal of stopping top ups and bottle feeding and weight gain is going well! Thanks for your support.

Attendee at Online Breastfeeding Support Group

Online baby massage has been provided in the city by HI staff in the North East (7 blocks of baby massage sessions with 56 attendees overall) and Health Visiting staff and partners, including Home-Start and Early Years Scotland in the South. North West families have benefitted from baby massage online sessions delivered by the organisation 3D Drumchapel.

The ‘Childsmile’ programme in Early Learning and Childcare was partially paused during the pandemic although toothbrush and paste packs were still distributed to families. The drop off rate for Q1 - 3 in 2020 was 24.1% (target is below 30.9% for 2020/21). 7950 toothbrushes and 4336 tubes of toothpaste were distributed as part of the Oral Health Food Pantries/Third Sector Project.

PRACTICE EXAMPLE - Oral Health: Toothbrushes and Toothpaste to Food Pantries / Third Sector Partners

The Childsmile Tooth Brushing and Fluoride Varnish programmes have been integral in improving the oral health outcomes of children in Glasgow. The National Dental Inspection Programme (NDIP) reported that 67% of P1 children had no signs of obvious decay in 2019 compared to 45% in 2003. These figures were expected to increase in 2020 but due to the ongoing COVID-19 pandemic, and the resulting closure of many Early Years Establishments, young children have not had the opportunity to participate in the Childsmile programmes. This has led to concerns that some children within vulnerable households will not be participating in a robust oral health routine which could lead to an increase in dental decay. In addition, due to lockdown, families have been unable to access routine dental check-ups which are crucial in the prevention of tooth decay.

Health Improvement staff in partnership with the Oral Health Directorate liaised to provide resources for communities in Glasgow. Links were then made by HI staff with local food pantries across the city via the Scottish Pantry Network and local community organisations. Toothbrush and paste packs for families (mixed age ranges for child and adult) have been provided. These resources have been gratefully received by families and have supported families in need of this provision whilst at the same time raising awareness of oral health and the importance of tooth brushing for positive oral health for the whole family. In South Glasgow, oral health awareness training and

an information leaflet on the three key oral health messages has also been delivered to key partners and pantry staff to equip them with this information to pass on to families.

What People Said



The brush packs were very popular. The pantry is only open 2 days a week and by the end of the second week they were all distributed out (300 packs). I am really pleased that we were able to work with you in helping distribute and do a bit of work in tackling oral health within our community.

Food Pantry Staff Feedback



We had 3 gifting days before Christmas where we gave out Activity Bags and we also distributed the toothbrushes and toothpaste with the oral health leaflet - we did Gorbals, Govanhill and Toryglen. We had 85 families altogether!

Giggle and Grow Staff Feedback

Work is underway to re-start tooth brushing with children in the Early Learning and Childcare setting. The Oral Health Directorate's new tooth brushing guidelines for children aged 3 plus have been developed and HI staff are currently piloting online training for Education staff to educate on these guidelines.

Glasgow University student research – a small scale dissertation research is underway with a Glasgow University student to investigate the impact of the pandemic on early years and health inequalities in Glasgow. Local people and organisations are involved in providing their insights.

Health Improvement Early Years Teams will continue to work in partnership with statutory and third sector partners to tackle health inequalities in local communities. This has been both a challenging year and also an exciting year as we have tried new ways of working online. The teams are looking forward to recovery planning and incorporating the learning from this period into services and approaches going forward. The team are also keen to get back into local communities to provide face to face services for the benefit of local families when COVID-19 guidance allows.

5.2 Children and Young People

The pandemic has impacted negatively on the health and wellbeing of many children and young people. Our key partners Education and Youth Services were severely affected with school and youth service closures, pupils studying from home and the development of blended learning approaches.

Initial responses to COVID-19 saw HI staff involved in developing support resources for Education, Social Work, Kinship Carers and Community staff aimed

at signposting vulnerable children, young people and families to key services such as mental health, food and financial inclusion services. As well as being emailed to key stakeholders these resource guides were put on the Education, NHSGGC and CAMHS webpages. Children, young people and families' directories were also produced for each locality to ensure provision of information on services was accessible to communities. Health Improvement supported the review, update and implementation of the Loss & Bereavement Toolkit. They also supported Education Services in the development of the Recovery Curriculum for preparation for return to school post lockdown.

Throughout this time, HI staff maintained key relationships, progressed delivery of the HIEG and Task Group action plans and developed new flexible ways of working to meet the needs of partners.

What People Said



Health Improvement are considered lead partners with ourselves when it comes to health and wellbeing. The speed of response and quality of support when we first went into lockdown was excellent. We were calling our vulnerable pupils regularly and the depth of information on local services proved invaluable. When we began to consider returning to class HI helped produce a 'Recovery Curriculum' in partnership with our Educational Psychologist team to support both pupils and staff, was an essential resource at this time. This partnership is only getting stronger through continued support via the Health Improvement in Education Group.

Lead Officer, Education Services, GCC

Mental Health Task Group

The group developed a fund and supporting documents to assist schools and third sector organisations to create policy and take action.

Poverty Task Group

Developed a Webropol survey to gather information from schools to help shape the action plan for August 2021. Meetings with the Cost of the School Day Co-ordinator and GCC Poverty Leads have taken place and a literature review on the impact of poverty on BAME young people is underway.

Physical Activity and Nutrition Task Group

This group were a key contributor to the development of the Glasgow City Food Plan supporting the consultation phase to ensure Education and Youth Services voices were heard. They also reviewed the experiences and outcomes related to potential nutrition and physical activity resources for schools. Health Improvement staff have been promoting the use of agreed nutrition and physical activity apps on social media to encourage young people to engage with having a better diet and reducing their sedentary behaviour.

Continuing Professional Development (CPD) Group

As face to face training could not take place, work began on amending the Healthy Minds sessions to make them suitable for online delivery. Work was also undertaken to establish safe practices around delivery of online mental health awareness sessions.

An online training calendar was developed including the Healthy Minds sessions and new sessions that had been developed around Suicide Contagion and Ask. Tell. Save a Life (Suicide Prevention). The online calendar was launched at our 'Let's Talk Mental Health' online event in November 2020 during National Youth Work Week. The event was attended by 49 participants and evaluated well.

There was an overwhelming response to the training calendar therefore each session was offered a further time during the first quarter. By the end of March 2021, 6 Healthy Minds Sessions had been delivered to a total of 63 participants. The Suicide Contagion Session was delivered twice with a total of 18 participants attending. Ask. Tell. Save a Life was delivered twice with a total of 13 participants.

Health Improvement staff have continued to adapt to using various IT platforms to deliver much needed training programmes for staff including Healthy Minds, Loss and Bereavement Toolkit, and Suicide Contagion workshops. Development is also underway with online modules in GBV, Resilience, and ACE's and Be Screen Smart. The Cost of the School Day Training has been updated.



Training Participant Feedback



In addition, HI have driven the production of the School Health and Wellbeing reports during COVID-19 as a way of identifying key issues and priorities and informing future planning. Staff developed the tender, commissioned and supported the development of content for the Education App. The Youth Providers Online Directory (Y-POD) has been expanded and developed to cover Glasgow city.

New topic areas such as gambling and gaming in young people have also been investigated leading to the establishment of a new Gambling and Gaming Working Group. In addition exploring smarter ways of using social media to increase our reach with key information and health topics.

Suicide in young people has also been considered as an emerging issue, with a Reference group developed in the South locality and initiatives such as 'Kick the Silence' delivered.

Practice Example - Kick the Silence



'Kick the Silence' is a partnership between South HI Team, Glasgow Life Youth Team and Action for Children. It was established in June 2020 following a number of local suicides, and is an early intervention health and wellbeing initiative which aims to provide young people with information, hints and tips to support their mental health and wellbeing, and provide information on where to go for help and support.

In line with the 'Circles of Vulnerability Model', which can help to identify people who may be vulnerable and at risk following a suicide, it was decided to target local football teams to distribute football themed health and wellbeing bags. Initially, these were distributed to 14/15 year olds teams as these young boys had played in the same league as one of the young people who had completed suicide. Football bibs with the message 'Kick the Silence; It's ok not to be ok' were also distributed to all the football teams which reinforced the message to young people once football training was allowed to resume.

Health and Wellbeing bags were also distributed through local youth providers and schools to young people who were not engaged with football teams. Glasgow Life also increased its Detached and Outreach services

(street work) in the area - using the resource as a tool for youth workers and also to distribute to young people.

In July 2020 the programme linked in with the ex-professional football player, Kris Boyd's Charity to support an online 'Question and Answer session' for young people about mental health. The Facebook Live event enabled young people to submit questions around mental health and wellbeing in advance which were then answered live online. During the live event staff with Applied Suicide Intervention Skills Training (ASIST) were available to provide support to young people as required.

Recognising that not all young people liked football, the initiative then went on to develop wellbeing boxes. As well as the Kick the Silence information leaflet the wellbeing boxes contained positive wellbeing affirmation cards, note pad and pen (leaflet provided information on the benefits of journaling and writing down thoughts and feelings), water bottle and some treats. These boxes were then distributed via youth providers in Govan, Priesthill and Househillwood and Gorbals. A supply was also given to the South West Schools for targeted distribution via pastoral care. Additional stress balls, water bottles, banner pens and face masks – and a parental supporting leaflet – were disseminated. All included key web links and social media pages. All South schools and local youth health providers received a supply. The Kick the Silence leaflet was also on Education's GLOW platform.



In November 2020 a 'Kick the Silence' 8-a-side football tournament was hosted in Govan bringing young people from different football teams and youth groups from South West together. In total 8 teams and over 70 young people participated all of whom received Kick the Silence information.

Next Steps

The current web portal is basic and only hosts the leaflet, it's anticipated that we will develop this to contain more helpful information for young people. A further awareness raising campaign through social media is also planned. As transitions are viewed as a crucial period for young peoples' mental health and wellbeing, all young people transitioning to high school in the South Thriving Places will be provided with a leaflet and banner pen providing hints and tips to support their mental health and wellbeing as well as support organisations such as youth health service and school based counselling.

The Glasgow City Youth Health Service (YHS)

The Youth Health Service (YHS) offers a range of clinical and non-clinical support for young people aged 12-19 years of age to secure positive outcomes for those engaging with the service.



From April 1st 2020- 31st March 2021 the total referrals to the service was 739 compared with 508 last year. Of these, a total of 595 individual young people attended, of whom 404 were new clients and they accessed 2598 visits. 67% of service users were female and aged 16. Referrals were made by GP (37%), families and young people themselves (26%), CAMHS (18%) and others (19%).

The most frequent reason for referral has been anxiety, followed by low mood and self-harm. It's worth noting however that presenting issues are not always indicative of the issues being experienced by the young person. This is often extrapolated during subsequent consultations and frequently once a relationship has been established with the service. Many presentations are complex, requiring support from various arms of the service e.g. sexual health, multiple risk, mental health and from other agencies e.g. housing and employment. The YHS nursing team provide a comprehensive holistic wrap around service out-with service delivery times to manage the various presentations and approximately 70% of young people require this additional support.

In March 2020, in response to the Pandemic, the delivery model was consolidated and delivered from the core base in Gartnavel.

Procedures and prescribing activity were paused and consultations offered via telephone or video. An initial decline in referrals was noted in April (43), however this quickly reversed, reaching an annual high of 130 in March 2021. Video access proved challenging for some young people and many opted to wait for return of face to face delivery. This combined with increases both in the volume and severity of mental health issues experienced by young people during the pandemic has generated significant waiting times for this component of the service. In response, recovery planning in the latter part of 2020 required a remobilisation of the service with a blended delivery model. Mindful of social distancing, some face to face appointments have been offered for those most in need, aided by virtual support for those able to engage in this way.

Expansion

The YHS is expanding to provide a total of 9 service venues by 2022 as per the timescale identified by the Integrated Joint Board. New services were established in Shettleston and Gorbals at the end of 2020 to complement the existing 3 in the North West of the City. Also new services in Easterhouse and Pollok have been progressed in early 2021. Phase III of the expansion programme in Springburn and Govan (Elderpark) will be implemented in summer/autumn 2021.

Rebranding

In addition to expansion the YHS has undergone a re-branding exercise with Media Co-op providing the design and co-production elements of the project. Young people engaged in Impact Arts' Creative Pathways employability programme took part in a series of online design and engagement workshops

using Zoom and Miro. User testing was carried out by Shawlands Academy, Dixon Community Young Carers group and a younger group from Impact Arts. The result is a dynamic, flexible brand identity for Glasgow City Youth Health Service, co-produced with local young people.

Other service developments this year

- A&E Pilot for young people intoxicated with drugs or alcohol, to establish a referral pathway for those who do not meet the criteria for Child Protection, but remain “welfare concerns”. Launched in April 2021, this is funded by Glasgow City Alcohol and Drugs Partnership, working closely with the Acute Addiction Service.
- Additional Tier 1/2 support for young people and their families, funded via Scottish Government.

Positive feedback on the YHS has been received from young people, parents and professionals alike.

What People Said



The YHS has helped me so much with my confidence and anxiety. It has pushed me to be more sociable.

Young Person Feedback

What People Said



I liked the way [YHS Nurse] made us feel at ease when she spoke to myself and my daughter, nothing was a bother for her, [she] helped us access other agencies I never would have known about, looking forward to more face to face time when Covid is over... great service.

Parent Feedback



You are all a great support for young people and the families, and I hope this service continues and expands.

Professional Feedback

CASE STUDY

Sarah* aged 16 was referred by Mum due to difficulties at home including a change in behaviour, frequent arguing and regular unexplained absconding from home for several nights at a time. Reluctant to engage initially, Sarah subsequently attended the YHS where she disclosed cannabis and alcohol use. A YHS internal case discussion led to a new referral to Social Work. It transpired that Sarah had a background of being bullied and had adopted behaviours “to fit in” leading to risk-taking behaviours. Having completed the 12 week Multiple Risk programme a referral to (Alcohol & Drug Recovery Services - ADRS Youth), was required. In addition, in liaison with the Social Worker Team Lead, Sarah and Mum were offered Family Functional Therapy. Sarah, having been an early school-leaver, was also engaged with School Careers, leading to achieving a successful place on a college course. Family relationships stabilised following an end to absconding. Sarah still continues to receive support with her cannabis use. Mum was identified as having low self-esteem and has also received counselling help as a result.

*name changed

5.3 Older People

Maximising Independence is a major transformation programme within Glasgow which focuses on supporting individuals to remain living at home for as long as possible with the right support in place. The vision of Maximising Independence is for “Glasgow to be a city where everyone will achieve their potential for wellbeing and independence”.

There are a range of priority themes to support people locally to remain independent and to help to reduce isolation and loneliness including:

Developing a Socially Connected Strategy for Glasgow

This has been commissioned to an external organisation, Impact Funding Partners, to engage with partners and communities and develop a strategy that will identify how best to ensure local people and organisations are connected across the city to help reduce isolation and loneliness.

Intergenerational Work

This work includes scoping the evidence on the impact of intergenerational programmes particularly on health and wellbeing. A shared learning and networking event was also developed for third sector organisations and GCHSCP staff to increase awareness of the range of intergenerational work occurring across the city and at a national level. This provided opportunities to explore enhanced partnership working and connections across organisations.

Health Literacy

GCHSCP in conjunction with Macmillan and Glasgow Life are exploring the potential to pilot a co-produced community health literacy programme.

Wellbeing for Longer Fund

Impact Funding Partners continued to manage the Wellbeing for Longer Fund on behalf of the GCHSCP for a 2 year period from April 2019 to March 2021 with a total value of £1,163,342 reaching 22 organisations. Overall, 8005 beneficiaries benefited from the funding through a variety of activities and services. The fund outcomes were; addressing health inequalities and improving health, improve social inclusion, enabling those who were more isolated to be more connected.

Following on from the success of the 2019 Wellbeing for Longer Glasgow Festive Fund, GCHSCP made £115,500 of funding available to local organisation to support people who were at risk of social isolation and loneliness over the winter 2020 period. The fund for 2020 was renamed the Winter Social Wellbeing Fund (Glasgow) and priority was given to organisations working with individuals most at risk of social isolation and loneliness as well as those most impacted by COVID-19. In total, 5,426 individual project beneficiaries were supported by the 67 funded organisations across the North East, North West and South of the City. A blend of virtual and in person activities were provided including activity packs/food parcels, online activities, intergenerational projects, digital inclusion projects and outdoor walks.

What People Said

“ You will not know what this means to me. Suffering from mental health [challenges] and being on my own at Christmas is the worst time. The hamper put a smile back on my face. I didn't know if the napkin was for my tears or to use to wipe my mouth! This is the first Christmas in a long time that I knew someone actually cared.

“ My wife and I have been involved with MENSELF for about 3 months now and they gave me an iPad so we could join in the bingo and men's groups. They showed me how to use the iPad, which I was surprised at how easy it was for me. Now my 14 year old granddaughter helps me and my wife to join the group and the bingo every week.

Service User Feedback

CASE STUDY: GAMH (Glasgow Association for Mental Health)

Calming Connections provides support, holistic therapy and mindfulness courses with flexible approaches to help manage day to day life to unpaid mental health carers and individuals aged 55 and over, who have experienced mental health problems.

John* (72) was referred to the project by his Social Worker after reaching breaking point whilst being his wife's main carer. She had a diagnosis of Dementia. He reported that he was struggling to cope, felt stressed, lonely and isolated – John felt overwhelmed, and both his physical and mental health rapidly deteriorated. He engaged well at Calming Connections, and especially enjoyed taking part in walking group activities.

Calming Connections supported him by providing regular telephone contact, and referral to his Carer Centre for advice and support. A carer grant enabled John to gain an exercise bike to assist with his wellbeing. One to one telephone support enabled him to develop skills in self massage and personal mindfulness.

Social Work referral also arranged respite care for his wife and attendance at a day care 3 times a week. A home support package was put in place to ensure a sustainable and balanced home life in the future.

*name changed

6.1 Primary Care

Health Improvement's role within the primary care setting has expanded significantly over the last few years. Within the Primary Care Improvement Plan, Health Improvement provide the strategic and operational leadership for 2 key programmes: Mental Wellbeing & Community Link Workers. Within the context of Primary Care Mental Wellbeing, work is driven by the Primary Care Mental Wellbeing Model developed by Health Improvement based on evidence around what works to support mental wellbeing.

Primary Care Mental Wellbeing Model

During 2020-2021, three Health Improvement Seniors were employed to support the Primary Care Mental Wellbeing Model. A key component of their role was to work with local GP practices and GP clusters to discuss the model and co-produce



ideas for work which could be undertaken with the practices and clusters. During most of the year, the three staff were re-assigned to the Test and Protect Service for a significant part of their working week and this, alongside general practice being busy responding to delivering services meant that the work did not develop to the extent envisaged.

Key areas of local developments included work with one cluster around Trauma- Informed Practice (TIP) and others on information on local resources and services. Additionally, two of the pilot programmes

- Physical Activity and Anti-depressant Pilot and Learning Pilot were unable to be delivered due to COVID-19. Given the ongoing restrictions and pressures in primary care, both of these pilots have had to be suspended. Bereavement training was delivered online (as opposed to the in-person sessions originally planned) to 114 participants. To complement this work, a poster and resources were produced and shared with all 143 GP practices within the city.



Lifelink

The Lifelink adult stress service (half-funded via primary care monies) continued to deliver all year – offering telephone and online appointments. Lifelink were in a strong position to quickly move to this way of working as they already had equipment in place and staff trained to use it. Overall referrals dropped early on in the pandemic but then rose throughout the year. However, this did mean that numbers were lower than in previous years as delivering in this way was new to both staff and clients. 3748 individuals booked into 14,110 appointments and 1221 Glasgow City residents attended 81 wellbeing classes.

Positive feedback has been received from a number of people who felt this type of delivery was helpful. However, others were unable to engage due to a range of practical and personal barriers. Moving forward, Lifelink has re-commenced a limited face to face service, but will continue to offer clients the option of method of engagement – in person, phone, online. Lifelink also delivered a number of online wellbeing sessions on a number of topics which have been very popular and well received.

What People Said

“ Lifelink is a great service to have there and available. I was a bit sceptical about how useful therapy might be, but it was beneficial and really helpful. You got to the root of it straight away and I could recognise the way I was catastrophising. It was great to be able to speak openly to someone with no judgement, thank you so much.

Client Feedback

Trauma Needs Assessment and Acute Distress Audit within Primary Care

Work was commissioned to undertake a Trauma Needs Assessment and Acute Distress Audit within primary care. The findings in this report supported the development of the in-hours component of the Compassionate Response Distress Service (CDRS), and further work into trauma is currently being considered. This report can be accessed [here](#).

Within the North East Locality, the Dennistoun Cluster (a group of GP practices in close geographical location) identified trauma informed practice as a priority area for development. The approach to supporting the Cluster around this area was shaped using the above research.

The focus on staff wellbeing has been well received by staff. Annfield Medical Centre, Whitevale Medical Group and Main Street Medical Centre have engaged in this work. 32 of 42 staff (74%) targeted completed the online wellbeing survey aimed at capturing their views on the key issues affecting their wellbeing. Key

areas identified included: support to self-manage sleep, stress, anxiety and increase physical activity. The feedback received will be used to develop an action plan for the Cluster, delivered with support from a Cluster Steering Group.

Both Clinical and Senior Management have undertaken the trauma training; Practice Levels 1 and 2 (trauma informed and skilled) online resources from the National Education Scotland National Trauma Training Programme. With a target of 24 Clinicians (comprising of: GPs, trainee GPs, Practice Nurses and Health Care Assistants) and Practice Managers completing the trauma training by the end of June 2021.

Further areas of focus through this work have been: increasing awareness of community resources through development of a community resource directory and a resource for Practices that provides details of referral routes and mental health services.

What People Said

“ Thank you for thinking about staff wellbeing.

“ Excellent idea to organise the survey.

Participant Feedback from Trauma Training

Compassionate Response Distress Service (CDRS)



The CDRS commenced with the in-hours service (supporting primary care referrals) opening in September 2020. Operated by Glasgow Association for Mental Health, the service provides a non-clinical, holistic response to people experiencing acute emotional distress. In the period to 31st March 2021, the in-hours service responded to 1174 people with support provided up to one month and only 6 people requiring escalation to other services.

What People Said

“ I feel like I can see a glimpse of light now. I feel very relaxed and able to talk to you about things I have never spoken about, you just make me feel comfy and safe...without you I wouldn't be here, I couldn't cope. I'd be dead.

Client Feedback

6.2 Primary Care – Community Link Worker Programme

The Community Link Worker service is a deprivation based programme which forms part of the Primary Care Improvement Plan (PCIP). Health Improvement commission the service which is provided by The Health and Social Care Alliance and 'We Are With You'. Community Link Workers (CLWs) are embedded in GP practices serving communities with high socioeconomic deprivation. Patients are supported with non-medical issues which affect patient's health and wellbeing, taking a person-centered approach to mitigating the impacts of social determinants of health. Expansion of the programme continued throughout this year and there are now 41 CLWs aligned to GP practices, two thematic posts, one specialist CLW for Asylum Seekers and a post within the Youth Health Service.

The service moved to telephone support as a result of the pandemic, when restrictions allowed an increased number of 'walk and talk' and face-to-face appointments were offered. Many CLWs supported practices by providing proactive support to patients on shielding lists. Most were short term interventions, however, CLWs also uncovered patients with more significant social needs, and were able to offer more extensive support. In all practices CLWs continued to engage with patients active on their caseloads, some patients with whom the CLW had previous contact received wellbeing calls, and all CLWs continued to receive new referrals from their practices.

Initially referrals increased to the service, this was due to an influx of referrals for patients shielding. The reduction in face-to-face appointments and the challenge of identifying social issues affecting patients during telephone consultations saw a drop in referrals in quarter 2, however increases in demand were seen for the rest

of the year. CLWs supported individuals with a large array of issues, but the most common were those related to mental health, wellbeing and poverty.

The CLW Programme received 4,915 new referrals, supported 6,012 unique people and held 27,591 appointments. Over 100 devices and data packages were distributed through the Connecting Scotland Programme. There were over 200 attendees of the online group work.

CLWs working with 'We Are With You' have tried new approaches to engage individuals and provide them with required support during the pandemic. They developed a number of online groups, both one-off sessions and longer programmes. These have included a women's wellbeing group; a men's group, and an 'It's your sleep' group among others. Over 200 people have attended online group sessions, receiving some support to ensure able to connect digitally.

Feedback has been really positive from group attendees. Following attendance at the 'It's your Sleep Group' sleep scores (from the NHS Sleep Self-Assessment) showed an improvement for 50% of people between the start and end of the group. Impressively at the 6 week check in (after the group ended) the sleep scores had improved for 90% of participants by an average of 200%.

Participants of the Women's wellbeing group (2) completed the short Warwick Edinburgh Wellbeing Scale at the start and end of the women's group. 100% of participants showed a statistically significant improvement in their wellbeing scores.

What People Said



The best thing was being part of something and knowing I am not alone.



My confidence grew and I was able to talk more openly about my feelings.



The lessons and skills I have learned will help me for the rest of my life and I am so grateful for that.

Group Participant Feedback

GP in Participating Practice

"Having a CLW has had a significant positive impact on our practice. Our CLW has allowed us to be able to offer so much more to patients with numerous psychosocial issues - financial difficulties, benefits, loneliness and social isolation, those requiring support to attend appointments and groups, to name but a few. In circumstances where I previously would have felt I did not have the time or resources to make a significant change to patients with predominately social issues I now feel that, through our CLW, we can make a difference. The feedback from patients has been very positive. I'm not sure how we ever managed without her."

CASE STUDY

Callum* was referred by his GP for help with low mood and anxiety. During his first appointment he was very quiet and it was difficult to find out much. He completed the wellbeing scale and this showed very low scoring responses. He talked about his loneliness and isolation. The worker asked Callum if he had been having suicidal thoughts and Callum disclosed that he was, and that he had made a suicide attempt 4 years previously before he moved to this area. The CLW was concerned about the level of risk for Callum so contacted the GP, who then offered him an in person appointment to carry out a more in depth consultation.

In tandem with this the CLW agreed to contact Callum twice weekly for a wellbeing check in on the phone. This worked best as he found longer appointments raised his anxiety levels as he worried about talking for that length of time. More frequent contacts meant he began to build a rapport with the worker, and talked more freely about his routine, how he was spending his time and his interests.

Callum started medication to help with his mood and the worker motivated him to think about joining the 'Man Friday' men's group. He only had a smart phone with a limited data allowance, so the worker was able to provide him with a desktop computer and data allowance from the GCVS/ Remade scheme. Callum was provided with initial digital support to get set up and then connected with Glasgow Life Digi Pals for follow up. He joined the online group and over the different sessions became more involved and

his confidence grew. Callum showed enthusiasm for the session about increasing physical activity and decided to start a daily local walk for himself, this grew into him making contact with a local Health Walk, something that he said he would never have done 6 weeks ago. As part of the Man Friday group, Callum also spoke about his love of playing the guitar, and he and one of the other members of the group arranged video calls on WhatsApp to swap songs and play together on Saturdays. At the end of the Man Friday group Callum's wellbeing scale showed an improvement and Callum himself said that he felt he had made a good start on the road to feeling better.

*name changed

6.3 Community Justice - Families Impacted by the Justice System

In response to the findings of the Constructive Connections Research into the health and social impacts of the justice system on children and their families, a training pilot for multidisciplinary and multiagency staff working with children and young people was commissioned. The training, delivered by partners organisation Families Outside, aims to disseminate the research findings in an accessible way, and respond to children's request for opportunities to talk about their experiences and find support. This is done by encouraging workers to open conversations with children and young people on imprisonment of family or important people in their lives.

The training pilot was positively received by those attending and support has been given to Families Outside to convert the pilot training into an online delivery method in 2020-21. The training was oversubscribed for the current year and we are also now working with Families Outside to evaluate this new delivery mode. Due to delays in adaptation to the online method, delivery analysis of evaluation is not yet complete and will be available later in the year.

During the pandemic, the Scottish Government made the decision to make provision for certain prisoners to be released early from custody. This caused Prison health care and community justice colleagues to raise concerns regarding prisoner knowledge of the changed communities they would be returning to and of changes to the ways that people could access services during the pandemic restrictions. In order to provide information to a transitioning population and equip workers with the information at their finger-tips, HI colleagues worked

in partnership to create an "Returning to Community" leaflet for distribution to all those leaving custody during the pandemic restrictions from prisons in GGC (an electronic version was also emailed to Prison Healthcare Teams in other establishments in the Scottish Prison Service estate).

The leaflet detailed public health guidance, provided information on pandemic restrictions, signposted and provided details of how to access the range of services offered by NHSGGC.

Feedback from Glasgow City HSCP Community Justice staff and partner organisations highlighted that clients were struggling with repetitive lockdowns during the pandemic and that families with children were struggling to keep children entertained or felt isolated. We listened to staff concerns and in response to this, we commissioned the supply of wellbeing packs for individuals and families. The family packs were to try to help clients relax and to boost positive mental wellbeing. The packs were distributed to clients of HSCP Community Justice and Homelessness services, and to families through interested nurseries and our third sector partners (for example, Families Outside) throughout March 2021.

The family packs (supplied by Make Do and Grow) also aimed to provide some entertainment through age-appropriate craft and drawing activities for each child in a family. While the adult packs (supplied by Urban Fox) contained a puzzle book or other small means of entertainment, items for personal care were also included along with face masks and hand sanitiser to help them protect themselves from COVID-19.



Overall 460 packs were distributed to families and 750 packs given to individuals via homelessness and justice services. Both staff and service users reported being delighted to receive the packs.

What People Said

- “ The wellbeing packs are fab! Service users will really benefit from them – staff are super excited to start dishing them out.
- “ Has been interesting to see how well the crossword/puzzle books have been received! One client for example said that he now goes around to his mother’s once a week and they do a puzzle together. Another spoke about them being fun.

Community Justice Service Manager Feedback

- “ Thanks so much for this – this has made my day! My Mum used to love a crossword and this has just reminded me of that.

Service User Feedback

7.1 GGC NHS Health Improvement Sexual Health Team

The Health Improvement Team for Sexual Health is hosted by Glasgow City HSCP with Board-wide responsibility and is managed by Sandyford. Work that the team is progressing includes:

Adult Programme - HIV Prevention: Gay and Bisexual and men who have sex with men (GBMSM)

Working in partnership with NHS Lothian, the HI Sexual Health Team supported Glasgow Caledonian University (GCU) to undertake the triennial 'Social Media, Men and Sexual and Holistic Health' study (SMMASH3). This is a national online survey which investigates the health beliefs and behaviours of GBMSM. The findings are used to routinely expand and update our local evidence base of GBMSM's health and wellbeing including risk of HIV transmission and harm reduction strategies.

Working collaboratively with key partners the team quickly adapted SMMASH3 to include questions regarding the potential impact of COVID-19 on GBMSM and helped to design and deliver the SMMASH-Pan study. GBMSM as a population experience poorer mental, sexual and wider health problems than the rest of society. SMMASH-Pan examined how COVID-19 related lockdowns affected GBMSM and how these individuals adapted to online service delivery during the pandemic.

Initial SMMASH-Pan findings are assisting with recommendations to reduce barriers and build facilitators to enable services to meet unmet mental health needs as well as boost GBMSM mental health help-seeking behaviour in response

to the impact of COVID-19. The research also helps to inform the team's work programme as planning for beyond the immediate pandemic begins.

Free Condom Service

In March 2020 there was a network of 535 venues distributing products on behalf of the Free Condom Service. The venues used were mainly pharmacies, health clinics, student accommodation, bars/clubs and partner agencies in both statutory and non-statutory sectors.

When the COVID-19 lockdown was introduced the majority of Free Condom Service venues had to close or provide a restricted service, thus causing a reduction in access to condoms and lubricant for priority groups and the wider population of NHSGGC.

In order to continue provision of condoms and lubricant, the team introduced a new service delivery model: Free Condoms by post. Service users could order up to three bags of products directly via the [freecondoms.scot](https://www.freecondoms.scot) website for postal delivery. This reduced the need for face-to-face contact while maintaining access to the service. During the early phase of lockdown the postal service operated alongside the venues that remained open to the public, which were predominantly pharmacies. The HI Sexual Health Team communicated these changes to the public through adverts on a range of digital platforms and via the Free Condoms, Sandyford and partners' websites and social media channels.

Children & Young People Work Relationships, Sexual Health and Parenthood Education (RSHP)

Although March 2020 saw the closure of schools and early year's establishments and a change to home schooling, the HI Sexual Health Team - Children & Young People (C&YP) Team maintained delivery by collating and sharing materials to support parents/carers to deliver key messages during this period of home schooling. During this time the national resource for Relationships, Sexual Health and Parenthood (www.rshp.scot) also continued to see consistent visits with 58,581 recorded visits and a total of 324,984 page views. The process to translate the entire national resource into Gaelic was started and this is due to be completed by August 2021. In December 2020 the team commissioned the development of a national resource for children and young people with complex and severe learning needs. This work is currently underway and will sit within the existing material at www.rshp.scot

As schools began a phased return in August 2020, prior to another national lockdown, staff identified priorities for a recovery/reconnect curriculum and provided 3 national network updates with a focus on '[Mental and Emotional Health](#)', '[Sexual Health](#)' and '[Online Support](#)'.

Research

The CONUNDRUM research project was commissioned in 2019 by the HI Sexual Health team, in partnership with NHS Lothian, Lanarkshire and the Scottish Government. The research sought to provide insight into the social context shaping use and non-use of condoms and contraception among young people in

Scotland. The study was conducted by researchers from the University of Glasgow who adapted their approaches to enable the continuation of the study during the past year of COVID-19 restrictions.

Co-developed with over 100 sexual health stakeholders, CONUNDRUM draws together views and experiences of more than 2000 young people across Scotland. The full report, its executive summary and the COVID-19 paper are available on the CONUNDRUM [project page](#).

Responding to Young People's sexual health needs

The team worked with Scottish Government, Public Health Scotland and colleagues from NHS Lothian to develop a national campaign for young people to encourage them to access services during the pandemic, if they needed them. This was driven by concerns about young people being sexually active during lockdown and not accessing services for fear of being in trouble for breaking lockdown guidance.

Staff developed a very short animation that clicked through to a [campaign page](#) on NHS Inform with sexual health and pregnancy information and a service finder tool. The first phase of this campaign ran from 27th July until 10th August with very good engagement on social media platforms and 1,960 unique views of the campaign page. The team then ran the campaign again throughout December, as more areas entered Level 4 restrictions which resulted in 5,055 unique views of the campaign page.

7.2 GGC NHS Alcohol and Drugs Health Improvement Team

Despite the pandemic and the challenges this brought, it was a busy year for the Greater Glasgow and Clyde Alcohol and Drugs Health Improvement Team, with some important progress on several key fronts.

Finalisation of the Framework and Prevention Network

After considerable partnership work, the new GGC Alcohol and Drugs Prevention Framework was finalised in late 2020, and has been ratified by both the Public Health Implementation Group and a range of the Alcohol and Drug Partnerships (ADPs) within the Board area. Full details and documents are available via the Team [website](#).

The new GGC Alcohol and Drugs Prevention Network was launched in May 2021, with representation from each ADP plus Board-wide and national colleagues.

Intelligence Briefings – Alcohol and Drugs

Work to assess the impact of the pandemic on alcohol and drugs issues has been ongoing in the team since April 2020. Intelligence briefings were designed to assess the impact of COVID-19 on [drug](#) trends (supply, quality, price, new substances) and impact on use. The [alcohol](#) component monitored trends in alcohol use (consumption levels, patterns, care planning) and the experience of services (ways of working, staff capacity, referral rates). Drugs specific reporting began in April with the alcohol specific strand following in June. It is an anecdotal/staff survey piece of work with key colleagues across GGC contacted regularly to discuss local issues. For both strands of work a discussion template was

completed to provide consistency in reporting.

This work has generated multiple reports and these have been reported at board-wide groups and across all Alcohol and Drug Partnership structures and subgroups.

Substance Misuse Toolkit

Initial work has begun to look at the revamp of the Substance Misuse Toolkit by engaging with partners who have a role in education and youth settings. It is important to take stock of resources in the Toolkit to ensure they are factual and fit for purpose, and to re-examine GGC-wide relationships and future direction.

Alcohol and Drugs Training Pathway Development

Given the situation with COVID-19, it was particularly important that the existing provision of training on alcohol and drugs across GGC continued to be scoped in order to build a clear picture on the range and volume of training available. COVID-19 has meant that more online training delivery has had to take place than normal and this has presented some challenges. Assessing the target audience in light of the digital challenges has ensured that effective training has continued to be delivered online. Next the team will continue to identify any gaps (including digital ones) that need to be filled and to inform the future delivery of training on alcohol and drugs to ensure a consistent approach is taken with clarity on skills and knowledge. The team will ensure other ADP areas share learning and delivery via the newly established Prevention Network.

Drugs Harm Reduction and Prevention Initiatives

A range of drugs prevention and harm reduction initiatives are underway, connecting with both national and local policy and practice. These include:

- the development of anti-stigma approaches and initiatives
- a lead role in progressing a drug-checking initiative
- continued work relating to the promotion of naloxone use – including linking with the Prison Service
- investigations into causes of drug deaths
- leading the harm reduction incident response
- acting as chair of the Drug Trends Monitoring Group and
- preparation of harm reduction materials as required

Additional drug related programmes include joint development work with the Acute sector, joint work on Blood Borne-Viruses in conjunction with HI Sexual Health Team, and involvement in living experience development work.

Alcohol Brief Intervention (ABI)

The team lead a programme of ABI (Alcohol Brief Intervention) work at both a city and board level, overseeing data reporting and governance with the Scottish Government. This work is directed by the ABI Local Delivery Plan Standard issued by Scottish Government. For 2020-21 the ABI Local Delivery Plan Target for GGC

was 13,085 ABIs. Development of online approaches have taken place during the pandemic. These new approaches are helping to support both the delivery of ABIs and ABI training courses while face to face work is suspended. Inevitably the pandemic and its impact on the delivery of face to face services has had a significant downward effect on the volume of recorded ABIs during the year. Plans are being formulated to address this as part of recovery in the year ahead.

GGC ABI Delivery Against Target – 2020-21

Acute	Acute : Priority Setting	Acute : Wider Setting	Acute : Total for Year	(Target for Year)	Percentage Achieved
	3159	652	3811	4698	81%
HSCP/ADPs	Primary Care	Wider Settings	Total YTD	Target for Year	Percentage Achieved
East Dunbartonshire	15	19	34	487	7%
East Renfrewshire	5	0	5	419	1%
Glasgow City	488	3781	4269	5066	84%
Inverclyde	9	196	205	612	33%
Renfrewshire	52	1	53	1116	5%
West Dunbartonshire	26	62	88	688	13%
GGC Total	595	4711	8465	13085	65%

7.3 GGC NHS Mental Health Improvement and Inequalities Team

Development and delivery areas for 2020/21 included:

Training and Capacity Building

During the pandemic, the Mental Health HI Team adapted their face to face training and awareness delivery to online training and created online guidance to support this. [NHSGGC : Training and Capacity Building](#) This online training also included the contracted SAMH programme of Mental Health and Suicide prevention training sessions. In addition the team also compiled an e-learning opportunities document to enable CPD opportunities to be supported in relation to Mental Health: [Online Learning Opportunities \(nhsggc.org.uk\)](#)

Communication

Produced a weekly briefing/snippet in the initial few months of 2020 and then returned to a monthly snippet, [NHSGGC : Mental Health Snippets](#). Staff themed these to include topics related to COVID-19 such as Loss and Bereavement as well as topics that supported mental health during the pandemic. Feedback has been very positive from recipients with the briefings viewed as a valuable source of support information. The team website was further developed to support the COVID-19 response and numerous resources have been added. [NHSGGC : COVID-19: Mental Health Resources](#)

Social Media



The [@ayemind99](#) account was refreshed during this time to impart useful information and resources to support Mental Health in the pandemic and has attracted over 1,000 new followers over the past year. A successful Mental Health Campaign [#HeidsOutdoors](#) ran as part of Mental Health Awareness Week. Throughout the week, staff shared 29 posts encouraging people to get outdoors for their mental health, which were liked and shared on Twitter 854 times. During the week, 160 people actively engaged with the campaign, and campaign posts were seen 33,906 times. The team saw around a 900% increase in

profile mentions and around 1,000% increase in visits to our profile. The 'Greener Spaces of Greater Glasgow and Clyde' resource that was created as part of this activity can be found [here](#).

Anti- Stigma and Equality Programme

At the end of 2020 the team funded 10 local organisations to develop and deliver on anti-stigma projects that had equality dimensions at the heart of them. The projects included work with prison staff at HMP Barlinnie, African Women's Network, Machine Zone re Gambling Harms to name but a few.

Suicide Prevention

An extensive amount of suicide prevention activity has been progressed during the year by the HI Mental Health Team, in conjunction with the GGC Suicide Prevention Planning Group and wider partners. This includes provision of the following learning opportunities (principally online to compensate for loss of face to face training):

- An Introduction to Suicide Awareness, Living Works START, Ask Tell sessions
- Policy and response work around suicide clusters and locations of concern, further work on suicide bereavement
- A series of joint events with Glasgow Council for the Voluntary Sector focused on needs of the voluntary sector
- Development of sessions and guidance on preventing suicide contagion

The GGC Suicide Prevention Concordat was concluded and ratified by the Chief Officers' Group and as part of this a new GGC Youth and Young Adult Suicide Prevention Group was initiated, whose work has included a "snapshot" research exercise to gather experiences from multiple agencies in the field.



Healthy Minds

The core funded Healthy Minds programme delivered a total of 173 courses to 1666 participants. A Glasgow City only Healthy Minds training programme began in November 2020 and ran until March 2021. The programme offered additional session delivery of the same four sessions delivered via the core programme. Ring fenced and funded for those working and volunteering in Glasgow City only, this programme delivered a total of 46 courses ('Mental Health in the Workplace' is delivered across two sessions) with 404 participants.

What People Said



Healthy Minds is a fantastic resource, it conveys simple messages and it is all there for us to use and adapt.



I've seen this month's and thought it was excellent. It would really help to receive future editions for my own benefit and to be able to share them with my team.

Participant Feedback

A collation of some of the work undertaken by the team during 2020 can be viewed here [End of Year Report 2020](#)

We have all been living and working in extraordinary times and HI staff have adapted ourselves and our services to quickly meet the needs identified by our communities. As we move into the next phase of the pandemic we can see more positive signs that will help us progress into a new 'normal', e.g. our mass vaccination programmes.

The city will be faced with many new challenges as we move beyond the pandemic. Continuing to adopt Public Health approaches across the city will be crucial to help us address wider poverty and inequality issues that many of our communities faced both before, and during the pandemic.

There have been many lessons learnt during the pandemic regarding how Health Improvement and key partners can continue to support communities, and also engage with communities to build capacity and resilience in the face of adversity and crisis. Health Improvement, along with other key partners, will build on these successes to bring about the changes required now and into the future and be clear on the key priorities required to impact positively on our population health, to help reduce inequalities.

The HI Teams will continue to strengthen our partnerships with our community planning partners, key organisations, and most importantly communities across the city, to further support them in moving forward and to be in the best position possible to secure the assets they so depend on and to take up opportunities to help them grow and flourish.

Service/Term	Description
Alcohol & Drugs Partnership (ADP)	Glasgow City Alcohol and Drug Partnership (ADP) is a multi-agency group tasked by the Scottish Government with tackling alcohol and drug issues through partnership working.
Blood Borne Viruses (BBV)	Blood-borne viruses. A blood-borne virus (BBV) is a virus that is transmitted by blood or body fluids that contain blood.
Capacity building	Building knowledge and skills in people or organisations through training opportunities and relevant learning opportunities.
Child Poverty Subgroup	Multi agency group that works together to plan and support work to help families in poverty and to help mitigate against families entering into poverty.
Community Planning	The Glasgow Community Planning Partnership brings key public, private, community and voluntary representatives together with the aim of delivering better, more joined-up public services in the city.
Connecting Scotland Programme	Connecting Scotland is a Scottish Government initiative set up in response to coronavirus. Its aim is to help get every citizen in Scotland online.
Constructive Connections research	Explores the impact on children of parental involvement with the Justice System in Glasgow.
Coronavirus/ COVID-19	Coronavirus disease (COVID-19) is an infectious disease caused by the SARS-CoV-2 virus.
Cost of the School Day Project	Supports work in relation to the cost of the school day by involving children and young people, parents/carers and school staff in identifying financial barriers and in taking action to remove them.
Digital Inclusion	Digital inclusion is about ensuring the benefits of the internet and digital technologies are available to everyone.
Engagement	Approach to working with service users and organisations, learning from their experiences.
Families Outside	Families Outside is the only national charity in Scotland that works solely on behalf of families affected by imprisonment.
Financial Inclusion	Programmes/services focused on improving financial skills and improving access to financial services/supports to help people improve their financial health.

General Practice (GP) Cluster	A GP cluster is a professional grouping of general practices, represented at periodic meetings by Practice Quality Leads (PQL), which may take place either face to face or by video conference depending on individual circumstance or need.	Joint Support Team; Early and Effective Intervention; Diversion from Prosecution	Support mechanisms intended to prevent children and young people from engagement in or serious consequences of criminal behaviour.
Glasgow Council on Alcohol (GCA)	GCA is a not for profit organisation that provides alcohol counselling, counselling training, group work and deliver Alcohol Brief Interventions in Glasgow and surrounding areas.		JST: a multi disciplinary meeting chaired by Education which places children/ young people at the centre of a multi agency approach. EEI: a national framework for working with young people of 8 - 17 years who have been involved in offending behaviour. Its purpose is to divert these young people away from statutory measures, where appropriate, and respond to the charge in a timely manner.
Health Inequalities	Health inequalities are the unjust and avoidable differences in people's health across the population and between specific population groups.		DFP: involves a referral of someone accused of an offence to a local social work team or other agency. This requires the exchange of relevant and sometimes sensitive information between the Crown Office and Procurator Fiscal Service and the service provider.
Impact Funding Partners	Impact Funding Partners manage funding on behalf of the public sector, private companies and donors to develop and manage grant funding to achieve maximum social, environmental and economic benefit. Previously named Voluntary Action Fund.		
Integrated Joint Board (IJB)	A separate legal body called the 'Glasgow City Integration Joint Board' is the main decision making body for Glasgow Health and Social Care Partnership. It leads on and has devolved responsibility for the planning and monitoring of community health and social care services.	Lifelink MSM (Men Who Have Sex with Men) Masterclass	Lifelink is an organisation in Glasgow that offers support to anyone who is struggling to cope with everyday stress or is feeling anxious or depressed. Materials intended for individual professional reflection and learning to support service improvement in this area.

Multiple Risk	The grouping, or clustering, together of risk behaviours such as tobacco, alcohol and drug use that can happen in the teenage years.	Quit Your Way	Scotland's support service for those people who wish to stop smoking.
Naloxone	Naloxone is a medication used to block the effects of opioids, especially in overdose.	Recovery	Reducing or ceasing substance abuse; often followed by one's personal life being turned around in way of a supportive environment.
Oral health	Oral health is a state of being free from chronic mouth and facial pain, oral and throat cancer, oral infection and sores, periodontal (gum) disease, tooth decay, tooth loss, and other diseases and disorders that limit an individual's capacity in biting, chewing, smiling, speaking, and psychosocial wellbeing.	REHIS	The Royal Environmental Health Institute of Scotland, is an independent, self-financing registered Scottish charity improving public health through education and training. Courses include Food Hygiene and Food and Health.
Partner agencies	Agencies that work with each other for a collective benefit be that sharing knowledge, skills and resources.	Resilience	Resilience means knowing how to cope in spite of setbacks, or barriers, or limited resources.
Poverty Leadership Panel (PLP)	The Poverty Leadership Panel (PLP) was established following a series of meetings to discuss poverty with some of the key representatives of Glasgow, which included citizens with lived experience of poverty, the Third Sector Forum, Glasgow City Council and Housing Associations among others.	Sandyford	Sandyford is hosted by the Glasgow City Health and Social Care Partnership. It is the name of the specialised sexual health services for NHS Greater Glasgow and Clyde, including both clinical and health improvement elements.
Primary Care	Primary care services provide the first point of contact in the healthcare system, acting as the 'front door' of the NHS. Primary care includes general practice, community pharmacy, dental, and optometry (eye health) services.	Scottish Drugs Forum	Scotland's national resource of expertise on drugs and related issues.
		The Ripple Effect	'The Ripple Effect' survey was carried out in various communities across Glasgow to gauge the perceived impact that alcohol has on local communities.
		Thriving Places	Thriving Places involve bringing local people and organisations together to help improve a local area.

Training for trainers/ T4T	Training designed to upskill those who will deliver a training course.
UNICEF UK Baby Friendly Initiative	UNICEF UK Baby Friendly accreditation is based on a set of linked evidence-based standards for maternity, health visiting, neonatal and children’s services. These are designed to provide parents with the best possible care to build close and loving relationships with their baby and to feed their baby in ways which will support their health and development.
Universal credit	Universal Credit is a benefit payment for people in or out of work. It replaces some previous benefits and tax credits.
Vicarious trauma	A secondary trauma that can affect those who engage empathically with trauma survivors and their traumatic experiences.
Young Persons Guarantee Programme	A commitment to bring together employers, partners and young people. It aims to connect every 16 to 24 year old in Scotland to an opportunity. This could be a job, apprenticeship, further or higher education, training programme or volunteering.
Youth Health Service	A health service for young people that is designed to meet the needs of young people’s issues and delivered in a young person accessible way.

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