

# **EAST AYRSHIRE SOCIAL INCLUSION NORTH INITIATIVE**

**BOARD MEETING: 24 APRIL 2001**

## **HEALTH IMPROVEMENT FUND BIDS**

### **Report by Depute Chief Executive/Director of Corporate Resources** **East Ayrshire Council**

#### **1. PURPOSE OF THE REPORT**

- 1.1 To advise the Board of a range of projects that have received funding from Ayrshire and Arran Health Board's Health Improvement Fund and which will have a positive impact on the North of the authority.

#### **2. BACKGROUND**

- 2.1 The Minister for Health and Community Care announced the creation of a Health Improvement Fund which, using the revenues accruing from higher tobacco taxation, will invest an additional £26 million per annum from 2000/01 to 2003/04 on improving Scotland's health. Allocations were made to Health Boards as strategic public health organisations and awards from the Fund will be directly invested in new work to improve community health.

- 2.2 Priority was given to:

- promoting the general well-being of children
- stepping up work on sexual health
- improving the diet of children
- improving lifestyles
- proposals which had been discussed with local partners, particularly those that support:
  - > Community Planning;
  - > Social Inclusion Partnerships;
  - > New Community Schools, or
  - > Sure Start.

- 2.3 Detailed below is the range of projects that have been supported to address these issues and which will impact in the north of East Ayrshire.

### **3. RECREATION PARTNERSHIP PROJECT**

**Funding:** £204,000 over 3 years 2001 to 2004

**Lead Organisation/Agency:** EAC, Dept. of Community Services

- 3.1 This initiative will promote and develop physical activity and healthy eating initiatives within schools and the community adding value to existing work with young people and building on the already successful work of the existing SIP funded Recreation Partnership Project, which is focused in the Coalfield Area of East Ayrshire.
- 3.2 The initiative will employ a Recreation Partnership Officer to focus on the North together with an Activity Motivator on a full-time basis for a period of three years to work in partnership with local nurseries, primary schools and within the community to motivate children aged 5-12 years to become physically active.
- 3.3 The staff will:
- co-ordinate and deliver active recreation sessions;
  - provide training for teachers, nursery staff and childcare workers;
  - promote active use of school playgrounds;
  - extend the Kids Club Network, and
  - provide an innovative programme of health development sessions within local libraries.
- 3.4 The Kids Club Network will be extended to incorporate at least five new areas in the north of the authority over its 3-year life. It will also increase the number of children participating in the 5 existing Kids Clubs currently in the north of the authority.

The Kids Club Network will also:

- provide healthy snacks to all children participating in the programme;
  - in consultation with children, increase the level and range of out of school activity;
  - plan, organise and implement an extensive school holiday programme, and
  - develop a programme of health development sessions within community libraries.
- 3.5 In addition to the above, this project will:
- raise awareness about the availability of recreation related training;
  - advise and support local people in relation to volunteering and training opportunities focusing on working with young people;

- organise at least four training events per year for sessional staff and volunteers linking to the priorities outlined above, and
- carry out a recruitment drive twice per year within specific communities to encourage local people to become sessional workers/volunteers for the above initiatives.

#### **4. HILLHEAD NEW COMMUNITY SCHOOL**

**Funding:** £40,000 over 3 years 2001 to 2004

**Lead Organisation/Agency:** EAC, Hillhead New Community School

4.1 Funding has been awarded to establish an Early Birds' Breakfast Club open to all Hillhead New Community School children and their families. 4.2 The objectives of the project are to:

- provide 80 breakfast places per day;
- provide and promote a healthy diet, and
- promote social activity and increase levels of physical activity among children/parents.

4.3 This project will improve:

- relationships with children and parents;
- diet and activity, and
- health and safety awareness.

#### **5. HEALTHY LIVING INITIATIVE**

**Funding:** £430,000 over 3 years 2001 to 2004

**Lead Organisation/Agency:** EAC, Dept. of Educational and Social Services

5.1 This project will work across Ayrshire with young people and adults with learning disabilities, providing information and support in healthy living, exercise, diet and sexual health/well-being.

5.2 The work of the project will result in:

- the design and availability of a range of resource materials for children and adults with a learning disability, together with supporting training in healthy living, diet and exercise;
- increased awareness and understanding of the needs of adults with a learning disability within generic services;
- improved access to Primary Care services and health screening for people with a learning disability;

- more effective training in lifestyle issues with availability of appropriate training resources;
- increased awareness within local authority departments of the needs of people with a learning disability;
- the gap currently existing for young adults with learning support addressed in terms of sexual health awareness, relationships and contraception;
- improved health/lifestyle awareness across all agencies with training available, and
- links established with Further Education establishments to ensure that health issues are incorporated in college courses.

## 6. FIT AYRSHIRE BABIES

**Funding:** £185,000 over 3 years 2001 to 2004

**Lead Organisation/Agency:** Ayrshire Councils, Educational Services.

6.1 This project will tackle weight problems in children by enhancing play opportunities for 0-3 year olds through work with parents.

6.2 This is an Ayrshire-wide initiative. The 3 year work plan, as it will impact on the north of East Ayrshire is as follows:

- In year 1 the project will have its base in the eight local authority nurseries which offer places to children under the age of three years. In the north of East Ayrshire two nurseries will be targeted, Flowerbank Nursery, Kilmarnock and Hillbank Nursery and Family Centre, Kilmarnock.
- In year 2, the project will be extended to include very young children, birth-3 years, who attend private nurseries and voluntary playgroups who are in partnership with the Local Authority. Four nurseries in the north of the authority will be targeted Beechwood Nursery, Dean Park Nursery and Orchardhill Nursery in Kilmarnock and Ideal Start Nursery in Crookedholm.
- In year 3, the project will be extended to registered childminders. There are 184 across East Ayrshire who will benefit equally from the scheme.

6.3 The objectives of the project are as follows:

- to encourage parents/carers to participate in a programme of regular exercise and physical play with very young children;
- to provide resources and support to parents/carers to help establish exercise and physical play with very young children as part of a daily routine;
- to provide resources and support to early educators, carers and therapists across all sectors;
- to increase adult's understanding of the long-term benefits of regular exercise and physical play on all aspects of the child's development and learning;

- to provide a context for positive social interaction in nurseries/centres and family homes;
- to promote exercise and physical play within a culture of enthusiasm, enjoyment and fun, and
- to promote the development of a co-ordinated approach to promoting regular physical play for all young children in Ayrshire.

## **7. BREAKFAST CLUBS**

**Funding:** £111,000 over 3 years 2001 to 2004

**Lead Organisation/Agency:** Community Dieticians, Ayrshire and Arran Health Board.

7.1 This initiative has been funded to set up a steering group comprising relevant partners which will:

- review current provision of breakfast clubs within Ayrshire;
- support the clubs by encouraging good nutritional practice, and
- establish an Ayrshire Network of Breakfast Clubs for self-help and support.

7.2 On a practical level, the initiative will encourage and resource clubs to trial foods such as fruit and vegetables, bread and cereals and will provide training and food related resources.

7.3 This project will result in an increase in the provision of healthy foods available to children across Ayrshire and consistent, accurate messages on healthy eating within communities.

## **8. ATTACHMENT AND LOSS PROJECT**

**Funding:** £349,000 over 2 years 2002 to 2004

**Lead Organisation/Agency:** Child and Adolescent Mental Health Services

8.1 This initiative has been funded to:

- develop an intensive, integrated service for looked after and accommodated children and young people who are facing issues of attachment and loss;
- raise the profile of children requiring specialist mental health services, including looked after and accommodated children;
- develop intensive therapeutic programmes to increase the emotional resilience of the child;
- provide direct therapeutic intervention on an individual or group work basis to those children who experience mental health problems and those at risk of developing serious mental health problems, and

- deliver training in the above programmes to foster carers and staff within residential units.
- 8.2 This is an Ayrshire-wide initiative that will ensure consistency of approach across authorities and services that are tailored to the identified needs of these children. The project will be delivered through outreach work.
- 8.3 East Ayrshire has given its commitment to the project and will work in collaboration ensuring work is supplemented by Local Authority workers where necessary. An appropriate member of staff will sit on the Project Steering Group to participate in planning, monitoring and evaluation.
- 8.4 The Council's Department of Educational and Social Services are currently doing preliminary work to determine which young people should be the focus of work in East Ayrshire. This will be determined by need rather than geographic location.

## **9. CHILDREN'S ORAL HEALTH IMPROVEMENT**

**Funding:** £48,000 over 3 years 2001 to 2004

**Lead Organisation/Agency:** Dept. of Dental Health Promotion, Ayrshire and Arran Primary Care NHS Trust

- 9.1 The aim of this project is to teach young children toothbrushing skills and establish a daily oral hygiene routine with good dietary habits in pre-5 establishments, primary schools, breakfast clubs and at home, leading to improved oral health and oral health awareness
- 9.2 A toothbrushing programme has been in place for some time, however, financial constraints have meant that only groups funded totally by local authorities have received toothbrushes and toothpaste for the programme free of charge.
- 9.3 This initiative will extend the current programme and ensure that at the end of the 3-year period, 90% of all local authority nurseries, together with private and voluntary pre-5 establishments where local authority placements have been commissioned, will be carrying out toothbrushing as part of their daily routine.
- 9.4 Two dental health assistants will be deployed on an Ayrshire-wide basis as members of the dental health promotion team to offer intensive support to address inequalities in oral health throughout the area.
- 9.5 Support for toothbrushing routines in breakfast clubs will also be facilitated through this project allowing the allocation of the most appropriate resources to suit both the ages of the children involved and the accommodation facilities available in the different establishments.

9.6 Parents of children will be made aware of action to be taken at home to encourage good oral health for their families.

## **10. PRIMARY CARE DEVELOPMENT WORKERS**

**Funding:** £144,000 over 2 years 2001 to 2003

**Lead Organisation/Agency:** Child and Adolescent Mental Health Services

10.1 This project is designed to promote preventative and early intervention strategies to reduce mental health difficulties in children and young people.

10.2 The primary care development workers will support young people and their families at an early stage, which will foster positive mental health.

10.3 The 3 workers will be linked to the 3 local Child and Adolescent Mental Health Teams in East, North and South Ayrshire, with one being based in Kilmarnock.

10.4 The project will target in particular areas where there have been high numbers of GP referrals and particular areas of need.

10.5 The impact of the project will be :

- the establishment of a specialist counselling service within each locality which can be directly accessed by young people and their families and link with the locality based psychiatric teams, community paediatricians and other agencies;
- speedier referrals and access to appropriate services;
- the delivery of mental health awareness programmes in each locality to primary care professionals;
- the provision of an outreach service to parents and children in their homes or locally accessible location, and
- improved communication networks between schools, primary care and local psychiatric teams.

## **11. PLAY PROVISION FOR CHILDREN WITH SPECIAL NEEDS**

**Funding:** £160,000 over 3 years 2001 to 2004

**Lead Organisation/Agency:** Dept. of Child Health, Ayrshire Central Hospital

11.1 The following Ayrshire-wide initiative will develop and enhance existing play provision for children with special needs across the 3 authorities. It has been developed in recognition of the role of play in:

- enhancing social learning;
- promoting self-esteem and self-confidence;

- enhancing inclusion and integration;
- tackling isolation and dependency on families for all social opportunities, and
- developing and maintaining friendships.

11.2 A review will be undertaken for children, especially those with special needs, across Ayrshire. A database and directory of local play and leisure opportunities for special needs children and young people will be created and a strategy on play, leisure and recreation will be developed.

11.3 This initiative will lead to the extension of play provision for children with special needs across Ayrshire and will promote inclusive play, leisure, recreational and cultural opportunities for children and young people with disabilities.

## **12. FINANCIAL GAIN**

12.1 As a result of these projects there will be a substantial amount of additional funds coming into communities in Ayrshire as a whole, and East Ayrshire in particular, to address health related issues for disadvantaged groups.

12.2 Additional funding for projects which will operate exclusively in the north of East Ayrshire amounts to £244,000.

12.3 Funding, for projects which will operate Ayrshire wide, totals £1,427,000. Since the project work will be spread equally across the three local authority areas, East Ayrshire will benefit from around £475,000.

## **13. RECOMMENDATIONS**

13.1 It is recommended that the Board:

- i) notes the content of the report.

**Fiona Lees**

**Depute Chief Executive/Director of Corporate Resources**

**11 April 2001**

For further information on this report please contact Gwen Barker, Manager Social Inclusion on 01563 554602.

**AGENDA**