

40 and Proud!

Still listening, reporting & challenging

Welcome to the 40th issue of CHEX-Point newsletter! This Autumn we celebrate the newsletter's 40th birthday and venture into a new online format.

chex



CHEX-Point Issue 40 Autumn 2011

community health exchange

Welcome to the 40th issue of CHEX-Point which has brought you the news, issues and events affecting community-led health over the last 11 years. We have profiled how community-led health organisations and approaches have brought added value and savings to the implementation of government health policies.

We've also provided opportunities for policy makers to articulate their views, explaining how the approaches both support and complement other health improvement programmes.

The community health landscape is constantly changing reflecting optimism and practice for positive change but also tainted with fear due to current and future funding cuts. CHEX-Point has reflected these different messages to a growing readership of 1,800 including: community-led organisations, Healthy Living Centres, local partnerships and statutory agencies, students, national charities and many others from across Scotland.

We now hope the new online format will allow CHEX-Point to reach even further, and we encourage you to send it on to your friends and colleagues with an interest in community-led approaches to health improvement. If you haven't already signed up, please do so [here](#).

In this issue we feature parents organising at a local level for the 21st Century, in conjunction with information on Healthy Start. In the new incorporated **Engage Page** we highlight

the Scottish Government's **Reshaping Care for Older People** programme and illustrate how older people are becoming involved in their own communities. Margaret Urquhart from Scottish Border's WRVS explains what the involvement has achieved in shaping a new shopping service and development of lunch clubs throughout the region.

We hope you enjoy reading this issue, and as always, we welcome your comments and suggestions for future CHEX-Point newsletters.

Also in this issue...

Anne Lee and Dawn Burns

introduce themselves in their new roles in NHS Health Scotland and explain about the Health Improvement Programme team's activities in relation to community-led health

CHEX and SCDC's involvement in the European Community Development scene

Top tips from Eyemouth Healthy Living Group in using film to evidence community-led health

21st Century Families

Partnership working between parents and service providers



21st Century Families is a brand new group of mums, dads and other carers who have joined forces with educational professionals in the East Kilbride area in response to the challenge of raising a healthy, happy and resilient child in the 21st Century. We were inspired by Sue Palmer, educationalist and author of 'The Toxic Childhood' who gave an inspiring presentation last year at The Village Centre in East Kilbride on 21st century factors which affect children's development.

In an electronic, media rich age, children are being fast tracked through childhood by marketing forces which influence children's

diet, games, fashion and accessories. More children in Britain are being diagnosed with learning disorders (e.g. ADHD), obesity and depression, while crime rates are rising.

The group want to stress to people that they certainly aren't anti-computers/TV etc. We know that they can be a fantastic source of learning and information for children. What we are about is trying to strike a **balance** of old and new and produce healthy balanced children in the process!

21st Century Families believe it is everyone's responsibility to nurture and protect our children and our

motto is "Give Childhood Back to Children". The group aim to meet up with as many other parents and carers as we can in East Kilbride and share our thoughts and provide some down to earth advice and ideas for other parents and carers in helping to reclaim our children's childhood and improve their well-being in the future. We are looking to involve as many similar-minded parents and carers in our 21st Century Families initiative.

If you are interested, please contact Liz Hight, Home School Partnership Worker (and parent!) on 21stcenturyfamilies@gmail.com or on 07795-090696

Healthy Start in Scotland

- improving infant and maternal nutrition

Healthy Start is a UK wide scheme which entitles families and pregnant women to receive vouchers to spend on milk and fresh and frozen fruit and vegetables. Free vitamins supplements are also available to those on the scheme which applies to families on some benefits and pregnant women under the age of 18. Vouchers can be exchanged at registered retailers including supermarkets pharmacies and community food initiatives.



Information on the scheme is available on the new Western Isles NHS Board Parenting website.

Nationwide

Community-led health organisations are in a strong position to promote the uptake in Healthy Start vouchers to low income families. Along with supporting families to submit applications, opportunities can be created for cooking sessions that utilise the full use of the vouchers.

The scheme also encourages earlier and closer contact with health professionals who play an important role in supporting applications for Healthy Start; providing advice on pregnancy, healthy eating and breastfeeding and signposting to local groups or organisations providing practical food skills support for families. Work has been done by some NHS Boards in targeting beneficiaries of Healthy Start to support them in improving their own and their family's dietary intake with Community Food Development Workers providing much of the support along with health visitors and public health nurses.

As part of the implementation of Improving Maternal and Infant Nutrition: A Framework for Action the NHS aims to increase the uptake of the scheme in Scotland. Further information on the scheme can be found at <http://www.healthystart.nhs.uk/>. Queries on the scheme in Scotland can be sent to maternalandinfanthealth@scotland.gsi.gov.uk

At a local level - Western Isles

Western Isles NHS Board recently launched a new [parenting website](#) which includes information on the Healthy Start scheme locally and includes a link to the Healthy Start website. Parents who are in receipt of the vouchers can now exchange them in all retailers in the Western Isles including the rural community shops insuring all eligible families can take advantage of the scheme.

Healthy Start vitamins are available to all children in the Western Isles (from 4 months to 4 years of age) over the winter period to ensure an adequate level of Vitamins A, C and in particular Vitamin D which plays an important role in maintaining good bone health.

Find out more about Healthy Start in the Western Isles here <http://www.wihb.scot.nhs.uk/parentingwi/index.htm>.

'I recently delivered a Healthy Start session to a young mums and children support group. Quite a few mothers were not claiming the vouchers and with a little encouragement from the staff they completed the application form.'

(Tina Burgess, Senior Health Promotion Officer – Community, Western Isles, NHS Board)

Engage Page

**Engage magazine is now part of
CHEX-Point with our new Engage Page.**

Read previous issues of ENGAGE here:

<http://www.chex.org.uk/what-we-do/information-and-resources/chex-point-newsletter/engage-page>

Reshaping Care for Older People

Most readers will have heard of the 'Change Fund', put in place as part of the Scottish Government's Reshaping Care for Older People Programme. The fund which is £70 million for 2011/12 is intended to enable local health and social care partnerships (NHS and Local Authorities), working together with third sector (i.e. voluntary and community groups) and private sector partners, to jointly plan and deliver services that enable older people to live happily, healthily and independently in their own communities for longer and thereby reduce their need for acute care. This will ultimately allow a sustainable shift in the balance of care and associated resources.

The Joint Improvement Team (an initiative of the Scottish Government, the Convention of Scottish Local Authorities and the NHS) provides practical support to these partnerships. Part of that work involves promoting 'community capacity building' (CCB) and 'coproduction' (CP) approaches to reshaping care.

CCB is about strengthening communities so that they can effectively act to develop and change their own circumstances, including running services. CP is about delivering services in an equal and reciprocal relationship between professionals, people using services, their families and their neighbours.

The third sector often works like this already but there are also those in the NHS, local authorities and the independent care sector who will coproduce their services and work to support communities. The Change Fund is intended to give an added impetus to this sort of work whoever is undertaking it, and to see it become much more the norm across all relevant services.



The views of older people on what reshaping care should mean were taken into account during the extensive public consultation that preceded the establishment of the Change Fund. These views continue to contribute to the process. Third sector organisations whose mission is to represent older people are active nationally, e.g. Age Scotland, and locally, e.g. Fife Elderly Forum.

If you are an older person who wants to understand what is happening with the Change Fund in your area you can either contact your Local Authority or if you're interested in how the third sector is involved and what local groups you may be able to join your local 'Third Sector Interface' details at www.voluntaryactionsotland.org.uk

Andrew Jackson is National Co-Lead for Coproduction & Community Capacity within the Joint Improvement Team, Scottish Government and is responsible for the Reshaping Care for Older People Programme.

Making a difference in the Scottish Borders



Good food enjoyed at Baxters in Selkirk >>



WRVS Community Services in the Scottish Borders are working to help Reshape Older People's Services. In partnership with Scottish Borders Council a new Social Centre service is operating throughout the region. Elderly people with low level needs attend WRVS Social Centres increasing enhanced independence.

Social Centres are community based support which fit in well with the Transforming Older People's Services. They are volunteer-led and provide energised, fun-filled days through interaction with the service users.

WRVS volunteers are at the heart of what we do and have been instrumental in the shaping of the new social centres by devoting their time to the elderly in the community. Many of our volunteers get a lot of enjoyment, build confidence and learn new skills from being at the centre. Volunteers can commit anything from a few hours a month to a few days a week to fit in with their home and family lifestyles. We are flexible in our approach to volunteering as we believe everyone has something to give and we have a wide range of volunteers from differing backgrounds and needs. Social Centres are truly community spirited projects.

To date centres are operating in Tweeddale (West Linton, Peebles and Innerleithen) and in Roxburgh (Kelso, Yetholm and Jedburgh). Further expansion is planned in the next month to the Berwickshire region. There will be 22 Social Centres across the Scottish Borders, supporting people over the age of 55. Through our stakeholders NHS Health Improvement we are able to provide good information and encourage healthy eating, exercising and provide a range of services through Allied Health Practitioners.

WRVS assist in providing alternative resources for the elderly such as Lunch Clubs where they can meet for a healthy meal, chat and take part in social activity with the assistance of WRVS volunteers. There is also a range of Senior Citizen Clubs throughout the region where people can meet for entertainment and a community get-together. Our Scottish Borders Community Transport project assists the elderly to get out and about in the Scottish Borders for a range of things such as assisted shopping, and medical appointments. This project is a lifeline to the frail and elderly in the community who have difficulty accessing public transport.

One of the many testimonials from a regular client of WRVS
"Thank you for your serviceyou are my life".

WRVS latest project is a Shopping Service for the housebound elderly to assist them with their shopping needs, give advice on healthy options such as eating fresh fruit and vegetables and provide a regular friendly visit to many elderly who are isolated due to frailty or disability.

The Scottish Government paper Wider Planning for Ageing Population (2010) confirms *"small amounts of help can make the difference between sustaining independent living at home and moving into the care setting"*

WRVS aims to help make the Scottish Borders a great place to grow old.

If you would like to help WRVS achieve this aim by volunteering, (even a few hours a month can make a huge difference) or if you would like further details on any of our services then please do not hesitate to contact Margaret Urquhart, WRVS Local Services Manager on 01835 864789 or [email margaret.urquhart@wrvs.org.uk](mailto:margaret.urquhart@wrvs.org.uk)

A welcome to Anne and Dawn

NHS Health Scotland (HS) has been a key partner of CHEX over the past decade, not only being the primary funder but in supporting the wider third sector firmly establish their role in health improvement. While commitment has remained consistent over the years, there have been changes within NHS HS. Anne Lee has recently returned to NHS HS, and is currently the lead for community engagement.

'I have very recently returned from a one year secondment and have taken up the post as Programme Manager for Community Engagement. My previous remit within HS was working with national partners to embed health improvement within education policy and practice, a remit that extended across Europe in my recent secondment to the National Health Improvement Institute of the Netherlands.'

'In the past 20 years I have worked in the voluntary sector in health and in local government and I would like to think I have built an understanding of the context and constraints within which partner organisations work, and an appreciation of the skills expertise, experience and commitment we all bring to improving health and reducing inequalities. My colleague Lizanne Conway was the previous post holder and will be well known to many working in this area. She has a deep passion, understanding and enthusiasm for community-led health. So picking up this portfolio while she is on maternity leave was a daunting task but one which I look forward to'.

'I see opportunities and challenges. Having worked in the voluntary sector I hold very close to me the values and principles that make their involvement in health improvement unique. This post provides an opportunity to support to champion the contribution of the 3rd sector and community-led approaches from a national perspective. And the current focus on assets approaches and on co-production provides a wonderful platform to clearly illustrate the role of community-led health and the 3rd sector, and the impact it can have'.

'The challenges are many, but at the forefront for everyone at the moment is the current economic situation and the impact on public sector funding. We all need to be working smarter – looking to do more for less, while retaining our distinctive role, and critically evaluating the added value we bring.'

'I want to build on all that's gone before, and hope I can bring something a new and distinctive flavour to the work. But I won't be doing this on my own, **another new addition to the community engagement programme is Health Improvement Programme Officer Dawn Burns**'.

'I am thrilled to be on board as part of the programme of work for community



engagement within the Organisational Performance team at NHS HS. I am looking forward to working closely with a diversity of community groups, amongst other key stakeholders to look at a variety of health improvement topics and specific pieces of work. My recent background has been in the area of suicide prevention and there have been some excellent examples of sustainability and effective partnership working in this area. I'm a true believer in the power of having meaningful and engaging conversations with individuals so that their stories can be heard and make an impact, not only in the communities they live and work, but all the way up to policy level'.

'My role looks at various aspects of community engagement within NHS HS such as: supporting the relationship with CHEX, VHS and CFHS, maintenance of our liV (Investors in Volunteers award), supporting joint work on Young People's engagement and the PEaG (Public Engagement Advisory Group) and mapping the current relationships of those agencies who have 3rd sector involvement, with a Health Improvement and Health Inequalities theme'. You can contact Dawn by emailing dawnburns1@nhs.net or on 0141 354 2916.

Top Tips for using film from Eyemouth Healthy Living Group

Healthy Living Group (HLG) is run by a group of volunteers and offers low cost diverse physical activity classes in Eyemouth. The classes were originally run by NHS Borders and latterly Healthy Living Network (HLN) but when HLN's Big Lottery funding came to an end the group formed a committee to enable the continuation of local low cost classes, along with healthy eating initiatives in partnership with HLN.

Joan Wilson, Convenor & Catriona Paton, Secretary who took part in the CHEX film 'The Picture of Health' give us some tips from their experience.

How did you get involved in 'The Picture of Health' film?

Joan... We were asked by Jo Highet (our NHS friend and mentor) who had been



approached by CHEX in response to a nomination by the Health Improvement team. Coincidentally our committee were having a meeting to discuss our way forward for advertising and promotion and this seemed like a really useful opportunity for us.

So what was it like being part of the film?

Catriona... I found it a bit daunting sitting with 2 film crew, stuck in a wee room and stopping and starting! It was a new experience to be in front of a camera.

Joan... No-one got stage fright as such because the interviewer and the film crew were nice and relaxed. Certainly there was some 'ooing' and 'aaing' going on as none of us have been stars of stage and screen before! However with a bit of clever editing we were happy with the results. Except that we wished we could have been made to look a bit younger! The best thing about it was the chance to showcase HLG and Eyemouth in a positive way and helped put us on the map. It may have helped to recruit new committee members too.

What has happened since the film was made?

Joan... It has caused lots of laughter and discussion in our classes and on the streets! We also had a lovely social morning and a delicious healthy lunch when we met to see the film's Border premiere. This led on to us deciding to hold a regular get together for our members to have a natter and get to know each other better.

Catriona... We gave a copy to the Director of Public Health and we hope it will be used in other areas of the Borders to inspire similar groups to start up. The local press are also compiling an article on HLG as a result of being involved in the film and we hope to take it to the town council and community councils locally.

What would you say to projects in other areas who are thinking of using this film?

Joan... Seize the opportunity! It's

a win-win. And use a professional film company to get the best quality.

What would you say to decision makers about the film?

Catriona...

It's visual evidence that community-led approaches do work. It's a really positive way of highlighting the work of community health projects.



Joan... It's accessible and can reach a wide audience. It's inspiring and thought provoking.

What would be your top 5 tips for community organisations thinking of using film to promote community-led activity?

1. Show it to decision makers/funders, anyone who can help the cause.
2. Ensure all participants are prepared beforehand.
3. Choose the representatives of the group carefully. It's good to involve those who have a positive attitude, enthusiasm and commitment.
4. Use it as part of a promotional strategy; remember there is a long lead in from filming to finished product.
5. Professional film crew = professional product.

To watch the film and hear more about Eyemouth Healthy Living Group visit the [CHEX](#) website.

The Euro Zone – A positive move!

In the last issue we featured the work of Norwegian NGO, Battieriet who had visited CHEX and SCDC to exchange practice around community development. SCDC and CHEX are now to be partners in a European network for community development through a European Commission funded Grundtvig project.

We will be taking part in a network for community development with marginalised social groups along with 3 European partners: the Hungarian Association for Community Development, Sustainable Community Transformation Strategies Cooperative (Barcelona) and the Association of Local Democracy Agencies, which is based in France and works in the Balkans and Caucasus.

Each of the partner organisations has expertise in methods and approaches in fostering active citizen participation. The aim of the project is to allow for mutual learning about innovative tools of community work, to strengthen the capacity of the organisations involved, combat poverty and support the social integration and participation of excluded social groups. A practical guide on community development with marginalised social groups will be developed to share the learning, along with short films from the projects visited in each country. Watch this space for ongoing developments.



Views expressed in CHEX-POINT are not necessarily those of CHEX, unless specifically stated.

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