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Write to:

The Health Improvement Team,
East Dunbartonshire Health & Social Care Partnership,
Kirkintilloch Health Centre,
10 Saramago Street,
Kirkintilloch, G66 3BF

Email:

Eastdun.healthimprovementteam@ggc.scot.nhs.uk

## **INTRODUCTION**

We all know the saying that 'prevention is better than cure', this is particularly true in terms of our health and wellbeing. Where we can avoid unnecessary ill-health then we will live longer, happier and have fewer complications in later life. Where this is the case. the unintended consequence will be to reduce the need to access Primary and Secondary Care health providers. The benefits are multiple: suffice to say in living a longer, healthier life, we increase the capacity to remain actively engaged and participating within our community for as long as possible.

Not all ill-health is avoidable, and as individuals we all need to make sure that wherever possible, we take responsibility for our own health and make the changes in our behaviour that will help us maintain good mental and physical wellbeing. We need the best possible health for ourselves, families, friends and neighbours. If we do this, we get the most out of life and our families and communities will thrive.

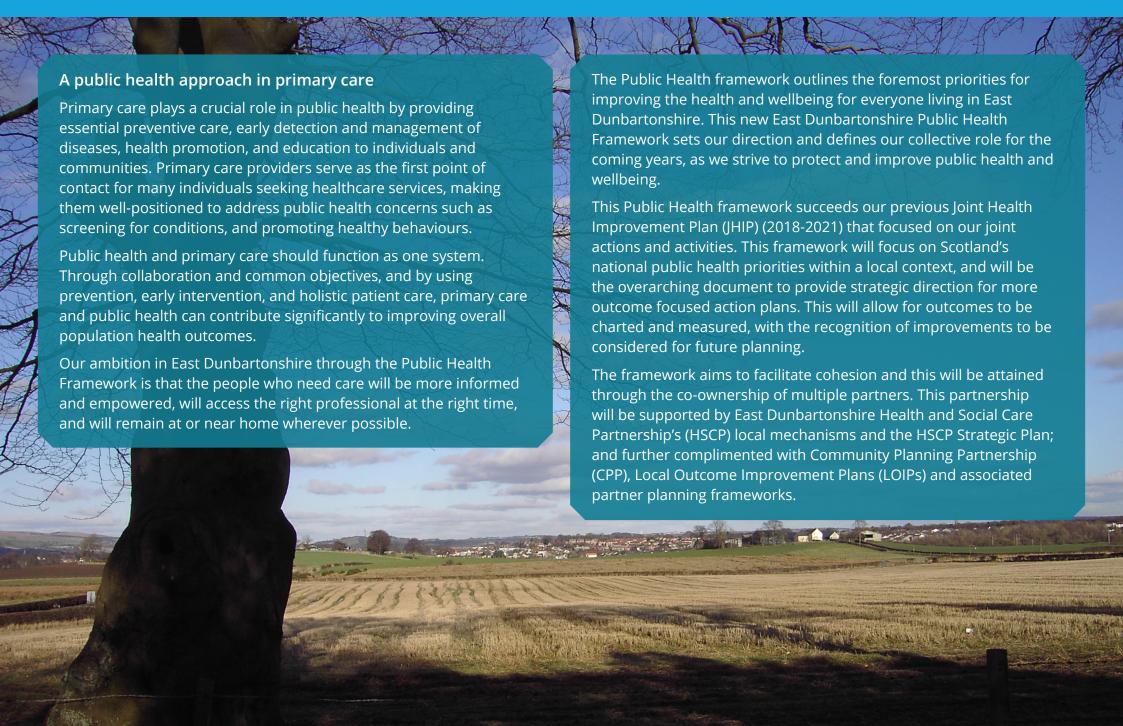
The role for the East Dunbartonshire Health Improvement Team and all of our Community Planning partners is to encourage, support and build capacity. This will enable all East Dunbartonshire residents, to have equal access and opportunity to be responsible for their own health and wellbeing. In doing so, this will reduce the inequalities experienced by many across our communities.

This East Dunbartonshire Public Health Framework sets the ambition of what we collectively would like to achieve and how we will work to improve public health within East Dunbartonshire, alongside describing our aspirations for a healthier future. This framework will consider how we

will address the determinants of health, that are so very often influenced by life circumstance, economic, environmental and political factors. The framework represents the commitment of East Dunbartonshire Health and Social Care Partnership and its partners including Community Planning, to prioritise public health by bringing prevention and reducing inequality to the forefront of our collective agenda.



## **PUBLIC HEALTH AND PRIMARY CARE**



## **KEY DOCUMENTS**



## **HOW WILL WE WORK TOWARDS OUR AMBITION?**

We will achieve our outcomes through identifying and understanding the health and wellbeing needs of our residents and communities. We will combine our resources to listen and understand local need, whilst adjoining our collective resources. As statutory and third sector partners we will build awareness and capacity to address the barriers which lead to poor health outcomes.

Our approach sets out to establish a set of themes that align to the principles noted within the previous strategies and planning frameworks. In so doing, enhancing the health improvement priorities and practice within the framework of health, social care and public sector services.

This approach affords itself to planning and delivering of activities under a set of values that underpin all our ambitions. These include:

- empowerment (of people and communities)
- prevention and early intervention
- public protection
- improving health and wellbeing
- co-production
- increasing equity of service
- reducing inequalities
- evidenced based planning



#### **HOW WILL WE ACHIEVE THIS?**

#### Promote health and wellbeing through the life cycle

- With a particular focus on giving every child the best start in life, due to the recognition that the building blocks for our physical and mental health are determined in childhood
- In consideration of our local demographic, we will ensure the promotion of healthy aging and recognise the importance of prevention and early intervention in reducing the impact of disease and ill-health

#### Tackle health inequalities

- We will tackle the root causes of ill-health that can lead to health inequalities such as poverty, education, employability and access to public services
- We will aim to better understand inequalities in health through the experiences of our local communities so we can form the appropriate partnerships to address them

#### Local service improvement

- We will create a culture and environment that supports and promotes health and wellbeing; through upskilling our workforce and partnerships, and through empowering our community members to make informed choices with support from local services
- We will improve and progress health services to ensure they are effective, accessible, equitable and that they provide the best patient experience possible

## **HEALTH IN EAST DUNBARTONSHIRE**

## WHAT IS LIFE EXPECTANCY?

This refers to the average number of years a person would expect to live, based on current mortality rates.

## WHAT IS HEALTHY LIFE EXPECTANCY?

This refers to the average number of years a person would expect to live in good or full health. East Dunbartonshire has the second highest life expectancy in Scotland for both males and females, when compared with other council areas across Scotland.

- Males in East Dunbartonshire can expect to live for 80.5 years, three years higher than the Scottish average
- Females can expect to live for 84.0 years, three years higher than Scotland as a whole

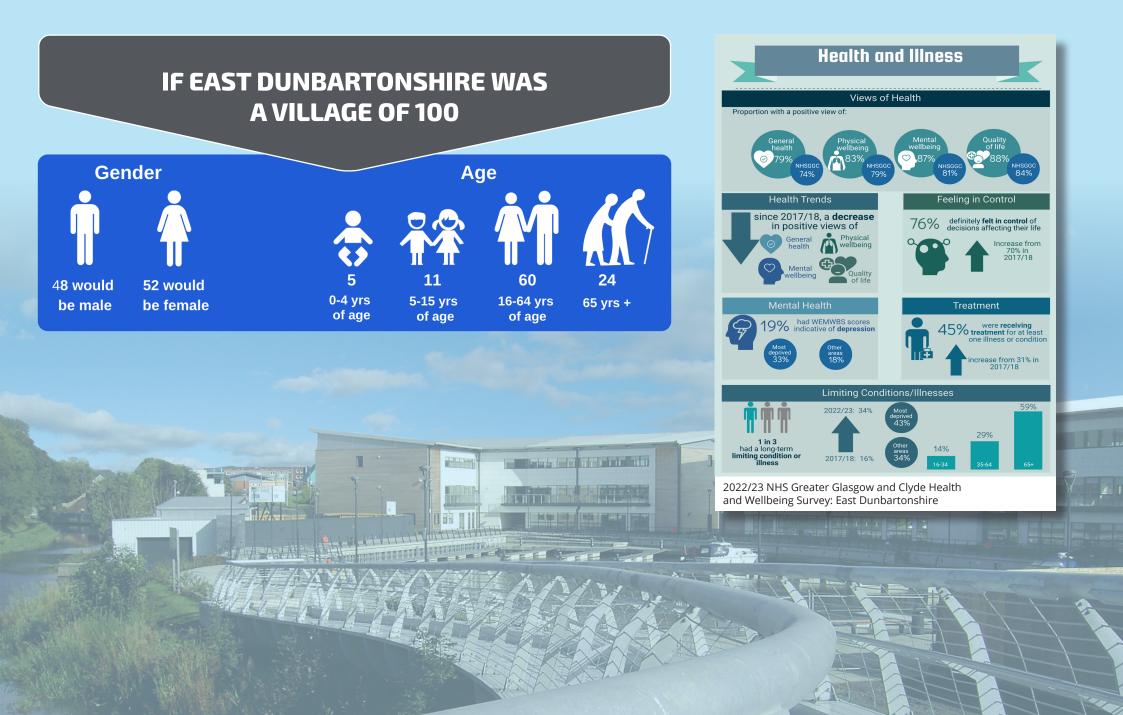
#### **Population Projections by 2028:**

East Dunbartonshire is considered a desirable place in which to live and there has been a concentrated period of housing developments since the last census. Records identify that:

- The overall population of East Dunbartonshire will increase by 3.8%
- Children aged 0-15 are projected to increase by 4.5%
- The working age population is predicted to increase by 3%
- The highest population increase is expected to be seen in those aged 75+ with a predicted increase of 26% and by more than 40% for people over 85 (the highest in Scotland)

Although East Dunbartonshire compares well with other areas of the country in terms of health, there is still room for improvements. Health inequalities associated with deprivation, poverty, social isolation and now the wider impacts of the pandemic; mean that there is a widening gap in life expectancy between individuals living in the most and least deprived areas in East Dunbartonshire. In public health terms, it is crucial to recognise the impact of relative poverty on health and wellbeing. The Health and Social Care Partnership (HSCP) will continue to ensure that access to services is equitably targeted at people and communities who are at most risk of poorer health.





## **PUBLIC HEALTH PRIORITIES FOR ACTION**

The 6 national priorities outlined in the Public Health Priorities for Scotland, COSLA (2018) have been defined as:



1. A Scotland where we live in vibrant, healthy and safe places and communities



2. A Scotland where we flourish in our early years



3. A Scotland where we have good mental wellbeing



4. A Scotland where we reduce the use of and harm from alcohol, tobacco and other drugs

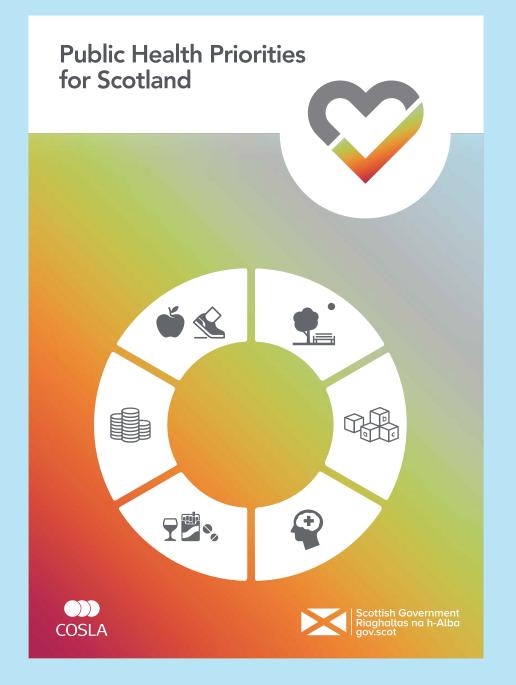


5. A Scotland where we have a sustainable, inclusive economy with equality of outcomes for all



6. A Scotland where we eat well, have a healthy weight and are physically active

It is our intention to align our local aspirations in East Dunbartonshire to these 6 national priorities, in order to ensure local health needs are being addressed.



### **NATIONAL PUBLIC HEALTH PRIORITIES IN RELATION TO OUR LOCAL ASPIRATIONS:**



NATIONAL PRIORITY 1 | A Scotland where we live in vibrant, healthy and safe places and communities

**WHAT DOES THIS NATIONAL PRIORITY MEAN?** 

- The places we live, work and play, the connections we have with others and the extent to which we feel able to influence the decisions that affect us - all have a significant impact on our health and wellbeing
- The immediate physical environment, the social networks we belong to, the local economy, our workplace and the accessibility of services are all important
- · How we design our surrounding environment provides opportunities to develop local approaches to improving people's health that draw on all the assets and resources of a community, including how we integrate public services and how we build community resilience

**WHAT DOES THIS MEAN FOR EAST DUNBARTONSHIRE?** 

**WHAT ARE OUR** 

**ASPIRATIONS FOR EAST** 

**DUNBARTONSHIRE?** 

- East Dunbartonshire is regarded as a relatively safe place to live, with the level of crime being around half that of the Scottish average
- East Dunbartonshire's average neighbourhood crime rate is 181.1 crimes per 10.000 population, which is 45% lower than the Scottish average of 331.2 per 10,000 population
- Those in the most deprived areas were more likely to have been the victim of one of the four types of crime (antisocial behaviour, vandalism, theft or burglary and physical attack)
- in the last year (17% most deprived; 7% other areas)
- Those in the most deprived areas were less likely to feel safe walking alone in their area even after dark (54% most deprived; 73% other areas)
- Women/those made in East with long Dunbartonshire. term conditions a 38% rise on were more 2021/22 likely to feel • In the year isolated. Those

in deprived

areas were

feel lonely

there were

more likely to

During 2022/23

421 homeless

applications

ending September 2023, the employment rate in East Dunbartonshire was 74.5% for people aged 16 to 64 years.

This rate is slightly lower than the national Scottish average

- Improved access to safe and affordable housing
- Better connected and safer communities
- Support and develop community cohesion through agendas such as "Place"
- Facilitate the integration of thriving communities to build social capital and resilience
- Improve access to services and information to support health and wellbeing
- Facilitate emplovability through supporting employers and the workforce

### **WHAT DOES THIS NATIONAL PRIORITY MEAN?**

- We want Scotland to be the best place for a child to grow up
- This priority places particular emphasis on our early years, recognising the impact that early childhood poverty, disability and adverse childhood experiences can have on health outcomes throughout a person's
- Addressing the health and wellbeing issues of our children and young people and recognising, respecting and promoting their rights

#### **WHAT DOES THIS MEAN FOR EAST DUNBARTONSHIRE?**

- An estimated 12.4% of children are living in families who have limited resources after basic living costs
- · More than one in ten children in East Dunbartonshire still grow up in poverty. This rises to over one in four children in our areas of deprivation
- Although breastfeeding rates at 6-8 weeks in East Dunbartonshire are one of the highest across NHS Greater Glasgow & Clyde, there is still room for improvement
- In 2022/23 Primary 1 Body Mass Index data, 10.5% of children in East Dunbartonshire fell into the overweight category and 7.6% were obese. These figures were comparable pre-pandemic. With this in mind, early intervention and prevention is imperative to reverse this trend within pre 5's for healthy weight in later life
- Improving the oral health of children continues to be a public health priority in East Dunbartonshire. We know that fluoride remains the most effective means of preventing tooth decay, therefore prevention in early years settings and dental attendance will remain a priority

**WHAT ARE OUR ASPIRATIONS FOR EAST DUNBARTONSHIRE?** 

- Reduce the poverty attainment gap within the preschool age range
- Maintain UNICEF **Breastfeeding Gold** Award and increase breastfeeding rates
- Protect, promote and support breastfeeding in its widest sense
- Follow national guidance with regard to addressing overweight and obesity in early years through prevention and through promoting health behaviours and lifestyles
- Support children and young people to make informed choices to attain better health outcomes utilising education, early years settings and youth work
- Increase and maintain the proportion of children who are free from dental decay



# WHAT DOES THIS NATIONAL PRIORITY MEAN?

- Mental wellbeing is about both feeling good and functioning effectively, maintaining positive relationships and living a life that has a sense of purpose
- Mental wellbeing is influenced by both positive and negative life experiences.
   It is shaped by our life circumstances, our relationships and our ability to control or adapt to the adverse circumstances we face
- Good mental wellbeing improves outcomes in education, employment and health and benefits individuals, families, communities and society

# WHAT DOES THIS MEAN FOR EAST DUNBARTONSHIRE?



- For East
   Dunbartonshire
   19% had a
   WEMWBS
   score indicating
   depression –
   either probable
   clinical
   depression (11%)
   or possible mild/
   depression (8%)
- Those aged under 35 were the most likely to have a WEMWBS score indicating depression, and those aged 75 or over were the least likely
- One in three (33%) of those in the most deprived areas had a score indicating depression, compared to 18% of those in other areas
- Mental health prevalence is on the increase for children and young people, with growing numbers receiving prescribed medication. Drug use amongst young people in East Dunbartonshire is close to the Scottish average
- There was a The proportion 44% increase in of the East Dunbartonshire voung people being population prescribed prescribed antidepressants drugs for between anxiety, 2014/15 and depression or 2019/20 psychosis has increased from 13.6% in 2010/11 to 18.4% in 2019/20. Nationally the figure increased from 15% to 19.7%

WHAT ARE OUR ASPIRATIONS FOR EAST DUNBARTONSHIRE?

- Build capacity and resilience of individuals and communities, to improve health and wellbeing outcomes
- Build capacity within wellbeing services to support good mental health and wellbeing
- Mitigate isolation and loneliness by strengthening Community Led Support approaches
- Increase access to physical activity and outdoor programmes to improve mental health and wellbeing and connectivity to the wider environment

#### **WHAT DOES THIS NATIONAL PRIORITY MEAN?**

- We need to reduce the harm caused by smoking, drinking and drugs in Scotland
- Although there is no safe way to smoke, no safe level of drinking alcohol and no completely safe level of drug use, the number of people using these substances and the harm caused to both them and those around them can be minimised

#### **WHAT DOES THIS MEAN FOR EAST DUNBARTONSHIRE?**



#### Drugs

· With drug use, however, the prevalence is closer with the same percentage of young people aged 15 years or more having used drugs in the last month (12%)

#### Tobacco

- 9% of the adult population in East Dunbartonshire are smokers
- 5% of 15 year olds are regular smokers
- 5.5% of woman reported being current smokers at their first antenatal appointment in 2019/20
- Those in the most deprived areas were much more likely to be smokers
- Nationally there has been an increase in vaping for both adults and young people
- In East Dunbartonshire 9% of adults had used e-cigarettes in the last year. 19% in the most deprived areas and 9% in other areas



- In East Dunbartonshire, 26% of people drink above the Chief Medical Officers' low-risk guidelines
- This includes 21% of women and 31% of men
- This compares to 24% of people in Scotland who drink above the guidelines
- 18% of adults in East Dunbartonshire have an AUDIT (Alcohol Use Disorders Identification Test) score indicating risk. 26% men and 11% women
- Those aged 45-55 were the most likely to drink alcohol, but those aged under 25 were also likely to have alcohol-related risk. This was higher in non-deprived areas
- There are 174 places to buy alcohol in East Dunbartonshire: 113 onsales premises (pubs, restaurants and members clubs) 61 off-sales premises (supermarkets and shops)
- Overall in East Dunbartonshire, 14% of residents thought that there were too many shops selling alcohol in their local area and 9% thought too many pubs and restaurants

**WHAT ARE OUR ASPIRATIONS FOR EAST DUNBARTONSHIRE?** 

- · Decrease acceptability and accessibility of young people initiating vaping, smoking or using other tobacco products
- · Reduce the harm of second-hand smoke
- · Reduce alcohol related harm and deaths of young people and adults
- · Reduce drug related harm and deaths of young people and adults
- Reduce the availability and accessibility of alcohol in our local communities



# WHAT DOES THIS NATIONAL PRIORITY MEAN?

- Inequalities are those unjust and avoidable differences across our population and between groups within it
- This can be inequality in disposable income, health, wealth, power or social opportunity
- The Organisation for Economic Co-operation and Development (OECD) notes that income inequality undermines educational
- opportunities for disadvantaged individuals, hampering skills development and ultimately reducing their productivity and earning potential
- These are all vitally important, as our health is intrinsically linked to our ability to participate fully in society and having the resources or the social connections to do so

## WHAT DOES THIS MEAN FOR EAST DUNBARTONSHIRE?

- East Dunbartonshire is, as a whole, relatively less deprived than many other local authorities in Scotland However, East Dunbartonshire has 8 data zones in the most deprived 25% in Scotland
- Around 1,600 people aged 16 and over in East Dunbartonshire were unemployed in the year ending December 2023. This is a rate of 3.1%
- In East Dunbartonshire, one in five (20%) said that they had difficulty meeting the cost of

- food and/or energy (at least occasionally)
- Those aged under 35
  were the most likely to
  have difficulty meeting
  the cost of food or
  energy and those in the
  oldest age groups were
  the least likely
- Those in the most deprived areas were more likely than others to have difficulty meeting the cost of food or energy
- In 2023 1.9% of the working age population in East Dunbartonshire were claiming out of work benefits
- There was a higher number of male claimants (2.3%) compared to females (1.6%)

WHAT ARE OUR ASPIRATIONS FOR EAST DUNBARTONSHIRE?

- Encourage local employers to provide a living wage for employees
- Increase the uptake of the income maximisation services
- Collaborate to mitigate the causes of poverty
- Increasing employability opportunities for residents and employees

## **Š S** NATIONAL PRIORITY 6 □

## A Scotland where we eat well, have a healthy weight and are physically active

#### **WHAT DOES THIS NATIONAL PRIORITY MEAN?**

- We want everyone in Scotland to eat well, have a healthy weight and enjoy being physically active
- A healthy diet and regular exercise bring a wide range of benefits for both physical and mental health. They play an important role in attaining and maintaining a healthy weight and help protect us from a wide range of serious health conditions
- Conversely, poor diet, an unhealthy weight and physical inactivity are all major and growing issues for Scotland and impact across all public services and communities, and with significant costs to the economy

#### **WHAT DOES THIS MEAN FOR EAST DUNBARTONSHIRE?**

#### **Healthy Weight**

- 60% of adults in East Dunbartonshire are overweight (65% in Scotland), and 25% of adults in East Dunbartonshire are obese (28% in Scotland)
- 21% of pregnant woman in East Dunbartonshire in 2019/20 were considered to be obese, with 48.8% overweight or obese

#### Diet

- · The national target for adults is to consume 5 portions of Fruit and Vegetables per day. Self-reported data from the 2022/23 Health and Wellbeing Survey indicated that 43% of respondents were meeting the target.
- One in 30 (3%) had consumed no fruit or vegetables in the previous day

#### **Physical Activity**

- 13% of school pupils from East Dunbartonshire met the Scottish Government target of 60 minutes of moderate exercise a day
- Those in East Dunbartonshire were less likely to meet the target of 150 minutes or more of physical activity per week (78% East Dunbartonshire; 70% NHSGGC)
- · Those aged under 34 were the most likely to meet the target for physical activity, and those in aged 75 or over were the least likely

**WHAT ARE OUR ASPIRATIONS FOR EAST DUNBARTONSHIRE?** 

- · To reduce overweight and obesity throughout the life cycle, through both prevention and management
- Increase access and affordability to healthy nutritious foods
- Build community capacity with regard to cookery skills, nutritional education and food safety
- Increase the number of people attaining the Physical Activity recommendations

## **DELIVERING THE FRAMEWORK**

In East Dunbartonshire we are committed to working collaboratively to deliver this framework. We will work with statutory services, partners and the third sector to deliver community led consultation and locality plans.

We will support thriving and resilient communities to access primary care services, and will promote social connectivity and improved mental health. Overall we recognise that connected communities foster empowerment and better health outcomes for all.

#### WITH THIS IN MIND WE ARE DEDICATED TO:

- Formulating our priorities and basing our actions on evidence in consideration of best value and sustainability
- Working with partners and stakeholders to find local solutions
- Working collaboratively and innovatively to ensure our work reaches people within the community
- Reducing inequalities by providing proportionate support in reflection of the level of need
- · Measuring our performance and outcomes to ensure service development and improvement
- Promoting the integration of services public health is everyone's business

## HOW WILL WE MEASURE SUCCESS?

The main impact measures will be assessed against the data from self-reported health outcomes from our residents. These are primarily reported through the Adult Health and Wellbeing Survey (2022/23). We will monitor our progress periodically through our Locality Outcomes Improvement Plans (LOIPs) relevant to the public health priorities sited within NHS Greater Glasgow & Clyde's (2024) Working together to stem the tide. Other strategies, frameworks and action plans of relevant groups across the partnerships will also be employed.

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