



# **Fife Health Promotion Service Annual Report 2021-22**



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# Introduction

I am pleased to introduce the Fife Health Promotion Service (HPS) annual report for 2021/22.

The role of our service is to work at a population level to provide services and lead on approaches which maintain and improve health & wellbeing, reduce health inequalities and prevent ill-health for people of all ages who live and work in Fife.

Our strategic drivers are the set of National Public Health Priorities and Fife Health and Social Care Partnership (H&SCP) commitments to early intervention and prevention with a focus on the upstream determinants of health.

This report sets out the range of work undertaken and services we provide, with selected examples to illustrate the ways in which we work to achieve this. This includes capacity building and partnership working across H&SCP, NHS Fife, Fife Council, Fife Community Planning Partnerships, third sector organisations and businesses in Fife.

We have provided examples to illustrate the ways in which we have responded to and are supporting recovery from the COVID-19 pandemic and the challenges and new developments this presents. I hope you find the report engaging and informative.

**Ruth Bennett**  
**Health Promotion Service Manager**  
[ruth.bennett@nhs.scot](mailto:ruth.bennett@nhs.scot)

**April 2022**

## UKPHR

### Public Health Register

Protecting the public | improving practice

#### **UK Public Health Registration (UKPHR) - Developing the specialist health promotion workforce**

The UKPHR scheme provides a framework for practitioners working in the area of health improvement and public health. The structured programme highlights key competencies and standards that practitioners must evidence in order to achieve registered status.

The HPS is committed to developing progress with the UKPHR to ensure our specialist workforce are developing and evidencing relevant skills, knowledge and accreditation.

Over the last year the HPS has continued with our commitment to UKPHR, and progress has been made ensuring full participation at all levels in the registration scheme. This includes a local Fife scheme coordinator, a scheme verifier, 3 portfolio assessors who have all completed assessments in the last 5 months, and 2 individuals who have achieved practitioner registration this year.

# Health Promotion Service Strategic Framework

## Prevention and Early Intervention

“Supporting and encouraging people to achieve their full potential, stay resilient and take more responsibility for their own health and wellbeing; making choices that increase their chances of staying healthy as long as possible and where they experience ill health, promoting recovery and self-management

## Tackling Inequalities

“Working with our partners to tackle the causes of inequality and health inequality by supporting those at greatest risk and focusing on:

- Mitigating the health and social consequences of inequalities
- Helping individuals and communities resist the effects of inequality on health and wellbeing”

People  
in Fife  
reach their  
full potential

OUR VISION

Lead  
health promotion  
approaches and improve  
health and wellbeing  
and mitigate, prevent or undo  
health inequalities

OUR PURPOSE

Promote health in policies, prioritise early intervention and drive prevention through five core functions:  
1: Service delivery, programme and project management  
2: Organisational and partnership development  
3: Capacity building  
4: Workforce development  
5: Information and knowledge management

HOW WE DO IT

Giving children the best start in life  
Supporting healthy choices and reducing harm  
Strengthening and enabling sustainable communities to improve health

OUR PRIORITY

# Health Promotion Team

The Health Promotion Service is part of Fife H&SCP Primary and Preventative Care. Our staff have specialist knowledge, skills and experience in developing and delivering programmes of work, projects and services, which improve the health and wellbeing of people living and working in Fife. With a specific focus on working in ways to reduce health inequalities.

As well as contributing to and working with services in Fife H&SCP we are closely aligned to NHS Fife Public Health Department.

## Health Promotion Service Manager

Deputy Health Promotion Manager

### Teams and Workstreams

Workplace Team	Alcohol
Food & Health Team	Gambling
Localities and Communities Team	Mental Health
Tobacco Prevention and Protection Team	Physical Activity
	Suicide Prevention
	NHS Acute
	Poverty and Child Poverty

### Services

Health Promotion Information and Resources Centre  
Health Promotion Training Service  
Stop Smoking Service

### Administrative Staff and Graphic Design

# Health Promotion Service Drivers

As a service all of our work is driven by H&SCP and public health priorities. Working upstream on prevention and early intervention means that there are many links across all of these priorities, but we can also clearly identify some priorities where our HPS work streams make a significant contribution.

Fife H&SCP Priorities	HPS workstreams	National Public Health Priorities
<p><b>Priority 1</b> Working with local people and communities to address inequalities and improve health and wellbeing outcomes across Fife</p> <p><b>Priority 2</b> Promoting mental health and wellbeing</p> <p><b>Priority 3</b> Working with communities, partners and our workforce to effectively transform, integrate and improve our services</p> <p><b>Priority 4</b> Living well with long term conditions</p> <p><b>Priority 5</b> Managing resources effectively while delivering quality outcomes</p>	<p><b>Acute services</b> H&amp;SCP 1, 2, 3 PH 1, 3, 5</p> <p><b>Food &amp; health and physical activity</b> H&amp;SCP 1 PH 6</p> <p><b>Information and resources</b> H&amp;SCP 1, 2, 3, 4 PH 1, 2, 3, 4, 5, 6</p> <p><b>Locality and community</b> H&amp;SCP 1, 2, 3, 4 PH 1, 3, 6</p> <p><b>Mental health and suicide prevention</b> H&amp;SCP 1, 2 PH 3</p> <p><b>Tobacco, gambling and alcohol</b> H&amp;SCP 1, 2, 3 PH 1, 2, 3, 4</p> <p><b>Training</b> H&amp;SCP 1, 2, 3, 5 PH 1, 2, 3, 4, 5, 6</p> <p><b>Workplace</b> H&amp;SCP 1, 2, 3, 4 PH 3, 5</p>	<p><b>Priority 1</b> A Scotland where we live in vibrant, healthy and safe places and communities</p> <p><b>Priority 2</b> A Scotland where we flourish in our early years</p> <p><b>Priority 3</b> A Scotland where we have good mental wellbeing</p> <p><b>Priority 4</b> A Scotland where we reduce the use of and harm from alcohol, tobacco and other drugs</p> <p><b>Priority 5</b> A Scotland where we have a sustainable, inclusive economy with equality of outcomes for all</p> <p><b>Priority 6</b> A Scotland where we eat well, have a healthy weight and are physically active</p>

# Responding To The Challenges Of COVID-19

As with all services the pandemic posed us many challenges. Some staff were deployed to support other services, and we also worked in partnership to deliver services in different ways and add capacity across the Fife H&SCP and public health system. Although it wasn't business as usual we were able to develop services, knowledge and skills to prioritise the provision of some critical HPS services to support COVID-19 and COVID-19 recovery, and to mitigate the impact of the pandemic on health inequalities.



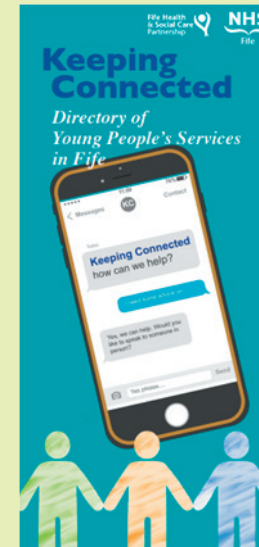
## Postal condom scheme

During the pandemic Sexual Health Fife, in partnership with HPS, developed and extended the Free Condoms Fife Service to include a postal condom scheme. This scheme is run in partnership with HPS and offers a free and confidential service for people living in Fife. The scheme was promoted via NHS Fife Sexual Health Fife Facebook and social media channels. A poster was created and circulated to a number of key services and organisations such as Fife College. Over the past 12 months we processed 796 orders. This work has also included working with Pharmacies in Fife to participate in the Free Condoms Fife Service.

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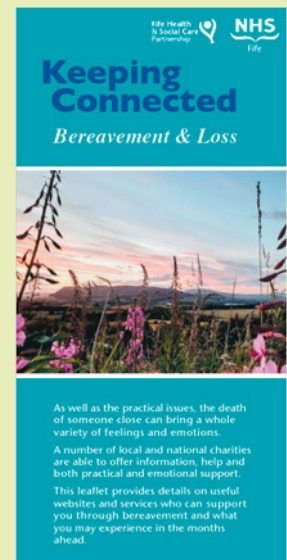
Public Health  
1

## Prioritisation of Mental Health work stream



In order to mitigate the impacts of the pandemic, priority was given to the mental health and suicide prevention workstreams. The use of virtual technology presented the opportunity to ensure the Multi-Agency Suicide Prevention Core Group and associated delivery groups continued to meet during the pandemic, as well as the ongoing delivery of key mental health courses (such as 'Mental Health Improvement & Prevention of Self-Harm & Suicide Ask Tell Workshop' and 'Positive Steps to Mental Health'). The Fife Suicide Prevention Network grew to over 150 members and work also continued in order to support national campaigns, such as Clear Your Head

and #ConnectWithNature. Local initiatives, such as #ItsEveryonesJob Workplace campaign were developed and the suite of three Keeping Connected resources (generic adult, young persons, bereavement and loss) were updated and widely disseminated across Fife.



H&SCP  
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Public Health  
3

# Responding To The Challenges Of COVID-19

## Sharing capacity to support COVID-19 pressures

*Thank you to everyone for being really kind and supportive as I was concerned about being judged for being a smoker when I am pregnant but I didn't feel that at all.*

Stop smoking services deliver direct individual interventions at a community level. Throughout COVID-19 efforts to encourage and support people to stop smoking continued. However, COVID-19 has impacted on services and as a result we have had to adjust our delivery models. Face to face delivery was replaced with remote telephone support to enable these crucial services to continue in light of the connection between lung health and increased COVID-19 risk.

The workforce was impacted in different ways; reduced capacity in the midwife led service was due to staff being deployed to support COVID-19 pressures and long term absence. Community

Pharmacies had reduced ability to provide support due to increased pressures to ensure appropriate medicine management and limitations of available consultation space within their premises due to social distancing requirements.

Working with the lead midwife, we were able to offer additional capacity to continue to support pregnant mums to quit. We also managed to undertake 4 week and 12 week follow-ups on behalf of our community pharmacy colleagues while they were dealing with increased footfall.

*I have felt powerless over the pandemic at times, but being able to quit smoking with the help of your [telephone support], has been empowering and great for my confidence.*

H&SCP  
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Public Health  
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## Long COVID-19 working group and training for workplaces

Fife Health & Social Care Partnership  
Supporting the people of Fife together



### Aim

Up-skill Fife's workforce in understanding the implications and consequences of Long Covid.

### Objectives

- Explore Long Covid symptoms
- Discuss the impact of Long Covid on individuals
- Consider the consequential effects of Long Covid on business outcomes
- Improve knowledge of reasonable adjustments to support workforce health and wellbeing and reduce risks to business.



Fife Health and Social Care Partnership  
A partnership between Fife Council and NHS Fife  
www.fifehealthandsocialcare.org

NHS

Fife

*Really enjoyed the course on Long COVID-19. Will pass on all I've learned today to my work colleagues.*

**Participant Feedback**

*Very valuable in hearing about Long COVID-19 and how as the condition develops and has an impact on people's lives moving forward.*

**Participant Feedback**

The world of work has changed as a result of the pandemic and Fife workplaces have been supported by the HPS Workplace Team in relation to the health, safety and wellbeing matters throughout the course of the pandemic, including the emerging aspects of new hybrid working arrangements. Post-COVID-19 syndrome, or Long COVID-19, is already a significant issue for employers and people of working age and information for all concerned will be crucial if rehabilitation, successful return to work and job retention are to be managed successfully. The Workplace Team provided information and links for the Returning to Work section of the current H&SCP Post COVID-19 Patient Information Pack and are contributing to ongoing work on the development of an NHS Fife Post COVID-19 Recovery & Rehabilitation Service.

The Fife Workplace Team, along with Allied Health Professionals, developed 'Long COVID-19, a training session for Fife's workplaces' to raise awareness of Long COVID-19 and the impact that it could have on the workforce. This session has been presented through HPS Training Programme and Fife Voluntary Action Lunchtime Learning series.

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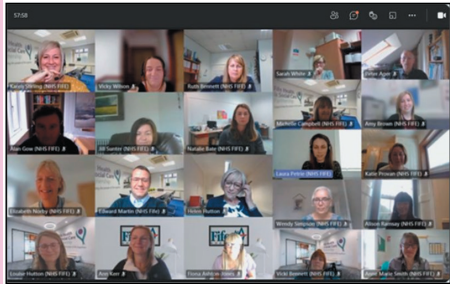


# Capacity Building

Building capacity is a core function of the HPS. Working to develop knowledge within the wider health improvement workforce enables us to build understanding around key health improvement topics, wider health determinants, and the causes of health inequalities. Working with and supporting partners is key to enabling us to meet our service aims.

## Training to facilitate digital delivery

In response to the circumstances of the pandemic we had to quickly adapt to online delivery.



The HPS were instrumental in providing knowledge, skills and confidence to other colleagues, teams and services across all sectors on how to deliver online workshops. This involved how to set up and structure online delivery, inviting participants, sharing presentations/documents as well as how to use some of the key functions. We established an

‘Introduction to Creative Digital Facilitation’ workshop for those who wanted to develop their skills further. Utilising MS Teams and becoming confident with online delivery, enabled the HPS to be a key contributor at the hugely successful online Inspiring Kindness Conference in May 2021 by hosting the event and supporting workshops.

*Superb event. Loved the warm tone of all those facilitating and how accessible it was.*

The HPS training team organised their first Virtual Trainers Network with two workshops on offer – ‘Making your digital session interactive’ and ‘Being Mindful of our own wellbeing’ with 22 trainers in attendance. The network event offered trainers the opportunity to share experience, develop skills, feedback their views and ideas about the operation and development of the programme as well as taking time to reflect as a trainer and identify possible areas for improvement. Over 90% of trainers rated the event extremely/very valuable overall.

**H&SCP**  
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**Public Health**  
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## Financial health checks for NHS staff - anti poverty workstream

### Financial health service for NHS Fife staff

#### Are you struggling financially or worried about debt?

Do you work for NHS Fife and wonder if there are any benefits you would be entitled to?

We can help you maximise your income.

The service is free, confidential and impartial.

Contact us now: [FHS4NHS@carfonline.org.uk](mailto:FHS4NHS@carfonline.org.uk)



Paid work has the potential to protect health, and contribute to reducing health inequalities, by increasing income through earnings and by meeting important social and psychological needs. Those who are in less well paid jobs however are more likely to feel the impact of poverty on their health and wellbeing.

The past year saw collaboration between HPS, Public Health, and Citizens Advice and Rights Fife (CARF) to establish financial health checks scheme for staff. The overall aim is to ensure that staff have access to financial supports and benefits to which they are entitled.

Maximising income can have a profound effect on people's lives and consequently on their health and wellbeing.

**H&SCP**  
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**Public Health**  
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# Capacity Building

## Health literacy - empowering people to improve their own health

Health literacy is the ability to access, understand and use healthcare information. Meeting people's health literacy needs plays an important role in addressing health inequalities.

*Really worthwhile - will be recommending to our Senior Leadership Team that this course is made available more widely.*

Fife Health Promotion Information and Resources Centre (HPIRC) work with

local and national partners to raise awareness of health literacy.

HPIRC and department colleagues developed a virtual workshop to raise awareness of the role health literacy plays in enabling people to maintain their health and to increase workforce knowledge and skills in communicating health messages clearly.

Workshops have been facilitated via the Health Improvement Training Programme and tailored sessions have been delivered to

the Department for Work and Pensions (DWP). Workshops have received positive feedback.

HPIRC worked with National Education for Scotland colleagues during Health Literacy month to deliver a social media campaign - highlighting training opportunities for health & social care staff and Health Literacy Place resources.

*Highlighted how widespread health literacy issues are in society and how simple steps to check understanding will improve levels of understanding and buy-in to services.*

HPIRC were proud to be involved in the national pilot "Information for Wellbeing" which was funded by various stakeholders. The project is at evaluation stage and could be delivered nationally thereafter.

*The information provided was really thought provoking and gave some great insight into the consequences of lack of health literacy.*

H&SCP  
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Public Health  
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## Targeted Mental Health Improvement Training



Mental Health Improvement & Prevention of Self-Harm & Suicide Ask Tell... Adults, is a Public Health Scotland digital workshop which has been adapted for Fife. It has quickly established itself as one of our most oversubscribed workshops with 26

delivered to date and 195 participants in attendance. The ethos of the workshop is that 'suicide is everyone's business' and explores how to have a healthy conversation in relation to self-harm and suicide and in turn reduce the stigma and discrimination attached. We have built capacity by developing a pool of 17 trainers across all sectors to deliver this workshop; increasing the number we are able to offer.

In response to a local need a multiagency group was established to look at what additional work could be undertaken to support staff working within the wider Cowdenbeath community so they would feel confident to support any individuals affected by a recent probable suicide. The aim was to have consistency in messages and support between the school community and the wider community. The HPS led on the delivery of the Ask, Tell... training, working collaboratively with the appropriate team managers within the Cowdenbeath area. Approximately 60 members of staff were identified from Community Learning & Development, Safer Communities and Youth Work teams. These staff either undertook the self-directed eLearning module or the virtual workshop.

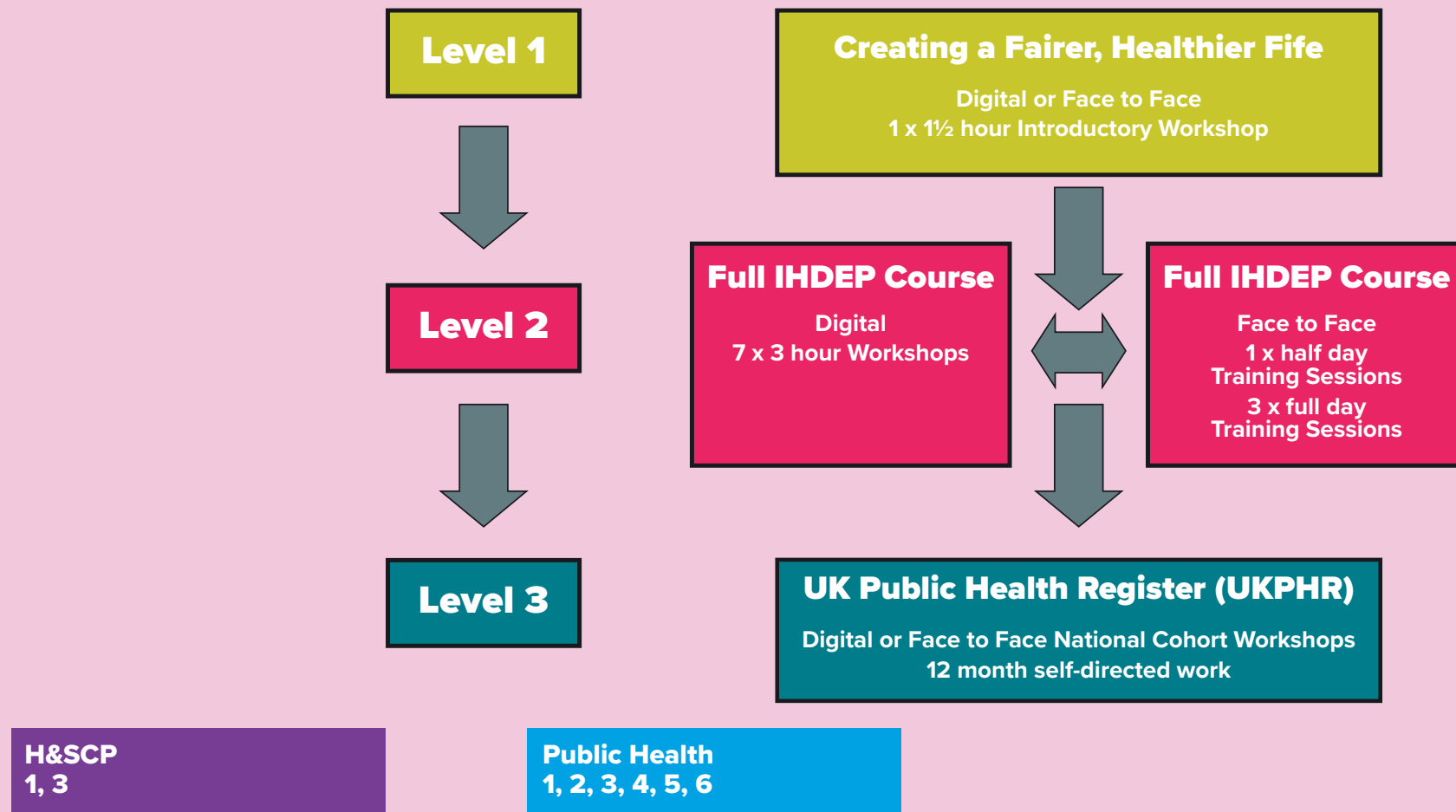
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# Capacity Building

## Improving Health: Developing Effective Practice - developing a health improvement workforce

Improving Health: Developing Effective Practice (IHDEP) is a blended course with face to face sessions and online modules which focus on theories, principles and practices of improving health and tackling health inequalities. It provides the necessary foundation knowledge and application for frontline staff on health improvement and public health, and is an accessible and essential key course for those wishing to undertake their UK Public Health Practitioner Registration. Due to COVID-19 the course was suspended. As a result we developed a virtual introductory workshop called Creating a Fairer Healthier Fife to ensure the aims, outcomes and values of the full IHDEP course continued to be shared with the Fife workforce. We participated in a national IHDEP trainers group to review and refresh the main course for virtual delivery. A Fife pilot is currently underway with participants from the HPS and Public Health. We aim to make the course available to practitioners across all sectors.



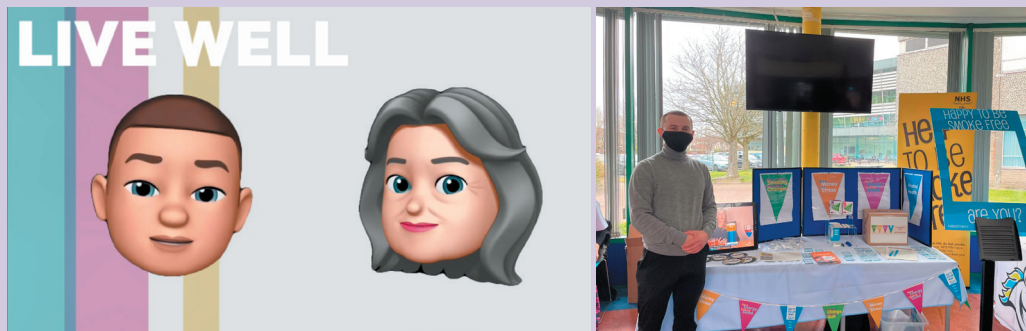
# Partnership Working

Working across sectors and with a wide range of partners is an important role of the HPS. In order to make an impact on the complex nature of health inequalities working with partners to address upstream causes of inequalities in health is vital. This includes linking with local, national and Fife wide strategic groups and community planning partnerships, and working with a wide range of internal and external partners across H&SCP, Public Health, NHS acute services, and our 7 Fife locality areas, as well as working with workplaces and communities. The HPS has a specialist role to play in building and strengthening these partnerships.

## Partnership working to support priority groups

In order to progress our prevention and early intervention agenda reaching the priority group of 16-24 year olds is vital. One of the ways we do this is through a partnership agreement between the HPS and Fife College. This approach enables us to work collaboratively to shape and support in-house health and wellbeing activities around tobacco, smoking cessation, substance misuse, alcohol, food and health and physical activity, and to provide pathways towards mental health support for College students.

During lockdown, our health and wellbeing advisor continued prevention activities remotely as well as delivering support through other mediums such as online events and classroom activities via MS Teams. Strategic work continued to create the infrastructure to plan and support Health and Wellbeing programmes and activity on an ongoing basis. Progress has also been made on the inclusion of health and wellbeing pathways to support the new Health and Wellbeing Dunfermline Learning Campus.



**H&SCP**  
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**Public Health**  
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## #ItsEveryonesJob campaign

#ItsEveryonesJob, the mental wellbeing and suicide prevention campaign was a successful collaborative project designed with partners such as Samaritans and Fife Lived Experience Panel and tailored to Fife's workforce needs and priorities.

The workplace campaign encouraged Fife's workforce to have healthy conversations around mental wellbeing, mental health and suicide by raising awareness of the range of support which is available and encouraging those in need of help to access it. A range of materials were developed including a digital toolkit, traumatic incident framework, lived experience case study and web based information.

Highlights included:

- 453 campaign page views through NHS Fife web platform
- Over 70% of post campaign survey respondents felt the campaign was either very valuable or valuable to them.



**H&SCP**  
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**Public Health**  
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# Partnership Working

## Embedding Good Conversations in practice

The HPS has been working in partnership with Public Health to deliver Good Conversations personal outcomes training for a number of years. In 2020, due to the impact of COVID-19, the course was redesigned for virtual delivery to ensure continued development for the H&SCP workforce. This change allowed the course to be included in the HPS Virtual Training Programme.

The new H&SCP Link Life in Fife team received the Good Conversations training as part of their core induction training, which created the opportunity to work in partnership with them to help to develop peer support sessions. This will enable them to further embed the Good Conversation approach in their work.

Can I spend some time with you to find out **what matters to you?**



**H&SCP**  
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**Public Health**  
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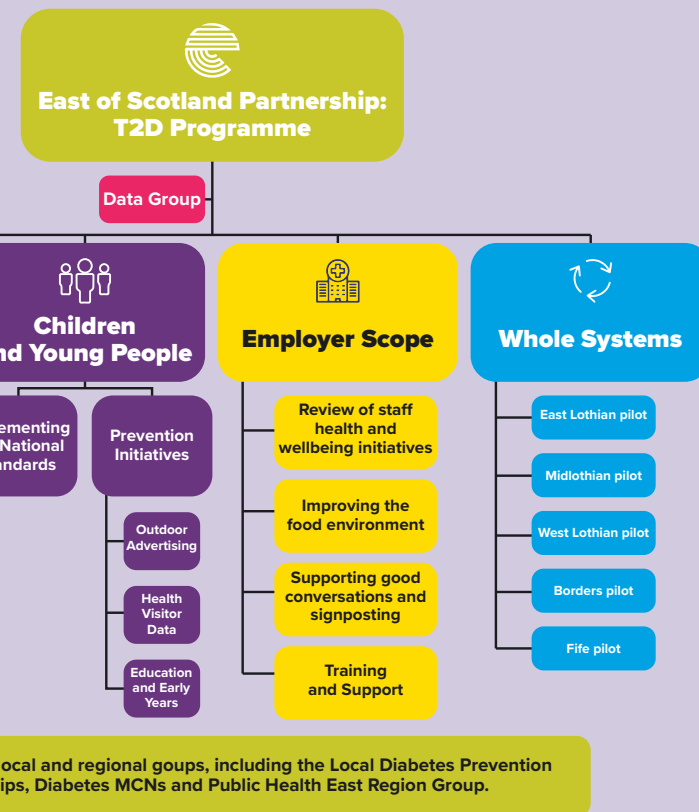
## Whole Systems Approach to obesity prevention

The East Region Type 2 Diabetes Prevention Partnership is a collaborative working to reduce Type 2 diabetes (T2D) across the East of Scotland. This includes Adult Weight Management and Child Healthy Weight services, and piloting a Whole Systems Approach (WSA) to diet and healthy weight.

The HPS has been a key partner in progressing this work in Fife as part of the Fife Diabetes Prevention Partnership. We have contributed to the new Adult Weight Management services by facilitating the Let's Prevent Diabetes group education programme, which aims to support people who have been identified as being at "high risk" of developing T2D, and work with them to prevent or delay the onset of this condition.

Recognising that T2D is driven by a multitude of factors a WSA to obesity prevention is

**H&SCP**  
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being taken forward in Dunfermline and Cowdenbeath. Along with Public Health, HPS has led the development of this workstream. We have worked with local partners and stakeholders in these areas to understand the key causes of obesity locally, how this links to current interventions, and to identify collective actions.

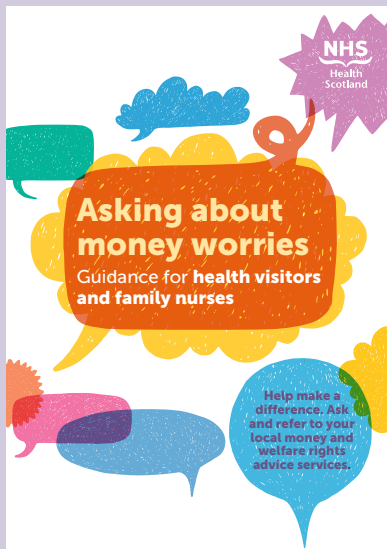
**Public Health**  
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# Partnership Working

## Tackling child poverty - Financial Inclusion Referral Pathway

Delivery of a Financial Inclusion Referral Pathway is a key area which H&SCP and NHS Boards deliver as part of the Scottish Government Child Poverty agenda. The pathway ensures that all Midwives, Health Visitors and Family Nurse Partnership staff have the skills, knowledge, awareness and confidence to routinely ask all pregnant women and families with young children about financial concerns. It ensures that staff are confident with the referral pathway to the Fife Citizens Advice and Rights Fife Money Talk Team (CARF).

The HPS led on this work and developed training and a dedicated pathway in partnership with CARF. To date a total of 159 participants have attended the training. Most recently the training took place as a digital drop-in session and was extended to include other health professionals, with many from occupational therapy and nursing in attendance.



**H&SCP**  
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**Public Health**  
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## Poverty Awareness Training Group

A multi-agency Poverty Awareness Training Group (funded through the Fife Partnership and led by the Health Promotion Training Team) was set up in response to the Fife Fairness Matters Report 2015 which highlighted the need to establish free training sessions to support public, private and third sector organisations in Fife. The courses are suitable for frontline staff and managers, increasing and updating their knowledge and skills, enabling increased support for service users. The group continue to steer this work and identify new and innovative training/workshops to be included in an annual Poverty Awareness Training Programme which reflects current issues around welfare reform and anti-poverty.



**H&SCP**  
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**Public Health**  
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# Digital Developments

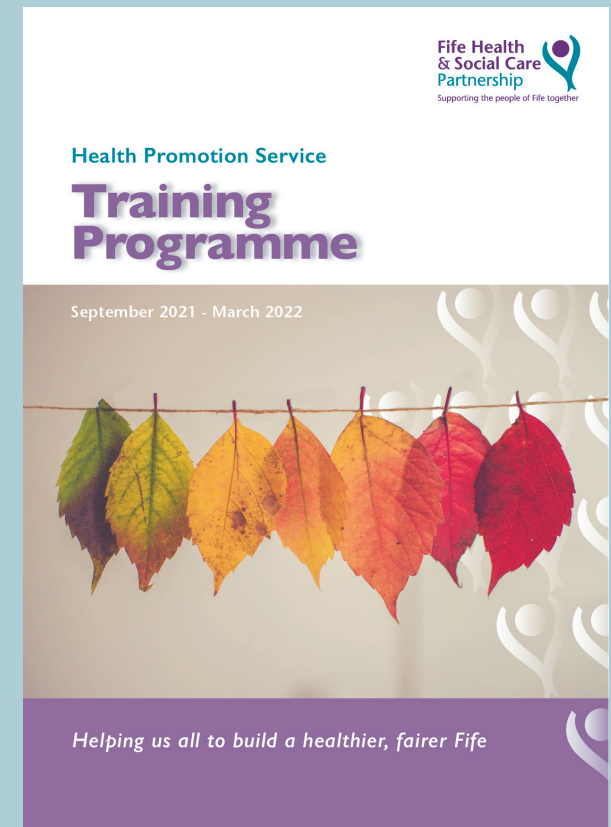
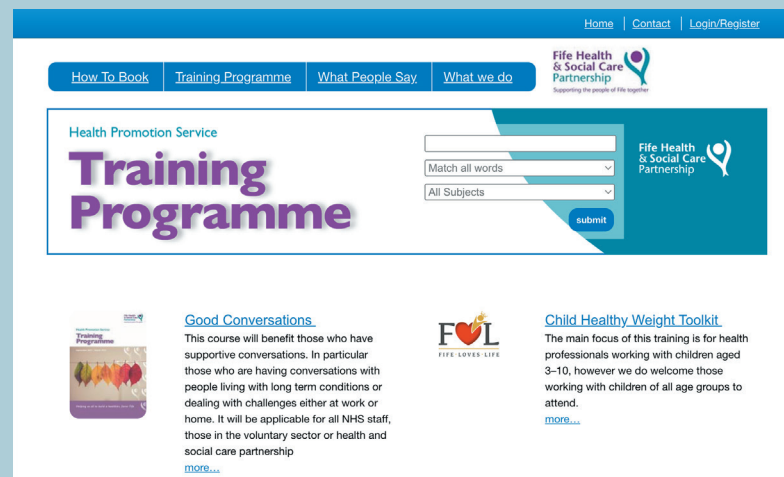
During the pandemic the HPS have successfully implemented innovative changes to how we work and made significant progress developing our digital offerings. This includes digital information campaigns and drop-in sessions, the use of social media to amplify messages with key communities and target groups, and the delivery of virtual training and workshops. This is in addition to maintaining service provisions through regular interactions and support through telephone conversations.

## Health Promotion Training Programme and Website

In response to the pandemic there have been significant developments to our core training programme, with the launch of a new website, digital training programme, and a shift to deliver learning in a digital format. In addition to our core training programme, we offer bespoke, targeted and in-house training.

The HPS Training Team developed and produced a Virtual Training Programme to provide the Fife workforce with knowledge, skills and experience in relation to improving health outcomes and reducing health inequalities. Workshops covered topics such as Core Skills for Health Improvement; Groupwork and Facilitation; Working with Key Groups and Priority Health Improvement Topics such as trauma; poverty; workplace; mental health; tobacco and physical activity. A total of 58 online and virtual courses were offered. Virtual courses were delivered by trainers across all sectors at both local and national level.

To support the roll out of the programme a new training website was launched. Participants can sign up to browse and access workshops, get up to date information on key developments and are able to share good practice.



H&SCP  
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Public Health  
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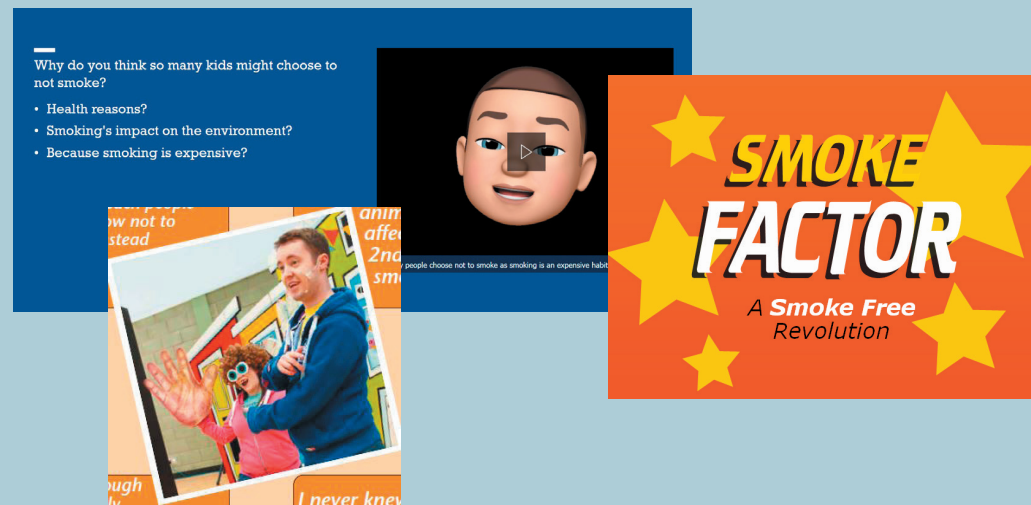
# Digital Developments

## Digital adaptations to progress tobacco prevention – Smoke Factor and Smoke Free Class

Tobacco Prevention contributes to reducing health inequalities. To ensure continued engagement with schools during the pandemic we adapted our tobacco education programmes to a digital format. This resulted in the first ever 'live streaming' of the interactive theatre performance of Smoke Factor directly into primary school classrooms.

In addition, we created online resources replicating our Smoke Free Class activities for secondary schools. This interactive digital resource guides pupils through individual sessions via talking heads with the aim of increasing engagement, prompting discussion and reflecting on tobacco issues. For inclusivity, worksheets were also provided for children without internet access.

Pupils reacted well to the sessions and commented on the uniqueness of the new resource. Working collaboratively with Fife Council resolved internet access issues and security considerations.



H&SCP  
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Public Health  
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## Stop Smoking Service adoption of Near Me, IP communicator and digital translation service to support service users during COVID-19

It was recognised very early on in the pandemic that the stop smoking service had to adapt. Our provision moved to remote working to enable this crucial service to continue in light of the connection between lung health and increased COVID-19 risk.

We modified the model of service delivery to meet the needs of our clients by embracing digital adaptations such as Near Me, IP communicator and online translation tools. This ensured minority groups were not excluded and services were delivered equitably.

Near Me, the attend anywhere phone and video system, was set up and offered to everyone but with very little uptake. Barriers to uptake were lack of appropriate technology, internet connectivity and limited data availability. Conversely online translation tool has proved very successful and covered an un-met need.

These adaptations and service developments ensured we were able to continue with specialist service provision throughout the pandemic.

QUIT  
YOUR  
WAY  
with our  
support

H&SCP  
1, 3

Public Health  
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# Digital Developments

## Feeding Fifers

Feeding Fifers was developed in April 2020 as a joint initiative between Fife Council, Fife Community Food Team and the H&SCP Food and Health Team to engage with communities across Fife throughout the COVID-19 crisis. Feeding Fifers aimed to bring people together through sharing of healthy tips, meal ideas and recipes on social media, via Facebook, encouraging people to be creative with items they have available.

Initially posts were based on meals they had prepared in their kitchens at home, focusing on key store cupboard ingredients and recipes when there was limited access to shops, making meals from leftovers in an effort to reduce food waste and lunch ideas for returning to work or school. It became apparent that as the posts continued, regular interest and engagement was obtained on pages by some members of the public. Different formats of sharing information were trialled to find a format that appealed to a large audience.

The page currently has 688 followers and reaches a wide range of ages (18-65+ years) in all localities in Fife.

**H&SCP**  
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**Public Health**  
**6**



## Workplace health and wellbeing – digital engagement with employers

Workplace Team have for a number of years developed a range of innovative digital communication means to reach out to Fife workplaces, and during the course of the pandemic this became especially important. The team were able to deliver messages on a range of health, safety and wellbeing topics as well as local and national public health campaigns. The Workplace Team webpage on NHS Fife website was updated to provide service information, COVID-19 Business Recovery Advice, Case Studies and links to partner organisations. A service infomercial video was also developed. Workplace Team's digital engagement with employers included Twitter and LinkedIn, regular team newsletters and email communications to over 300 subscribed workplaces. Positive feedback from Fife workplaces continues to be received.

*Knowing you are there for that support, pointers and resources is outstanding...*  
**Fife Small Business**

*Just wanted to say a huge thank you for all your support in 2021, we very much look forward to working with you next year.*  
**Fife Large Employer**

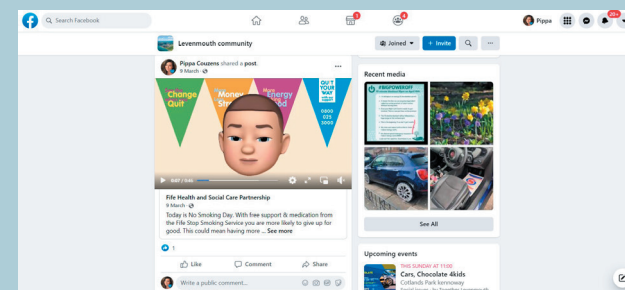
**H&SCP**  
**1**

**Public Health**  
**5**

## Raising awareness of health messages using local social media

During the pandemic there has been an increase in local and national health campaigns, particularly from the Scottish Government. Many of these campaign messages have been distributed digitally and through various social media channels. This tends to be through national and Fife wide social media channels. However, there are many very active social media networks and groups used by partner organisations in local areas of Fife with a wide audience.

By developing links with these pages and groups we have begun to develop an effective means of sharing key messages and health information on these pages to ensure important messages reach a wider audience and that key groups can be targeted with appropriate and relevant health information.



**H&SCP**  
**1**

**Public Health**  
**1, 2, 3, 4, 5, 6**

# Priorities For 2022-23

The pandemic has had a major impact on health and wellbeing, and some groups have been impacted more severely than others. As part of COVID-19 recovery we must focus on those groups that have been most impacted by the pandemic. COVID-19 has challenged us to adapt service provision, and we will continue to develop and work innovatively to meet the challenges ahead.

- Over 2022/23 period our key strategic drivers will continue to be the national public health priorities and Fife's H&SCP commitments.
- We will contribute to the delivery of the Plan4Fife Recovery and Renewal priorities, taking a particular focus on reducing health inequalities and working in ways that strengthen and reinforce partnerships to address the wider determinants of health.
- Fife H&SCP Prevention and Early Intervention strategy will be developed over the next 12 months and the HPS will contribute to this work.
- We will contribute to the development and delivery of a number of key strategies, including Fife Mental Health Strategy, Fife Child Poverty Action Plan, Fife Tobacco Strategy, and NHS Fife Population Health and Wellbeing Strategy.
- We will work with partners in ways to build links across strategies, workstreams and service delivery plans, translating strategic plans into operational action.



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