

NHS Ayrshire & Arran



Meeting:	Ayrshire and Arran NHS Board
Meeting date:	Monday 30 January 2023
Title:	Board briefing
Responsible Director:	Claire Burden, Chief Executive
Report Author:	Shona McCulloch, Head of Corporate Governance

1. Purpose

This is presented to the Board for:

- Awareness

This paper relates to:

- Local policy

This aligns to the NHS Scotland quality ambitions of

- Safe, Effective and Person Centred.

2. Report summary

2.1 Situation

Key areas of interest are advised to Board Members for awareness at each Board meeting. The Good News stories provide Members with information from across the organisation which shows the good work being delivered by our teams to improve patient and community care and recognises awards received locally and nationally.

2.2 Background

At each Board meeting the briefing provides:

- Good News stories from across NHS Ayrshire & Arran (NHSAA)
- Key events from the Chief Executive and Board Chair diaries
- Circulars from the Scottish Government Health & Social Care Directorates
- Current consultations

Further briefing updates will be issued following the Board meeting from the Communications Department via e-News, Stop Press, Daily digest and Team talk. Up-to-date information is also published on NHS Ayrshire & Arran's website

www.nhsaaa.net

Should you require further information in relation to the briefing, please contact Shona McCulloch, Head of Corporate Governance via email at aa-uhb.ceo@aapct.scot.nhs.uk.

2.3 Briefing - Good News Stories

Rapid Cancer Diagnostic Service first year overview (formerly Early Cancer Diagnosis Centre)

Rhona Scott/Leanne McMurray, Advanced Clinical Nurse Specialists, Rapid Cancer Diagnostic Service (formerly known as ECDC)

We are one of three Scottish pilot sites supported by the Scottish Government to provide a new, single, rapid diagnostic pathway for patients with non-site specific symptoms who do not meet criteria for other cancer suspected pathways e.g. unexplained weight loss, fatigue, nausea or where the GP has a suspicion of cancer. The service launched in June 2021 and opened to all Ayrshire GP practices in August 2021. One of the pathway aims is to confirm or exclude a cancer diagnosis within 21 days from referral. The NHS Ayrshire & Arran Rapid Cancer Diagnostic Service (RCDS) model consists of a virtual multidisciplinary team of pathway coordinator, Lead consultant (haematologist), Advanced Clinical Nurse Specialists (ACNSs) and specialist clinicians from radiology, medicine and general surgery. Where possible our local model aims to provide remote enhanced assessment following referral, thereby reducing the number of hospital visits patients would have traditionally required.

Year 1 Results

- 198 referrals received: 198 primary care, 2 CAU
- 71% referrals met criteria and accepted
- 16% referrals vetted on to another specialty, 13% returned to GP
- Median time from referral to first contact: 1 day
- Median time to first investigation: 17days
- Median time to diagnosis/RCDS outcome: 21 days
- 6.7% cancers (10) diagnosed
- 27.5% non-cancer conditions diagnosed

Patient experience survey feedback has been very positive:

- “As a patient never having experienced RCDS I found the whole experience strange at first, but nurses dealing with me and my family have been amazing. Everyone involved has been very supportive therefore at this time have nothing to add that could have improved in our visits and telephone updates to check in”.
- “The communication was excellent and happened when supposed to. I have nothing but praise for the Nurse Practitioner who performed a telephone assessment contact on a most thorough and investigative manner and was polite and sensitive at all times”.
- “From the beginning we received telephone call which was followed up by face to face. Throughout process communication either face to face, telephone or by post has been amazing. No concerns at all”.

Next steps

Scottish Government is encouraged by feedback and results to date from all three pilot sites. Support has been extended for a second year with additional resource to improve continuity of service and help create capacity for professional and service development.

Other Scottish health boards are keen to develop a similar pathway. Formal evaluation of the three national pilot sites by University of Strathclyde is underway.

We are conducting a test of change with Combined Assessment Unit UHC for patients who meet the service criteria and patients with unprovoked deep vein thrombosis with suspicious non site- specific symptoms.

Oncology/Haematology virtual reviews and paperlite project

Dr Caroline Rennie, Macmillan Nurse Consultant

During COVID, there was increased emphasis on remote assessment of vulnerable patients undergoing chemotherapy and supportive treatments. Clinical practice adapted and we have continued to utilise telephone reviews and no safety concerns have been identified.

SPECIALITY	Face to face reviews	Telephone reviews
Breast	25%	75%
Colorectal	56%	44%
Haematology	19%	81%
Lung	78%	22%
Urology	23%	77%

This approach supplemented electronic assessment within Haematology with 116 patients completing 1511 pre-treatment assessments over a 4 year period. These approaches reduce time required for appointments, travelling and parking issues for patients. Face to face appointments are still performed when it is preferred by the patient or considered necessary by the clinical team (eg patient fitness, consent to treatment, clinical examination, scan results and changes to treatment).

Furthermore, chemotherapy services moved off the acute site at University Hospital Ayr to support organisational COVID pressures and provide care within a non-acute environment.

To facilitate remote prescribing and out-reach administration, the Lead Cancer Team undertook a paperlite project to improve patient care, remove the need for medical notes to move between clinical areas and to increase accessibility of treatment administration information. Work was undertaken with Voice Technologies to develop electronic chemotherapy/immunotherapy nursing forms which were compliant with CEL30(2012) Safe Delivery of Systemic Anti-Cancer Therapy requirements. All ongoing patients had to be entered into the new electronic nursing form prior to the project go live date of 30th May 2022. The input of the multi-disciplinary team to the project was essential to develop correct processes for all aspects of the care pathway.

For the first four weeks of the project, the medical case notes were available within clinical areas. Electronic clinical alerts highlighting risk of neutropenic sepsis are being added where

appropriate by the clinical team for new chemotherapy patients. The change to paperlite working continues to being monitored and audited to meet governance requirements.

Fellow of the Royal Pharmaceutical Society for Distinction in the Profession of Pharmacy Appointment

Roisin Kavanagh, Director of Pharmacy

Aileen Dunleavy, Senior Pharmacist for Renal Services, has been announced as a Fellow of the Royal Pharmaceutical Society for Distinction in the Profession of Pharmacy. This is a fantastic achievement and recognises the huge impact that Aileen has made, both within the field of renal medicine and to the profession as a whole. Aileen is recognised globally for her expertise and it is wonderful to see this award being made to her this year. Being appointed a Fellow of the Royal Pharmaceutical Society is one of the highest accolades that can be paid to a member as it recognises the distinction members have attained in their pharmacy career. As Fellowships are based on nominations from members, it also signifies the high esteem in which members are held by their peers.

Intelligent Kindness, Ayrshire and Arran:

**Jen Pennycook, Chief Nurse Excellence in Care and Professional Development and
Nina McGinley, QI Lead Nurse Excellence in Care & Practice Development**

As part of our intention to further equip our organisation with person-centred approaches to caring for patients and each other we began engaging with our colleagues at the Health and Social Care Alliance around Intelligent Kindness in 2021. This was an idea from our Nurse Director Jennifer Wilson, which at the time seemed counter-intuitive to many as it was mid-pandemic and the question was would people have the energy to get involved?

We soon realised that when energy and compassion are waning, this is time to engage the heart of our why and to reflect on the difference we make. Our first step was to embed "Intelligent Kindness" sessions at nurse induction sessions. We did this through collaboration with NHS Ayrshire & Arran's Spiritual Care, Staff Care, and Excellence in Care teams alongside Tommy Whitelaw, who brought the perspective and story of caring for his mother to help remind us of the power of person-centred practice. This resonated with new nurses in a deep way.

In addition, we offered online and in-person sessions on Intelligent Kindness where teams could bring and share their person-centred practice. From that initial idea to now, more than 900 NHS Ayrshire & Arran staff, as well as various third sector partners like Police Scotland have taken part and offered feedback on the inspiration, connection and hope these sessions have fostered.

By mid-2022 the impact of this work was recognised nationally with the Scottish Government inviting NHS Ayrshire & Arran to attend a launch of the publication "Effecting Change" in which the story of our work was featured. On the evening of 16 November 2022, representatives of NHS Ayrshire & Arran were invited to a reception at Scottish Parliament as part of the launch of the Effecting Change publication. Ruth McMurdo, Deputy Nurse Director, Colin Scott, Person-Centred Lead and Nina McGinley, QI Lead Nurse Excellence in Care attended on behalf of Nursing and Staff Care. The evening was hosted jointly by Jackie Baillie MSP and the Alliance and the Cabinet Secretary, Humza Yousaf, supported the event

but was unable to attend in person. Ruth, Colin and Nina were honoured to represent NHS Ayrshire & Arran and showcase the work of our dedicated teams.

A key take home message from the evening was from Sara Redmond, Alliance Chief Officer of Development. Sara spoke passionately and eloquently about the success of partnership working and compassionate care. She recognised the challenges being faced by Health and Social Care and people who access our services. Yet in spite of the challenges our staff and members of the public seek and develop ways to improve and deliver compassionate care. Sara ended the evening with a quote from Shane Lopez “Hope is – the belief that the future will be better than the present, along with the power to make it so.”

If Board members are interested in reading the full published article, this can be requested via Nina.McGinley@aapct.scot.nhs.uk

News from our partners:

North Ayrshire Health and Social Care Partnership (HSCP)

Festive boost for families from NADARS

Staff of North Ayrshire Drug and Alcohol Recovery Service (NADARS) provided a festive boost for a number of North Ayrshire families in the lead-up to Christmas.

Concerned about clients who were struggling financially, experiencing food poverty and worrying about not being able to buy gifts for their loved ones, NADARS staff sprang into action in their own time the weekend before Christmas to contact local supermarkets and shops - as well as the wider NADARS staff group - to appeal for donations to make up food parcels.

As a result of the staff's hard work and determination, and the generosity of colleagues and local businesses, enough food was collected to distribute 60 food parcels to vulnerable clients in time for Christmas.

NADARS were also delighted to receive a donation of Christmas gifts for all ages from Cash4kids, with staff giving out parcels to approximately 90 families identified by the service as being most in need.



A number of small gift items were left over, which were taken to a local Warm Hub to ensure that all donations were distributed to those who needed them most in the community.

A huge thank you goes out to all of the staff involved in this tremendous effort.

Multi-Agency Public Protection Arrangements (MAPPA)

On 21 and 22 November 2022, Emeritus Professor Hazel Kemshall of De Montfort University in Liverpool came to Scotland to provide training to develop the skills and expertise of those staff members who are level 2 and 3 chairs. Professor Kemshall is widely held to be the author of MAPPA and is an expert on the subject. Southwest Scotland MAPPA team organised the event which drew delegates from across Scotland.



Justice Services SACRO counselling service

Using Covid-recovery money, we have been able to fund a Counsellor via SACRO to provide 1:1 support for those experiencing isolation and anxiety to assist service users who, by virtue of their offending, are excluded from many of the other social and personal support routes that we take for granted. Although this service is still in the initial stages the 6 monthly report highlights good level of engagement with this service with positive feedback from service users.

“Explained why I’m feeling the way I was and gave me hope.”

“I would highly recommend counselling.... been a fantastic help at such a difficult time.”

“Made things seem clearer about what would help me moving forward.”

To find out more about SACRO click [here](#)

Counselling is a unique one-to-one relationship between the client and the counsellor who agree to meet privately and regularly with the aim of restoring emotional wellbeing to the client.

People seek Counselling for a wide range of difficulties including:

- > Anxiety
- > Addiction
- > Stress
- > Loss
- > Relationships
- > Abuse
- > Depression
- > Trauma
- > Bereavement
- > Work Issues

If you feel you would benefit from having a safe, impartial and confidential place to explore your feelings, your own values and beliefs without fear of judgement, criticism or unwanted advice, please get in touch with Anita on 077 7265 2766

North Ayrshire Counselling Service

Contact Anita Struthers
tel: 077 7265 2766
email: astruthers@sacro.org.uk

sacro

As a member of Scotland's professional body for Counselling and Psychotherapy (COSCA), and BACP, we abide by their Code of Ethics and Good Practice.

Peer Worker Pilot in Justice Services partnership delivery team to be showcased in a national drug mission funding event.

A successful funding bid to recruit two Recovery Development Workers (RDWs) for the Drug Treatment and Testing Order Service (DTTO) last year will be highlighted in a national workshop event in February.

The Corra Foundation, which oversees the Scottish Government’s Drug Mission Fund 2021-2026, has requested an input to their next bimonthly fund-holder event focusing on the Justice System.

Eleanor Glen-Kelly, Addictions Officer will present an overview of the project – the Recovery Development Worker remit, the underlying needs of the service for the role, and the outcomes to be achieved by this new aspect of the service – along with RDWs Andrew McComish and Lauren Corrigan, who will give a ‘day in the life of’ account of the challenges and rewards of the role to date.

It will be a great opportunity to flag up some of the innovative work going on in Justice Services.

Ayrshire Bairns app

Ayrshire Bairns Health Visiting app was developed to improve digital access to evidence based, quality assured health and wellbeing information and services for children and families across NHS Ayrshire & Arran.

By shifting information to digital format, the app also aims to support organisational ambitions to tackle climate change through reduction of waste and carbon footprint.

The development of the app is overseen by a small group of practitioners, supported by the Nurse Consultant in Digital Services and the Digital TEC team, and led by the Health Visiting team in North Ayrshire HSCP. Staff have worked collaboratively with other professional groups supporting children and families to ensure consistency of advice and information.

To date, the app has been downloaded 2,382 times across Ayrshire and Arran. Anonymous feedback is received quarterly and comments have included:

- “Really impressed by this. I have fed 4 kids and never seen information as good as this from the NHS on breastfeeding 🙌”
- “Wonderful local resource well done”
- “Sound advice and guidance for my Early Years students. Interactive and easy to use resource.”
- "There isn't a least useful section on the app. All areas have a great amount of information & resources"
- "I like to see why my health visitor is coming out, good to know what they are looking for during that visit. Really also like parenting section thanks"
- "Wonderful resource for parents and staff"

The current licence is due for renewal in July 2023 and app developers are currently piloting translation of materials into other languages.

Ukrainian displaced people

North Ayrshire HSCP has secured Home Office funding through North Ayrshire Council to provide a dedicated nursing resource for Ukrainian Displaced People (UDP) arriving in North Ayrshire.

The small team which will consist of a manager, two staff nurses and a bilingual liaison officer, will offer health assessments and screening to migrants and facilitate their access to mainstream services such as primary care and health visiting. Discussions are underway with Primary Care and Public Health about processes for Tuberculosis and Blood Borne Virus (BBV) screening to ensure a robust and person-centred pathway is in place.

Recruitment processes are underway for the staff nurses and the bilingual liaison officer posts.

UNICEF Baby Friendly Gold Award

On 2 November 2022 NAHSCP received Baby Friendly Gold accreditation following a pan-Ayrshire assessment comprising Health Visiting and Family Nurse Partnership Teams across Ayrshire, and the Community Integrated Infant Team.

Baby Friendly Accreditation is a UNICEF Baby Friendly Initiative (BFI) award for infant feeding services. The BFI standards are a set of evidence-based standards which support

services to ensure that the infant feeding care delivered to families is evidence based, consistent and supports staff to deliver a service which provides the best possible care to support new families to establish close loving relationships with their baby, and feed their baby in a way which promotes optimum health and development.

Services implement the standards in stages over a number of years. Our journey began with baby friendly accreditation in 2014 and we consolidated this with subsequent re-accreditation in 2018 and 2020. The gold standards build on Baby Friendly accreditation, and focus on achieving sustainability. As part of our external assessment by UNICEF BFI, we provided a significant portfolio of evidence which outlined our work and progress around the four themes of Leadership, Culture, Monitoring and Progress.

As part of the assessment UNICEF audited families who had accessed infant feeding support within the year prior to assessment. 28 mothers were audited, and 93% concluded they were very happy with their care, with the remaining 7% reporting to be fairly happy with their care. 89% highlighted that staff were kind and considerate all of the time, with the remaining 11% finding staff kind and considerate most of the time. Feedback from the staff survey within the assessment was equally positive and highlighted that we have a 'motivated workforce' and a 'supportive, encouraging and kind culture'.

Feedback from the written report for our gold assessment was also incredibly positive, with our portfolio of evidence being 'highly commended for the quality of evidence submitted and the thorough way in which the necessary processes to embed and further develop the Baby Friendly standards has been planned and implemented'.

Gold standard is now our new benchmark, and we plan to continue to deliver, progress, monitor and evaluate our infant feeding services to ensure we continue to provide this high level of care to families in North Ayrshire and across NHS Ayrshire & Arran.

Trindlemoss Art project

Customers and staff of Trindlemoss Day Opportunities in Irvine have recently been working with interns from Glasgow School of Art, with the aim of creating some pieces of artwork that reflect the changes experienced over the past couple of years at the centre, as well as people's hopes for the future.



The service, which provides a wide variety of supports to people with learning disabilities, opened in January 2020 and has been going through a programme of significant staff, culture and practice change, informed by collaboration with a range of partners including Healthcare Improvement Scotland.

As a means of capturing this journey - and made possible thanks to funding via the NHS Endowments fund - interns Victoria Jamieson and Claire Lobban joined the team at Trindlemoss for five weeks, working with customers and staff to generate a range of artworks reflecting the journey of Trindlemoss to date, as well as the aspirations of staff and customers.



The project culminated in an art installation in the reception area that was shaped from the themes identified throughout their engagement work over the five-week period, as well as branding that will be used throughout the building and on related materials.

Victoria and Claire started out by exploring the ways in which they could encourage staff

and customers to participate in the process and share their views and feelings, coming up with a range of engagement activities including a colourful board game design that encouraged people to open up in a way that was also fun and non-invasive.

Throughout these activities they were able to learn more about individuals' experiences at Trindlemoss so far and how they were adapting to change, with a number of key themes emerging from this engagement work. The values of Empowerment, Opportunities, Exploration and Connections were then identified, with the artworks produced reflecting these.

120 butterflies of different sizes and colours were created for an installation in the reception area – one to represent each customer. To make sure our work could be enjoyed by all, we incorporated multi-sensory elements throughout the reception redesign, inviting users to get hands on and enjoy the tactile art! The four values are also displayed in braille so that everyone can read them.

Beyond the artistic outputs delivered by the internship, there has also been immense richness and value brought to conversations and the Trindlemoss working environment. The Learning Disability Service hope that similar valuable projects can now be rolled out to other parts of the service in the future.

East Ayrshire Health and Social Care Partnership (EAHSCP)

Babychat group provides support to local mums

An East Ayrshire mother and baby group is providing invaluable support, relaxation and friendship to mums in Kilmarnock and surrounding area.

The Babychat Group was set up by the EAHSCP Health Visiting Service and is delivered at East Ayrshire Community Hospital by Health Visiting Support Workers, Carolyn Wells and Senga Leggat.

Carolyn told us more about the service and the benefits it provides:

“The group was originally set up to provide support to our vulnerable families and to promote babies’ and parents’ bonding and attachment and wellbeing.

“Within the relaxed sessions our families can experience positive interactions through baby massage and tummy time, which promotes health benefits and relaxation for the baby. The group also encourages face-to-face interactions between mum and baby, incorporating songs and nursery rhymes through our Bookbug Sessions.

“The group is now mainly made up of first-time mums, which allows them to form friendships and exchange experiences of motherhood. Senga and myself promote open discussions within the group and are happy to take on any ideas which may enhance the overall experience of Babychat.

“The programme can be adapted at any time to include other professional services, such as Childsmile, Speech and Language Therapists, Wellbeing Sessions and Sensory Play provided by our local Community Practitioners.

“We endeavour to provide the group with as much information and ideas as possible to promote their baby’s development in order to achieve important milestones.

“We may be a small group (maximum numbers are between six and seven) but the outcomes are huge!”

The group has been highly praised by mothers who regularly attend:

“Amazing group to bond with baby, benefits them. Great for them to see other people, helped with my babies constipation. Senga and Carolyn were beyond amazing with us”.

“Fab group – smaller than normal ‘baby groups’, which made me feel more confident attending and interacting with others. Wee one loved it every week, so chilled out. Thanks to Carolyn and Senga”.

“I really enjoyed baby group, there wasn’t many people so I was quite comfortable. I met other mums which was nice since I don’t get to meet other mums much. The massages helped with my baby’s trapped wind and he loved the different activities”.

Well done to Carolyn and Senga for making Babychat such a lovely, welcoming place for local mums!

Fun and games at CHATmas party

East Ayrshire Vibrant Communities’ Community Health Activity Team (CHAT) recently held a ‘CHATmas’ party, for people who have been referred to the service through the Activity on Prescription scheme (AOP).

The event was the group’s first in-person gathering since 2019, and brought together participants who attend CHAT exercise classes and organised walks.

The party took place on Tuesday 13 December at Kilmarnock’s Grand Hall, and was attended by 160 people from across East Ayrshire. Guests enjoyed a three-course meal from East Ayrshire Catering and entertainment from St Joseph’s Academy pupils and John Reid, Vibrant Communities’ very own Elvis! Last but not least, DJ Johnny provided some great Christmas tunes for guests to dance with Santa.

Party guests also got to make their own Christmas baubles, play snowman beetle, take some fun Christmas selfies and enjoy meeting old and new friends. This was followed by a raffle, with prizes donated by staff, class participants and local businesses. Guests also brought food donations, which would be used to support those in need over the holiday period.

The event raised £300 for charity and a fantastic number of donations for East Ayrshire Recovery Hub and other local food larders. A huge shout-out to all who donated prizes and to everyone involved in making this such a fun day!

Alcohol and Drug Partnership conference celebrates recovery

East Ayrshire Alcohol and Drugs Partnership (ADP) held their annual conference in December 2022, with a variety of guest speakers discussing different aspects of recovery.

The event took place at The Park Hotel, Kilmarnock, and was opened by Neil Kerr, EA ADP Chair. During his introduction, Neil commented on the impact of the pandemic on recovery services and that the lessons learned had left them “better placed to tackle issues going forward”.

The first speaker was David Best, the world’s first Professor of Addiction Recovery, who discussed the fundamental role of social connection in helping people leave alcohol and drug use behind:

“Recovery starts with connection. It happens in communities, not in clinics. The evidence suggests that recovery is maintained through social networks, meaningful activities and community connections. If you want people to engage with recovery you have to provide a peer support mechanism to get them through the door.”

Linda Nisbet, Children’s Services Manager for Barnardos East Ayrshire, then spoke about why a holistic approach is needed to support children affected by drug and alcohol use:

“A whole family approach [is based on the belief that] conditions that affect a family will affect children and young people. What’s good for a child is good for a family, and what’s good for a family is good for the community as a whole.”

Attendees took part in a group discussion session, exploring how we can ensure recovery work is family inclusive and what needs to be done to address alcohol related harm in East Ayrshire. This was followed by fantastic presentations from representatives of Patchwork Recovery Community, East Ayrshire Recovery Hub, and The Zone Initiative. We also had some terrific lunchtime entertainment from Recovery Rocks – the official East Ayrshire Recovery Hub band!

The second half of the conference was opened by Alison Douglas, Chief Executive of Alcohol Focus Scotland, who discussed what drives excessive alcohol consumption and what must change to reduce it. She commented on societal attitudes to alcohol, likening it to “wallpaper” as it has become such an ordinary and undisputed part of life:

“We know what really drives alcohol consumption is societal normalisation, affordability and accessibility. It’s become so socially acceptable to the point where it’s like wallpaper. The idea that it’s considered a sacrifice to have to give up drinking while pregnant shows societal attitudes.”

Neil Kerr then brought the conference to a close with final remarks and later spoke to The Tea Break about the success of the conference and the shape of things to come for recovery in East Ayrshire:

“Many thanks to everyone who attended the conference and contributed to the discussions it raised. While we have some way to go in tackling societal stigma, it’s clear that connection is beginning to eclipse isolation, and that recovery is becoming more and more visible in East Ayrshire.

“Thank you also to our local recovery groups who presented their work in the community and in particular their ambition to make a real and sustained difference to the lives of people in recovery.

“The ADP looks forward to meeting the challenges that undoubtedly lie ahead and also to continue working closely with all of our partners throughout East Ayrshire in the new year.”

Violence Against Women Partnership conference asks ‘What Next?’ for protecting women and girls

The East Ayrshire Violence Against Women Partnership’s Annual Conference took place in December 2022, asking ‘What Next?’ for protecting women and girls in East Ayrshire from gender-based violence.

The event took place at Kilmarnock’s Take A Bow Opportunity Centre, and was attended by over 100 staff from EAHSCP, elected members, women’s organisations, Police Scotland, Public Health Scotland, entertainer and activist Becky O’Brien, and staff and survivors from the STAR Centre.

The conference was opened by Marion MacAulay, Chair of East Ayrshire Violence Against Women Partnership, who spoke of the current situation with women and girls’ safety and what the conference aimed to achieve:

“What an indictment it is on society that we need a strategy to tackle violence against women and girls. [The point of this conference] is to go beyond raising awareness and ask what we can do to prevent it.”

Next on the programme were Filippo Capaldi, Detective Superintendent for Police Scotland, and Adrian Searle, Police Scotland Communications Strategy Manager, who discussed their hugely successful ‘Don’t Be That Guy’ campaign.

The police-led campaign aims to prevent violence against women and girls by tackling it at its source, challenging young men to confront friends and co-workers who speak about women in a disparaging way.

Adrian then explained the ideology of male sexual entitlement and how it fuels the misogyny and attitudes that can progress to acts of violence against women and girls:

“By contributing to denigrating conversations [about women] you’re giving tacit permission to someone in your friend group to go out and commit offences.

“Male sexual entitlement is the product of the patriarchy we live in. From when boys are very young it’s in films, TV, books, and conversations in the playground, and it’s woven into our culture. If men better understand what’s going on in their heads, they will modify their behaviour.”

Attendees then heard from performer and activist, Becky O’Brien, who joined the conference via video link to speak about her own experience of surviving coercive control and what needs to change in the way services support victims and their families:

“It’s so important that society realises there’s always something that each of us can do. We need to make sure we surround these people with cotton wool [once they leave an abusive relationship] and support their families to give them a safe exit, to give them a future, to enable them to go back to work, to give them stability, and to prevent them from going back to that situation.”

After this came the workshop segment of the conference, where attendees had the opportunity to learn from Kirsty McKinlay (Ayrshire Multi Agency Risk Assessment

Conference), Helen Merriman (EAC Housing Services Manager) and representatives from Equally Safe and Close the Gap.

The afternoon session was opened by Katie Kelly, East Ayrshire Council Depute Chief Executive, who highlighted the importance of “making violence against women and girls everyone’s issue”. Katie then introduced Emma Kennedy, Gender Based Violence Lead for Public Health Scotland.

Like Adrian Searle of Police Scotland, Emma also focused on tackling “societal elements” and “entrenched attitudes” that can lead to acts of discrimination and violence against women and girls:

“We need to think about how we support women and keep them safe but also focus on the prevention part. The main cause of violence against women and girls is gender inequality. Think about your choices and decisions in your services.”

Then came the most poignant part of the conference, when survivors from The STAR Rape Crisis Centre addressed the room to tell their stories. Many attendees were visibly affected by the courage of these women, who spoke with strength and dignity about the trauma they’d endured and how the centre had given them the support they needed to move forward with their lives.

Finally, the conference closed with a panel question and answer session, where Alyia Zaheed, Corporate Officer for Equality and Diversity, provided the perfect takeaway message for all attendees:

“It’s not just about sharing on your social media platforms. Go back to your teams and colleagues and discuss what you’ve learned today. Read more about it. Spread the learning and have hard conversations about how all of us can help.”

16 Days of Action campaign

From Friday 25 November to Saturday 10 December, EAHSCP and partners took part in 16 Days of Action, an online campaign to encourage meaningful conversations, share learning, signpost to support, and raise awareness of gender-based violence in all its forms.

During this time we heard from some incredibly brave, passionate and empowering women (and men), all of whom are committed to tackling gender-based violence in East Ayrshire and beyond.

Supported locally by the East Ayrshire Violence Against Women Partnership with its many partner agencies, the 16 Days of Action campaign calls for an end to violence against women. A programme of events also marked the campaign, running through to Saturday 10 December (International Human Rights Day).

Highlights included an annual conference, arts performances, training opportunities and organised walks such as the popular Reclaim the Night walk. East Ayrshire also lit the Kilmarnock viaduct orange, joining a national ‘light up’ to place a spotlight on the issue of violence against women and girls.

Marion MacAulay, Head of Children’s Health, Care and Justice Services and Chair of the East Ayrshire Violence Against Women Partnership said: “The past few years has seen COVID-19 increasing the risk of violence against women and girls. This will now be further impacted on by the cost of living crisis, which will disproportionately affect women experiencing violence.

“This is why the 16 Days campaign continues to be so important. It brings people together to work towards eliminating gender based violence. I would like to thank all our partner agencies who have developed this year's programme of events, providing lots of opportunities in East Ayrshire for both organisations and residents to take part in.”

The campaign launch also coincided with White Ribbon Day, an initiative that involves men to tackle violence against women. Councillor Jim McMahon is East Ayrshire's White Ribbon Champion, he said: “White Ribbon Day acknowledges that while most men do not commit violence towards women, the stark reality is that in the majority of domestic abuse incidents reported, men are the perpetrators. The initiative sends a clear message to men and boys that they have a crucial role in addressing gender based violence in all its forms, whether that be physical, controlling or coercive behaviours. We can't leave it to someone else, we all have a responsibility to challenge damaging attitudes and behaviours towards women and girls.”

East Ayrshire has its say at participatory budgeting events

EAHSCP's Wellbeing for All participatory budgeting events were a great success, drawing in crowds of more than 1,000 people from across East Ayrshire.

The five voting events, which took place towards the end of last year in Kilmarnock, Cumnock, Stewarton, Dalmellington and Darvel, invited residents to decide which community wellbeing projects should receive a share of the funding available.

It was also the perfect opportunity for local organisations to introduce and promote themselves to a wider audience. A total of 62 local groups and organisations made it through the initial application process to secure a place at the events, resulting in a wonderfully varied collection of people and projects. After 8,248 votes were cast, a total of £259,300 was allocated across successful groups.

Among them was the Things Tae Dae Social Hub, a Cumnock-based social group for adults with learning disabilities. Maureen Preston, group leader and Local Area Co-ordinator for Vibrant Communities, explained what the funding will mean for group members:

“They were over the moon and so pleased that we can continue our Karaoke Group. They'll benefit throughout the winter, as it will assist with their health and wellbeing and prevent social isolation, and they are really grateful for this.”

Another successful group was No-one Dies Alone (NODA), a group of volunteers who sit with people in their final hours of life and provide comfort and respite to their loved ones.

NODA founder, Linda McCurrach, said the funding they received will enable them to reach further into the community and provide vital support to even more people:

“Receiving the funding has meant we can expand our bereavement support in East Ayrshire and we will shortly be beginning a second bereavement group in Kilmarnock.

“It's so important for people to come along [to participatory budgeting events] and vote as there are so many local organisations, including ourselves, that people haven't heard of yet.”

As well as giving local residents a chance to vote on the allocation of funding, the participatory budgeting was also a great social event, as Francine Robertson, Chairperson of Quest for Wellbeing Community Group, explains:

“The atmosphere in the hall was just electric! It was wonderful to see so many people there and great to meet up with so many members of other groups who are all working hard to make a difference to the community.

“We’re delighted that ‘Quest for Wellbeing’ Community Group has been awarded funding, as it will ensure our Sticky Fingers Holiday and After-School Clubs will continue next year and that we will be able to expand our services.”

Planning and Performance Officer, Michael Byers, said the events were extremely worthwhile, benefiting the community members who attended and the organisations who participated:

“The participatory budgeting exercise was a great success. We thank all those involved but especially the groups who participated and the local residents who attended. Their efforts have allowed just over £250,000 in funding to be shared by over 30 local organisations.

“This funding will allow these organisations to provide a range of services and supports that reflect the needs and priorities of our local communities and will improve their wellbeing.”

Chief Executive and Board Chair diary key events

Chief Executive's Diary Key Events 31 January 2023 – 28 March 2023	
February	
-	Ask me anything staff sessions through February
10	Meeting with Ayrshire Local Authority Chief Executives
10	Meeting with local MSP
10	Foxgrove site visit
13	Staff governance committee
14/15	Board Chief Executives meetings
16	Board workshop
March	
-	Ask me anything staff sessions through March
6	Remuneration committee
9	Board Session on Health and Care Staffing Act
10	Meeting with Ayrshire Local Authority Chief Executives
10	Meetings with local MSPs
10	Foxgrove site visit
13	North Ayrshire Community Planning board
14/15	Board Chief Executives meetings
21	International Day for the Elimination of Racial Discrimination
21	East Ayrshire Chief Officers Adult and public protection committee
28	NHS Ayrshire & Arran Board meeting

Chair's Diary Key Events 31 January 2023 – 28 March 2023	
February	
2	National Improving Population health group
7	Integrated governance committee
10	Meeting with local MSP
13	Staff governance committee
16	Board workshop
27	Board Chairs meeting
March	
2	Performance governance committee
6	Remuneration committee
9	Board Session on Health and Care Staffing Act
10	Meetings with local MSPs
13	North Ayrshire Community Planning board
15	Audit and risk committee
23	Endowment Trustees
24	Community wealth building meeting
27	Board Chairs meetings
28	NHS Ayrshire & Arran Board meeting

Circulars from the Scottish Government Health & Social Care Directorates

Published since last Board briefing

Circulars	Lead Director(s)
CMO(2022)39 Seasonal Influenza: Use of Antivirals 2022-23	Director of Public Health
CMO(2022)40 Re: Updated guidance to medical practitioners for death certification and reporting deaths to the Procurator Fiscal during the recovery from Covid-19 Disease Pandemic	Medical Director
CMO(2022)41 Group A Streptococcus Cases in the UK – Case Definition, and Guidance	Medical Director & Director of Public Health
DL(2022)36 Preparing for appraisal for revalidation purposes Updated Guidance for Doctors Undergoing Appraisal	Director of Human Resources
DL(2022)37 Public holiday for the coronation of King Charles III – Monday 8 May 2023	Director of Human Resources
DL(2022)38 NHS Scotland Health Boards and Special Health Boards – Blueprint for Good Governance second edition	Chief Executive
DL(2022)38 Temporary increase to NHS Scotland mileage rates	Director of Human Resources & Director of Finance
DL(2023)01 Not yet issued	
DL(2023)02 NHS Health Boards and Special Health Boards Remuneration Increase 2022-23: Chairs and Non-Executive members	Director of Finance
PCA(O)(2022)07 General Ophthalmic Services (GOS) Various	Director of East Ayrshire Health & Social Care
PCA(O)(2022)06 Community Glaucoma Service (CGS) Various	Director of East Ayrshire Health & Social Care & Director of Acute Services
PCA(P)(2022)32 Serious shortage protocol: Estraderm MX® 50 Microgram patch	Director of Pharmacy
PCA(P)(2022)33 Serious shortage protocol: Estraderm MX® 75 Microgram patch	Director of Pharmacy
PCA(P)(2022)34 Community Pharmacy Public Health Service Poster Campaigns 2022 - update	Director of Pharmacy
PCA(P)(2022)35 Serious Shortage Protocol: Phenoxymethylpenicillin 125mg/5ml oral solution sugar free	Director of Pharmacy
PCA(P)(2022)36 Serious Shortage Protocol: Phenoxymethylpenicillin 250mg/5ml oral solution sugar free	Director of Pharmacy

Circulars	Lead Director(s)
PCA(P)(2022)37 SERIOUS SHORTAGE PROTOCOL: Phenoxymethylpenicillin 250mg/5ml oral solution	Director of Pharmacy
PCA(P)(2022)38 SERIOUS SHORTAGE PROTOCOL: Phenoxymethylpenicillin 125mg/5ml oral solution	Director of Pharmacy
PCA(P)(2022)39 SERIOUS SHORTAGE PROTOCOL: Phenoxymethylpenicillin 125mg/5ml oral solution sugar free	Director of Pharmacy
PCA(P)(2022)40 SERIOUS SHORTAGE PROTOCOL: Phenoxymethylpenicillin 250mg/5ml oral solution	Director of Pharmacy
PCA(P)(2022)41 SERIOUS SHORTAGE PROTOCOL: Phenoxymethylpenicillin 250mg/5ml oral solution sugar free	Director of Pharmacy
PCA(P)(2022)42 SERIOUS SHORTAGE PROTOCOL: Phenoxymethylpenicillin 250mg tablets	Director of Pharmacy
PCA(P)(2022)43 Amendments to Serious Shortage Protocols: (SSPs) for Phenoxymethylpenicillin products and reactivation of SSP for Estraderm MX® 100mcg patches	Director of Pharmacy
PCA(P)(2023)01 Pharmaceutical Services: Advance payment for eligible Community Pharmacy Contractors, dispensing GP Practices and dispensing Appliance Contractors	Director of East Ayrshire Health & Social Care
PCA(P)(2023)02 Extension on the serious shortage protocols issued for Sandrena® gel sachets and Estraderm MX® patches	Director of Pharmacy
PCS(AFC)(2022)03 Pay and Conditions for NHS Staff covered by the Agenda for Change Agreement	Director of Human Resources & Director of Finance
PCS(DD)(2022)02 Pay and conditions for hospital medical and dental staff and doctors and dentists in Public Health Medicine and the Community Health Service	Director of Human Resources & Director of Finance
PCS(DD)(2022)03 Pay and conditions for hospital medical and dental staff and doctors and dentists in Public Health Medicine and the Community Health Service – New Contract for Specialist Doctor Grade	Director of Human Resources & Director of Finance
PCS(SDIA)(2022)01 Scottish Distant Island Allowance	Director of Human Resources & Director of Finance

Consultations/Call for evidence or written submission

(In progress or published since last Board briefing)

From	Topic	Response due
Shelly Kelly, WHP Telecoms Ltd	Pre-Planning Consultation Cornerstone 12311925	No response NHS A&A SAS - Responded
Scottish Government	Once for Scotland Workforce Policies – Supporting the Work-Life Balance Consultation 26 Oct to 25 Nov 2022	25 November 2022 Responded
East Ayrshire Council	Auchinleck, Darvel and Priestland Place Making Plans	02-12-2022 Responded
East Ayrshire Council	Hagshaw Hill Energy Cluster	05-12-2022 Responded
East Ayrshire Council	Consultation Request 22/0680/PP - EAC Residential development of 452 dwellings	06 December 2022 Responded
Scottish Government	Inquiry into female participation in sport and physical activity - call for views	09 December 2022 Responded
Scottish Government Health, Social Care and Sport	Patient Safety Commissioner for Scotland Bill	14 December 2022 Responded
East Ayrshire Council	Consultation Request 22/0718/PP - Proposed Development Site Maxholm Road Riccarton	23 December 2022 Responded
HIS Standards	Cataract Surgery Scoping Report for Consultation	16 January 2023 Direct response
Scottish Government	2023\Covid19 Recovery	10 February 2023
Scottish Government	Scottish Public Pensions Agency - NHS Pension Scheme (Scotland) Consultation - Retirement flexibilities and changes to pension rules regarding inflation	16 February 2023
Scottish Government, MH Quality Standards	Consultation: Quality Standards for Adult Secondary Mental Health Services	17 March 2023

2.3.1 Quality/patient care

Good News Stories provide an opportunity for Members to be aware of a range of positive impacts on the quality of care and the services we provide for our patients and communities.

2.3.2 Workforce

There is no impact on workforce from this briefing.

2.3.3 Financial

There is no financial impact from this briefing.

2.3.4 Risk assessment/management

This briefing document does not relate to any areas of risk.

2.3.5 Equality and diversity, including health inequalities

This briefing document has no impact on equality and diversity. Where specific good news stories relate to service improvements Equality Impact Assessment would be carried out as necessary.

2.4 Recommendation

Members are asked to receive the briefing for awareness.