

## Health Defence Vision

To raise awareness of risk factors and condition symptoms in the Scottish population

*(I.e. addressing Outcome 1 of the National Integration Performance Framework)*

## Health Defence Aims

- To target individuals or groups in the community in Scotland who are at high risk of developing chest, heart and stroke conditions (primary prevention)
- To support individuals and communities to make long-term behaviour change to reduce their risk of chest, heart and stroke conditions
- To better support people with secondary prevention and self-management following a diagnosis of one of our conditions

## Health Defence Outcomes

Ensure that people who are at a high risk of our conditions:

- Have access to support and information that enables them to manage and reduce their risk
- Know what resources are available and who to turn to when they do receive a diagnosis
- Take action to reduce their risk and make sustainable lifestyle changes

## Rationale And Solutions

Chest, heart and stroke conditions affect over 1 million people in Scotland and contribute to 40% of deaths.

These illnesses are largely preventable through risk factor awareness and lifestyle modification.

### Solutions:

- Health screening & awareness raising in communities
- Wellbeing programmes in communities
- Campaigning & lobbying for prevention services for all
- Community engagement & co-production of services based on defined need by communities

## NLHL Strategic Aims & Health Defence

Health Defence will contribute to:

- Addressing the unmet needs of people
- Being the Voice (campaigning)
- Being People-Led
- Being effective and accountable
- Hubs, Human Rights and Communities
- Growing and Developing Services
- Volunteer Engagement
- Corporate Functions and Profile Raising

**Health Defence will reach 5,000 people by 2021.**

## Overarching Community Engagement Plan

### Purpose

- Develop a framework and processes for engaging local communities in the prevention of C/H/S conditions
- Involve local communities in the shaping of prevention services/information provision including the 'Wellbeing in Communities Programme'
- Work with local communities to identify barriers (and solutions to these) in regards to self-management and risk reduction of C/H/S conditions

### Outcomes

- Communities feel listened to and supported by CHSS to self-manage their health and access support
- CHSS has a greater understanding of defined need and barriers in local communities as well as existing services
- New services and/or referral pathways are co-produced to meet defined need
- Key issues identified for campaigning and lobbying for prevention

**Supporting services:** CHSS Community Engagement Team, Community Hubs, Voices Scotland Team

## Workstream 1: Health Screening in Communities

### Purpose

- Provide mobile screening in the heart of communities with high prevalence of C/H/S conditions to raise awareness of risk factors and risk modification
- Introduce self-management principles to help empower individuals to take control of their health and set goals based on 'What Matters to You'
- Build relationships with local partnerships and identify community champions to support engagement in local communities

### Outcomes

- Individuals will have increased awareness of their risk factors and knowledge to make healthier lifestyle choices
- Individuals and communities will be more physically active and make healthier food choices
- Increased traffic to CHSS health information and services
- Increased brand awareness for CHSS and presence in local communities
- Increased knowledge for CHSS of the health issues in local communities which provides an evidence base for policy and campaigning
- Identification of a motivated group to pilot new services in Workstream 2
- Contribution to the delivery of Outcome 1 of the National Integration Performance Framework

**Supporting services:** CHSS Health Information, Advice Line Nurses, Community Hubs

## Workstream 2: Supporting Wellbeing in Communities

### Purpose

- Support individual and communities to make long-term behaviour change to reduce their risk of C/H/S conditions
- Embed self-management principles and behaviour change theory to support lifestyle changes based on 'What Matters to You'
- Encourage individuals and communities to be more physically active and make sensible nutritional choices based on their life stage

### Outcomes

- Individuals understand the principles of self-management and how to apply this to their situation
- Individuals identify 'What Matters to You' and set achievable and meaningful goals
- Individuals feel motivated and empowered to make lifestyle changes to improve physical and mental health
- Individuals and groups identify their own learning needs which dictate the programme agenda using an assets based approach
- Development of PSG-style programme(s) including online communities where individuals and groups can support each other and share learnt experience in reducing their risk of C/H/S conditions
- Development of an online resource for tailored advice and information on reducing risk

**Supporting services:** CHSS Physical Activity Initiative, Peer Support Groups (PSG), Voices Scotland, ICT

## Workstream 3: Health Defence Policy & Campaigning

### Purpose

- Be the 'Voice of Prevention' for CHSS, advocating for better public understanding on how to reduce the risk of C/H/S conditions
- Support campaigns and policy in Scotland for smoking cessation, increasing physical activity and tackling obesity
- Challenge the Scottish Government and other public bodies about the high rates of preventable C/H/S illness in Scotland
- Undertake an advisory role, for example our position on obesity and physical inactivity; and highlighting gaps in current service provision

### Outcomes

- Increased campaigning by CHSS and service users
- Increased public awareness campaigns on prevention
- Increased presence of CHSS in local and national media
- Improved public knowledge of how CHSS can support better nutrition and physical activity in Scotland
- People in Scotland are more aware of CHSS, our services and where to get the support they need to reduce their risk and/or manage their condition(s)

**Supporting services:** CHSS Rehab Support Services, CHSS Policy Manager, Communications Department

## PHASE 2: Integration of Risk-Reduction Services into Secondary Prevention