

**EAST AYRSHIRE COMMUNITY PLAN 2015-2030**

**WELLBEING DELIVERY PLAN 2021-24: PARTNERSHIP ACTIONS**

**The actions in this plan have been identified to support the delivery of our shared strategic priorities for 2021-2024**

**AYRSHIRE GROWTH DEAL and CARING FOR AYRSHIRE**

**Inclusive Growth ♦ Community Wellbeing  
Covid19 Recovery ♦ Renewal and Transformation ♦ Poverty and Inequality  
Children and Young People ♦ Sustainability and the Environment**

**While ensuring that our children have the best start in life and people are able to look after and improve their own health and wellbeing and live in good health for longer**

<b>Action</b>	<b>Partnership Activity</b>	<b>Partners</b>
<b>W1</b> Third and Voluntary Sector Resilience (Procurement) - Develop and diversify contract management arrangements and support for social enterprises	Identify new opportunities to further develop collaborative commissioning, new contract arrangements and support for social enterprises with the third sector, independent care sector and community partners	EAC, Third Sector, Independent Care Sector, HSCP, NHSAA and Locality Groups
<b>W2</b> Community Wealth Building (Financial Power)- Direct Community Wealth Building investment and resources towards wellbeing to build capacity and strengthen community power	Promote access to Community Wealth Building funding for community initiatives to increase resilience, promote innovation and strengthen community power, recognising the valued contribution to wellbeing by communities, the third sector and the independent care sector	Vibrant Communities, EAC, HSCP, Third Sector, Independent Care Sector, NHS Public Health and Locality Groups

Action	Partnership Activity	Partners
<b>W3</b> Embed a place-based approach to the planning and delivery of community wellbeing programmes, supports and initiatives through Locality Groups	Provide further opportunities for local leadership on community health and wellbeing through Locality Groups, as place-based, decision-making delivery networks	All partners
<b>W4</b> Transform how we support adults and older people through a shared commitment to human-rights based service redesign, delivery and practice	Promote and embed a place-based, multi-disciplinary approach to service redesign across all wellbeing, health and social care services. Maximise opportunities for collaboration and joint working with people, families and carers to achieve their outcomes	All partners
<b>W5</b> Promote and support local and national Suicide Prevention Programmes	Work collaboratively with communities, partners and recovery networks to reduce suicide rates and address the stigma associated with suicide and mental health	Suicide Prevention Partnership, All partners
<b>W6</b> Engage with partners to develop innovative, creative and community-led approaches to prevent drug-related deaths	Support the implementation of the ADP Drug Death Action Plan across partnerships and services, including the roll-out of the opioid reversal drug naloxone. Enhance information sharing between partners in relation to non-fatal overdoses and expand partnership provision of naloxone kits and related staff training	ADP, All Partners
<b>W7</b> Address the stigma experienced by people affected by problem alcohol and drug use including family members, people in prison and people affected by homelessness	Address the stigma and discrimination faced by people in recovery from problem alcohol and drug use and improve access to treatment services and community supports	ADP, All partners

Action	Partnership Activity	Partners
<b>W8</b> Promote and develop self-management approaches to mental health and wellbeing	Promote self-management for good mental health and wellbeing through person-centred, community-led responses	All partners
<b>W9</b> Prioritise partnership activity on physical activity and healthy weight	Support the adoption of a whole system approach to diet, healthy weight and physical activity across local partnerships	All partners
<b>W10</b> Continue to progress partnership actions on social isolation and loneliness	Work with partners and communities to create and sustain connections across all age groups. Provide opportunities that build positive social networks and connections to mitigate the impact of social isolation and loneliness on physical and mental health	All partners
<b>W11</b> Sustain and embed the cross-cutting partnership delivery arrangements that were established during Covid19 to ensure continuity of the wellbeing and recovery legacy actions	Ensure that wellbeing remains a central focus for action and activity across services, partnerships and communities, with an emphasis on practical, community-led responses. Continue to focus on taking care of our people and wider workforce and on prioritising services to the most vulnerable and in need	All partners
<b>W12</b> Increase access to information and advice on financial inclusion across all partnerships	Develop a Financial Health Check resource and provide information and training on financial inclusion across local partnerships	Financial Health & Wellbeing Group, All Partners
<b>W13</b> Improve access for people who are unable to use mainstream services	Implement targeted interventions to deliver support to people who are unable to access mainstream services	All partners
<b>W14</b> Address child poverty with ambitious targets and actions to shift the child poverty curve	Develop targeted partnership initiatives in response to identified high levels of child poverty in: <ul style="list-style-type: none"> <li>• Southern Locality</li> <li>• Kilmarnock South</li> </ul>	<b>CYSP</b> , All Partners

<b>Action</b>	<b>Partnership Activity</b>	<b>Partners</b>
<b>W15</b> Develop and embed an inequalities sensitive culture and approach across all partnerships	<ul style="list-style-type: none"> <li>• Lone parent families</li> </ul> Identify and develop collaborative initiatives that address health inequalities at a locality level	<b>NHS (Public Health)</b> All Partners
<b>W16</b> Transform how we support child and family wellbeing through a shared commitment to the emerging integrated Children's Services Delivery Model	Engage with, and contribute to: <ul style="list-style-type: none"> <li>• communities places that are attractive, welcoming to families and offer easy access to supports through which people can develop and commission their own family support services</li> <li>• new and expanded multi-disciplinary teams working around school clusters with communities places at the centre</li> </ul>	<b>CYPSP</b> , All partners.
<b>W17</b> #KeepThePromise – Transform how we care for our children and young people through a shared commitment to the recommendations of the Independent Care Review	Implement arrangements to demonstrate: <ul style="list-style-type: none"> <li>• organisational working from the perspective of what matters to children and families</li> <li>• the voices of children and families and de-stigmatising language are embedded in everything relating to care experienced children and families and those on the edge of care</li> <li>• UNCRC rights are being consistently upheld</li> </ul>	<b>CYPSP</b> , All partners.
<b>W18</b> Achieve step change from trauma-aware to trauma-responsive service design, delivery and practice	Support partners to develop culturally sensitive, trauma informed and trauma responsive services. Promote proactive early intervention with children, young people and their families. Embed and apply the principles of a whole system approach to trauma informed and trauma responsive practice	<b>CYPSP</b> , All Partners
<b>W19</b> Increase digital access and connectivity to reduce digital exclusion and inequality	Maximise opportunities for collaboration on digital transformation and increase connectivity by targeting resources towards digitally excluded communities and groups	HSCP, Vibrant Communities, mPower, CVO, SFRS, Public Health

Action	Partnership Activity	Partners
<b>W20</b> Improve access to information and support on health and wellbeing through digital solutions and new technology	Support the use of digital solutions and new technology to increase health literacy, promote self-management and facilitate self-referral	All partners
<b>W21</b> Explore opportunities to build health literate communities	Work with partners and communities to implement programmes that build good health literacy, targeting groups at greater risk of low health literacy	All Partners

The Wellbeing Delivery Plan captures the actions being taken forward collectively by the broadest range of local wellbeing partners. It is supported by a number of strategic plans, which contain further detail, notably;

- [Health and Social Care Partnership Strategic Plan 2021-30](#);
- [Children and Young People's Services Plan 2020-23](#);
- [Violence Against Women Partnership Strategic Plan 2021-24](#); and
- [Alcohol and Drug Partnership Strategic Improvement Plan](#).