

LOCAL OUTCOMES IMPROVEMENT PLAN (2024-2029): YEAR 1

STRATEGIC DELIVERY PARTNERSHIP: POPULATION HEALTH

PRIORITY AREA: MENTAL HEALTH IMPROVEMENT INCLUDING SUICIDE PREVENTION

**Detailed information can be found within the Action Plans below*

Action	Target	Measuring Success	Timescales	Responsibility	Link to LOIP Outcomes	Collaborative Working
Develop and deliver a revised and refreshed Mental Health and Suicide Prevention Action Plan focusing on a life course approach.	<p>Revised Group membership and terms of reference</p> <p>Development of an action plan with clear responsibilities targets and timescales</p> <p>Promote and raise awareness on mental health improvement and suicide prevention (communication and campaigns)</p> <p>Increase understanding and awareness of mental health and wellbeing and suicide prevention and suicide safer communities (training, resources, community activities education)</p> <p>Improve understanding of evidence and approaches to improve mental health and prevent suicide focusing on a life course approach and wider determinants of health (evidence, research and capacity building)</p>	<p>Clear action plan with timelines and responsibilities</p> <p>WEMWBS</p> <p>Life Satisfaction Score</p> <p>Probable deaths by suicide (5yr averages) – NRS and local data</p> <p>Child wellbeing and happiness</p> <p>Loneliness</p> <p>Potential further measures re determinants of mental health to be agreed</p>	2024-2026	Mental Health & Suicide Prevention sub group	Wellbeing	<p>Suicide Prevention Leads and Trainers</p> <p>SA Community Planning partners</p> <p>Tier One services / TSI</p> <p>North Ayrshire HSCP as lead partnership area for MH/SP (as part of Ayrshire wide Public Health approach)</p>

STRATEGIC DELIVERY PARTNERSHIP: Population Health (Mental health and suicide prevention)

PRIORITY AREA: Mental health and Suicide Prevention (MH/SP)

The purpose of the MH/SP group is to support the mental health and wellbeing of communities with a focus on prevention and early intervention across the life course, aligning with Scotland's Mental Health and Wellbeing Strategy.

The group will therefore:

- Develop actions across the life course which focus on the social and economic determinants of mental health and suicide.
- Promote and raise awareness via communications, campaigns, and ongoing conversations.
- Increase knowledge and understanding through training and health information.
- Continue to socialise the life course approach using evidence and research to inform activities.

Action	Measuring Success	Timescales	Responsibility
Development of a clear mental health improvement and suicide prevention action plan			
Consultation and engagement on revised group membership and terms of reference	<ul style="list-style-type: none"> • Numbers engaged • Terms of Reference in place • Engagement report produced 	September 25 – March 25	Public Health Suicide Prevention Leads (with HSCP and CPP locality groups and local communities)
Development of action plan for 2025-2026	<ul style="list-style-type: none"> • Numbers involved in development of plan • Action plan with clear timescales and partner commitments for 2025-26 in place 	November 24 – March 25	Public Health South HSCP MH/SP group members
Increase understanding and awareness of mental health and wellbeing and suicide prevention and suicide safer communities (training, resources, community activities, education)			
Delivery of Mental Health Improvement – a practical approach training	<ul style="list-style-type: none"> • Number of people accessing training (note – still to find out if we can get numbers at SA level as training is delivered Ayrshire wide) • Evaluation of courses 	Annual reporting	Public Health HIO – Mental Health
Delivery of Suicide Prevention Training Calendar	<ul style="list-style-type: none"> • Number of people accessing training • Evaluation of courses 	Annual reporting	SP Leads SP Trainers
Development of mental health guide for women	<ul style="list-style-type: none"> • Mental Health Guide for Women produced and made available for use • Number of people accessing / ordering resource via HIRS service • Feedback on resource 	March 2025	Public Health HIO – Mental Health
Promotion of suite of mental health guides	<ul style="list-style-type: none"> • Number of resources being ordered through HIRS service • Feedback on resources 	March 2025	Public Health Senior HI Programme Officer SP Leads
Delivery of suicide prevention learning events	<ul style="list-style-type: none"> • Delivery of South Ayrshire SP learning event • Evaluation and event reports 	Annual reporting	SP Leads
Increase awareness of tier one mental health supports	<ul style="list-style-type: none"> • Numbers accessing services and supports in South Ayrshire funded by the Community Mental Health and Wellbeing Fund 	January 24 onwards	MH SP Group
Explore opportunities to roll out third sector suicide prevention toolkit in South Ayrshire	<ul style="list-style-type: none"> • Number of third sector organisations in South Ayrshire using the suicide prevention toolkit (should they adopt locally) • Feedback from third sector on resource 	January 2025 – June 2025	Public Health Senior HI Programme Officer TSI MH SP Group

Promote and raise awareness of mental health improvement and suicide prevention (communication and campaigns)			
Development of suicide prevention communications and development plan (Ayrshire wide)	<ul style="list-style-type: none"> • Ayrshire wide Suicide Prevention communications and development plan in place 	Annual reporting (by March 2025)	Ayrshire Wide SP Comms and Development Group
Comms and campaign plan for Mental Health Awareness Week	<ul style="list-style-type: none"> • Number of resources accessed in lead up to and during campaign (timescale will be agreed) • Number of people accessing training in lead up to and during campaign (timescale will be agreed) • Number of social media posts from South partners re campaign • Engagement levels with social media and other messaging 	May 2025	MH/SP Group Public Health
Comms and campaign plan for Suicide Prevention Day and Month	<ul style="list-style-type: none"> • Number of resources accessed in lead up to and during campaign (timescale will be agreed) • Number of people accessing training in lead up to and during campaign (timescale will be agreed) • Number of social media posts from South partners re campaign • Engagement levels with social media and other messaging • Digital analytics for numbers accessing newsletter and associated online resources (TBC) 	September 2025	Ayrshire wide Comms and Development Group MH/SP Group
Improve understanding of evidence and approaches to improve mental health and prevent suicide focusing on a life course approach and wider determinants of health (evidence, research and capacity building)			
Review of Mentally Healthy Communities Toolkit and identify next steps	<ul style="list-style-type: none"> • Number of people who participate in review • Completion of review report • Action plan agreed based on findings 	March 2025	March 2025
Develop and engage partners in the evidence base regarding prevention and early intervention for self-neglect (Ayrshire wide)	<ul style="list-style-type: none"> • Engagement plan in place • Numbers engaging in process • Range of partners engaging in the process • Action plan for prevention and early intervention in place 	Annual reporting	Public Health MH SP Group ASP

LOCAL OUTCOMES IMPROVEMENT PLAN (2024-2029): YEAR 1

STRATEGIC DELIVERY PARTNERSHIP: POPULATION HEALTH

PRIORITY AREA: GREEN HEALTH ACTIVE LIVING

**Detailed information can be found within the Action Plans below*

Action	Target	Measuring Success	Timescales	Responsibility	Link to LOIP Outcomes	Collaborative Working
Delivery of the Green Health Active Living action plan	<p>Set targets and priorities (leadership)</p> <p>Promote the benefits of green health and active living (marketing & communication)</p> <p>Improve and inform understanding of how green health is being promoted (research & development)</p> <p>Deliver and improve learning resources and opportunities (education & training)</p>	<p>Visits to the outdoors</p> <p>Biodiversity</p> <p>Mental wellbeing</p> <p>Physical activity</p> <p>Journeys by active travel</p> <p>Loneliness</p> <p>Access to green and blue space</p> <p>Places to interact</p>	2023-2026	Green Health and Active Living Sub Group (GHALSG)	Place & Wellbeing	<ul style="list-style-type: none"> • NHS Ayrshire & Arran (Public Health) • South Ayrshire Council (Community Planning, Thriving Communities, Ranger Service, Leisure Services, Outdoor Access) • Galloway and Southern Ayrshire Biosphere • Ayrshire College • South Ayrshire HSCP • Nature Scot • The Conservation Volunteers • Ayrshire Coastal Path • Voluntary Action South Ayrshire • Ayrshire Roads Alliance • Biosphere Bikes • The Outdoor Partnership • Ayrshire Climate Hub • Adventure Centre for Education

STRATEGIC DELIVERY PARTNERSHIP: POPULATION HEALTH

PRIORITY AREA: GREEN HEALTH AND ACTIVE LIVING

The purpose of the Green Health and Active Living Sub Group (GHALSG) is to encourage active living and help connect health and social care with nature.

Priorities

1. The GHALSG will connect the health and environment sectors by fostering partnerships and joint working between the third sector, locality planning partners, education, health and social care to enable everyone in South Ayrshire to grow well, live well and age well, by improving health and wellbeing through active living and interaction with the environment.
2. The GHALSG will work with partners to co-ordinate marketing, communication and research connected to green health and active living in South Ayrshire, to promote the benefits of active living, green health and nature prescription and to help the development of active living and green health opportunities, priorities and place planning.
3. The GHALSG will contribute to the delivery of local and national strategies.

South Ayrshire Green Health and Active Living Action Plan is split into 4 workstreams which help to deliver key actions: Leadership, Marketing & Communication, Research & Development, Training & Education.

LEADERSHIP

Setting the targets and priorities for the partnership, developing capacity and providing direction to deliver, monitor and evaluate the 2023-26 action plan

Action	Measuring Success	Timescales	Responsibility
Exploration of opportunity to appoint a Green Health Project Officer.	A) Agree area of focus. B) Agree which organisation will host. C) Source funding. D) Green Health Project Officer Appointed.	2023-25 action, IN PROGRESS	Leadership workstream group
Green Health and Active Living is recognised in Partner corporate plans, policies and strategies. Members pledge to Green Health and Active Living – including participation in associated programmes – such as Cycle Friendly Employer and Walk at Work Award	A) Number of Partners making a pledge. B) Number of Partners participating in associated programmes.	2023-26 action, IN PROGRESS	Leadership workstreamwgroup
Recruit and develop a network of Green Health Champions.	A) Number of Partners appointing Green Health & Active Living Champions. B) Number of Green Health Champions recruited across Health & Social Care, Education and the Community.	2023-26 action, IN PROGRESS	Leadership workstream group
Monitoring & Evaluation plan is put in place – tracking outcomes against agreed performance indicators. An annual report is produced which reflects the work and impact of the Partnership.	A) An M&E plan is approved by the Leadership group. B) Annual Report is produced. C) Number of Case Studies published.	2023-26 action, IN PROGRESS	Leadership workstream group

MARKETING & COMMUNICATIONS			
Promoting the recognised benefits of Green Health and Active Living, raising the profile of current opportunities, and increasing engagement in relevant programmes			
Promotion of a digital app which promotes Green Health and Active Living benefits and opportunities – including Active Travel.	A) Number of downloads / users. B) Number of partners and opportunities listed. C) User ratings / feedback. D) Development of information presentation on the app. E) Number of referrals made. F) Outcomes set out in the Green Health app Comms & marketing plan are met.	2023-25 action, IN PROGRESS	Marketing, communications, training & education workstream group
Develop and implement a Marketing & Communications plan which promotes the benefits of Green Health and Active Living – including Active travel	A) A marketing plan is developed and launched by the Partnership. B) A marketing plan has been implemented and evaluation considered by the Partnership.	2023-26 action, IN PROGRESS	Marketing, communications, training & education workstream group
Develop and share social media campaigns which promote the benefits of Green Health and Active Living – including Active Travel.	A) Dedicated social Media Channels are established – Facebook, Instagram, TikTok and Twitter. B) Engagement across our social media channels – including the number of interactions, views, shares, likes and retweets, alongside platform analytical data.	2023-26 action, IN PROGRESS	Marketing, communications, training & education workstream group
Develop and promote a website which illustrates the benefits of Green Health and Active Living – including Active Travel	A) Feasibility of website is explored. B) The website is published. C) Number of site visits. D) Time spent on the website. E) User feedback. F) Cross communication / links with Partner sites and programmes – such as South Ayrshire Lifeline/Connect .	2024-26 action, NOT STARTED (funding dependant)	Marketing, communications, training & education workstream group
Deliver and support events which further raise awareness and participation in Green Health & Active Living – including Active Travel.	A) Number of events delivered. B) Number of events supported. C) Number of attendees. D) Partner and attendee feedback.	2023-26 action, IN PROGRESS	Marketing, communications, training & education workstream group
Develop a range of assets which promote Nature Connection and associated benefits for physical and mental wellbeing – such as a nature calendar.	A) Number of assets created. B) Number of assets downloaded / shared. C) Marketing and promotion of assets is delivered	2023-26 action, IN PROGRESS	Marketing, communications, training & education workstream group

RESEARCH & DEVELOPMENT			
Informing the Partnership's understanding of how Green Health is being promoted locally and nationally, identifying the range of current opportunities and gaps in provision, and supporting the development of new projects and initiatives			
Action	Measuring Success	Timescales	Responsibility
Sharing experience with other Green Health Partnership groups across the country to learn from their experience and approach.	A) Number of engagements with other Green Health Partnership groups.	2023-26 action, IN PROGRESS	Research & development workstream group
Map out current range of Green Health & Active Living opportunities – programmes, initiatives, and deliverers.	A) Number of programmes and projects identified. B) Number of activities identified – including wider Active Living opportunities, such as walking football and walking rugby. C) Number of deliverers / vendors identified – such as TCV.	2023-26 action, IN PROGRESS	Research & development workstream group
Identify and consult with Green Health and Active Living stakeholders and delivery partners from across the Community.	A) Number of schools engaged with. B) Number of colleges/universities engaged with. C) Number of health professionals engaged with. D) Number of community organisations engaged with. E) Number of focus groups held. Case study information available.	2023-26 action, IN PROGRESS	Research & development workstream group
Identify, review, and incorporate the best research and data to support the development and impact of the Green Health & Active Living programme.	A) Number of sources identified and accessed.	2023-25 action, IN PROGRESS	Research & development workstream group
Identify gaps in provision and contribute towards development and delivery of new projects and initiatives which support more people to discover the benefits of Green Health.	A) Identification of gaps in green health and active living projects. B) Number of new projects supported. C) Number of new activities created.	2024-26 action, IN PROGRESS	Research & development workstream group

EDUCATION & TRAINING			
Deliver learning resources and opportunities to improve network capability, confidence and motivation to promote and facilitate access to Green Health and Active Living opportunities			
Action	Measuring Success	Timescales	Responsibility
Create and deliver education materials relevant to partners who are being supported to promote Green Health & Active Living benefits and opportunities.	A) Creation of education materials. B) Number of presentations and workshops delivered. C) Number of partners participating. D) Number of presentation / workshop attendees. E) Partner and participant feedback.	2023-26 action, IN PROGRESS	Marketing, communications, training & education workstream group
Create Green Health & Active Living face-to-face and e-Learning Module(s) accessible to partners across the network.	A) Module(s) created. B) Number of partner agencies adopting the module(s). C) Number of module completions / users. D) User feedback / module ratings.	2024-26 action, IN PROGRESS	Marketing, communications, training & education workstream group
Co-design of a Green Health & Active Living prescription pathway –with associated tools and templates – in collaboration with key stakeholders, including end users.	A) Number of engagements – GP practices, pharmacies, and other referral agents. B) Pathway Number of referrals made. C) Number of partners adopting the pathway, and associated tools. D) User feedback (both HSC professionals and service users / patients).	2023-26 action, IN PROGRESS	Marketing, communications, training & education workstream group

LOCAL OUTCOMES IMPROVEMENT PLAN (2024-2029): YEAR 1

STRATEGIC DELIVERY PARTNERSHIP: POPULATION HEALTH

PRIORITY AREA: PHYSICAL ACTIVITY AND SPORT

**Detailed information can be found within the Operational Plans below*

Action	Target	Measuring Success	Timescales	Responsibility	Link to LOIP Outcomes	Collaborative Working
Deliver Physical Activity and Sport action plan	Improve opportunities in physical activity and sport so everyone can be involved	Physical activity Attendance at sports facilities	2024-2029	Service Lead Thriving Communities	Place & Wellbeing	CPP Partners

STRATEGIC DELIVERY PARTNERSHIP: POPULATION HEALTH

PRIORITY AREA: PHYSICAL ACTIVITY AND SPORT

We will work in partnership to enable people in South Ayrshire to lead active, happy and healthy lives so they can grow well, live well and age well.

Sport and Recreation Leadership

Purpose of Group

1. Provide opportunities for people in South Ayrshire to participate and progress in sport and recreational activities.
2. Develop environments for sport and recreation across South Ayrshire.
3. Develop people, spaces and places to enable environments for sport and recreation to thrive.

Action	Measuring Success	Timescales	Responsibility
Support sports clubs and community organisations to offer a wide range of sustainable opportunities within South Ayrshire communities	<ul style="list-style-type: none"> • Increased participation in sport and recreation • Increased progression in sport and recreation 	Collect monthly – report 6-monthly	SAC Health & Wellbeing (Thriving Communities) Sport & Leisure and sports clubs
Community Sport Hubs will develop a range of opportunities for sports clubs and organisations to work together	<ul style="list-style-type: none"> • Number of CSH training and networking opportunities • Number of clubs/coaches engaging in training and networking opportunities 	Collect monthly – report 6-monthly	South Ayrshire Community Sport Hubs (Thriving Communities) and sports clubs
Provide a range of development opportunities for the sport and physical activity workforce across South Ayrshire	<ul style="list-style-type: none"> • Number of training and development opportunities • Number of coaches/volunteers accessing training opportunities • Number of qualified volunteers delivering sport and physical activity across South Ayrshire 	Collect monthly – report 6-monthly	SAC Health & Wellbeing (Thriving Communities) SAC Sport & Leisure
Recognition and celebration of the sport and physical activity workforce across South Ayrshire	<ul style="list-style-type: none"> • Delivery of South Ayrshire Sport Awards • Delivery of campaigns to recognise local workforce 	Report annually	SAC Health & Wellbeing (Thriving Communities) Sport & Leisure
Quality Physical Education is coordinated, planned and delivered across all primary and secondary schools	<ul style="list-style-type: none"> • Number of primary schools delivering at least two hours of PE per week for all pupils • Number of secondary schools delivering at least two 50-minute periods of PE for all pupils between S1 and S4. 	Report annually	SAC Education
Physical Activity and Sport is embedded across all educational settings promoting pathways to participate, volunteer and officiate in sport	<ul style="list-style-type: none"> • Number and range of Active Schools programme delivered • Number of clubs linked with schools • Number of young people engaging in the Developing Young Workforce programme • Number of students engaged in sport and physical activity • Number of student volunteers 	Collect and report each school term	SAC Health & Wellbeing (Thriving Communities), Ayrshire College UWS
Development and maintenance of quality facilities for all levels of sport and recreation	<ul style="list-style-type: none"> • Number of facilities • Development of new facilities • No of groups accessing facilities • No of individuals accessing facilities 	Report annually	SAC Sport & Leisure, SAC Health & Wellbeing (Thriving Communities) Sport Scotland facilities team