



HEAT Targets

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NHS
Health
Scotland



7 HEAT Targets

- 1** Reduce mortality from Coronary Heart Disease among those under 75 living in deprived areas.
- 2** 80% of all 3- to 5- year old children to be registered with an NHS dentist by 2010/11.
- 3** Achieve agreed completion rates for child healthy weight intervention programme by 2010/11.
- 4** Achieve agreed number of screenings using setting-appropriate screening tools and appropriate alcohol brief intervention by 2010/11.
- 5** Reduce suicide rate between 2002 and 2013 by 20%. With 50% of key staff in mental health and substance misuse services, primary care, and A&E being educated and trained in using assessment tools and suicide prevention programmes by 2010.
- 6** Through smoking cessation services, support 8% of each board's smoking population to successfully quit over the period 2008 – 2011.
- 7** Increase the proportion of newborn children exclusively breastfed at 6–8 weeks from 26.6% in 2006/07 to 33.3% in 2010/11.



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HEAT Target 1: Heart Disease

Reduce mortality from Coronary Heart Disease among those under 75 living in deprived areas.

The evidence

The risk factors associated with Coronary Heart Disease (CHD) are well-documented. They include behaviours such as smoking, diet, and physical inactivity as well as pre-determined factors such as family history. The impact of social, economic and environmental factors continue to be both a cause and consequence of ill-health.

Our initiatives in 2008/09

The Keep Well Programme began in October 2007 and will run until 2010.

Keep Well focuses on tackling the factors associated with the early onset of Coronary Vascular Disease (CVD) and diabetes within Scotland's most deprived communities. The programme is delivered across seven NHS board areas targeting a total of 120,000 people aged 45-64 years. NHS Health Scotland's Better Health Team is responsible for the national management of the programme.



The Keep Well programme aims to provide early intervention for individuals with high risk of CVD and diabetes. This involves improved access to primary care through flexible and innovative approaches and the offer of a Keep Well Health Check. This is an opportunity to check heart health and ask questions around lifestyle and social circumstance. A range of NHS and partner services are offered after the check.

This model of anticipatory care will be supported further by a rural-based programme in NHS Grampian, Highland, Western Isles, Orkney and Shetland entitled Well North.

To date over 28,000 people have been health checked.

Partnership working

The ability to develop and provide services across partner agencies is crucial.

Ways to get involved:

- An Anticipatory Care Practitioner Forum now meets on a regular basis, interested staff can get involved by contacting Helen Hassall.
- Receive our quarterly update Keep Well Informed, by emailing Helen.
- Huddle, a web-based library of programme information is also available.

Interested?

Please contact Helen at helen.hassall@health.scot.nhs.uk or visit www.keepwellscotland.com.



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HEAT Target 2: **Oral Health**

This is a developmental target, and a 80% of all 3- to 5- year old children to be registered with an NHS dentist by 2010/11.

The evidence

The foundations of good oral health are established in infancy and early childhood. Effective toothbrushing with fluoride toothpaste and regular visits to the dental team can improve children's oral health.

Pre-school children in Scotland have among the highest rates of decayed teeth in Europe. 46% of Scottish children have signs of dental decay by the time they reach Primary 1.

Our initiatives in 2008/09

NHS Health Scotland provides a number of practical resources for parents and professionals including What's happening to our Children's Teeth?, a DVD for parents on how to care for their children's teeth. Bookmarks promote the DVD in community libraries.

We support a range of materials, for example, Teeth for Two, Give Teeth a Chance and Teeth Need Gums. Other resources include oral health information, for example, oral health is included in the new Ready Steady Baby!. »



Childsmile is a Scotland-wide initiative to help improve children's oral health and reduce oral health inequalities. We will support the national Childsmile rollout with a communications campaign targeting parents and promoting Childsmile as a universal service. We also provide input into the development of national Childsmile resources, for example, a DVD to support the Childsmile toothbrushing programme.

NHS Health Scotland is involved in the development of a Dental Health Guide for health visitors. The Dental Health Guide will be a comprehensive resource for health visitors to use with families to raise the topic of dental/oral health.

Integrating the oral health HEAT target in early years' resources and across NHS Health Scotland resources is a key priority for 2008-09.

Partnership working

All our work has been developed in partnership with others including:

- the Chief Dental Officer at Scottish Government
- local NHS boards
- a range of national groups and organisations across Scotland
- parents and carers.



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HEAT Target 3: **Child Healthy Weight**

Achieve agreed completion rates for child healthy weight intervention programme by 2010/11.

The evidence

This is a developmental target, and a key component is the evaluation of interventions in order to contribute to the existing evidence base.

Our initiatives in 2008/09

NHS Health Scotland will work to increase the availability of intervention programmes for children and young people who are already overweight or obese.

Recent work is aimed at developing healthier eating and physical activity behaviours among children and young people, for example through the Government's Hungry for Success guidance on school lunches, Nutritional Guidance for the Early Years for carers of pre-school children, and projects such as YDance, Girls on the Move, and the Active Schools Programme.



NHS boards across Scotland are currently developing plans for local interventions, linking to work on diet and physical activity already underway locally.

We will work to support boards in the implementation of interventions, for example through networking and facilitating the sharing of learning and good practice, and through the production of appropriate resources.

Partnership working

NHS Health Scotland works with a range of key partners and stakeholders to develop guidance issued by the Scottish Government to NHS boards.



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HEAT Target 4: **Alcohol**

Achieve agreed number of screenings using setting-appropriate screening tools and appropriate alcohol brief intervention by 2010/11.

The evidence

An alcohol brief intervention is a short, evidence-based, structured conversation with a client/patient that seeks, in a non-confrontational way, to motivate and support the client/patient to think about and/or plan change in relation to their drinking behaviour.

A Cochrane Review of Brief Interventions in Primary Care (2007) and SIGN 74 The management of harmful drinking and alcohol dependence in primary care (2003) highlight that brief interventions in primary care can reduce total alcohol consumption, and episodes of binge drinking and alcohol-related harm in hazardous and harmful drinkers for up to a year.

Alcohol brief interventions can be carried out effectively in a variety of healthcare settings such as primary care, A&E, maternity/antenatal care, GUM, and anticipatory care. They can be effectively delivered by a range of professional audiences including non-specialists such as GPs, nurses and health advisors.



Our initiatives in 2008/09

NHS Health Scotland along with key partners is working closely with health boards to ensure that an effective programme of support is in place, helping to develop a sustainable delivery infrastructure and a skilled and confident workforce.

- We provide training for trainers – to support training at the health board level across Scotland.
- We will publish an alcohol brief interventions training pack – an online resource to support flexible delivery.
- We are developing a range of practitioner and client/patient resources and support materials.
- We will provide appropriate professional support for three major demonstration projects on behalf of the Government. This work involves the Scottish Prison Service Alcohol Service; general dentistry, in collaboration with Glasgow Dental Hospital and NHS 24.

Partnership working

In collaboration with key partners we will develop guidance for boards on integrated alcohol care pathways and data collection. We will undertake a literature review and development of a good practice guide in relation to delivery in acute settings.



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HEAT Target 5: **Suicide Prevention**

Reduce suicide rate between 2002 and 2013 by 20%. With 50% of key staff in mental health and substance misuse services, primary care, and A&E being educated and trained in using assessment tools and suicide prevention programmes by 2010.

Choose Life is the national 10-year strategy and action plan for preventing suicide in Scotland.

The evidence

A key objective for Choose Life is to collate, analyse and disseminate information and evidence relevant to suicide prevention. A selection of evaluations and reviews include:

- Use and Impact of Applied Suicide Intervention Skills Training (ASIST) in Scotland: an Evaluation (May 2008).
- An independent evaluation of the first phase of Choose Life (September 2006).
- The Effectiveness of Interventions to Prevent Suicide and Suicidal Behaviour: a Systematic Review (January 2008).

Initiatives in 2008/09

The rollout of ASIST, safeTalk and Skills-Based Training on Risk Management (STORM) has involved training approximately 60 safeTALK trainers, 300 ASIST trainers and 40 STORM trainers, who have trained over 14,000 people in Scotland. Each »



of Scotland's 32 local authority areas have a dedicated Choose Life action plan to guide coordination, training and local initiatives. These focus on prevention, education and awareness raising, delivery, partnership working and offering practical support to those affected by suicide.

We will focus on raising awareness and improving understanding of the issues surrounding suicide in Scotland including:

- supporting events such as Suicide Prevention Week
- working with the National Union of Journalists in Scotland to create media guidelines on the reporting of suicide
- the continuation of the rollout of ASIST training
- the delivery of safeTalk and STORM
- the 12th European Symposium on Suicide and Suicidal Behaviour (ESSSB12), which Scotland will host for the first time in August 2008.

Partnership working

A key priority is continual engagement with local and national partners such as the voluntary sector, Community Planning Partnerships, the Scottish Government and the NHS. We work closely with national helplines and partners such as Breathing Space, Samaritans, ChildLine and the Scottish Association for Mental Health (SAMH).

Interested?

For more information visit www.chooselife.net, or contact us directly at info@chooselife.net



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HEAT Target 6: Smoking Cessation

Through smoking cessation services, support 8% of each board's smoking population to successfully quit over the period 2008 – 2011.

The evidence

NHS Health Scotland's Tobacco Programme supports the implementation of the national action plan on tobacco control, A Breath of Fresh Air.

Action on tobacco is focused on prevention and education, second-hand smoke, cessation, and protection and controls.

Our initiatives in 2008/09

HEAT target 6 directs our attention to supporting our NHS partners and others in a number of ways. These include:

- Promoting the use of evidence informed guidance – Smoking Cessation Guidelines Update 2007, Smoking Cessation Guidelines for Scotland 2004, and the forthcoming NHS Health Scotland commentary on NICE Public Health Guidance on smoking cessation.
- Managing Smokeline, the national stop smoking helpline and developing and maintaining the website, www.canstopsmoking.com



- Increasing referrals to local cessation services through integrated national and local campaigns. In January, NHS Health Scotland-sponsored Stop Smoking Roadshows generating 800 sign-ups for local smoking cessation groups.
- Offering media training on key messages to local boards.
- Supporting the national Smoking Cessation Coordinators Network by providing a forum for discussing the implementation of national policy and guidance, sharing best practice and exchange of ideas.
- Organising the first Scottish Smoking Cessation Conference. The second conference will take place in November 2008.
- Development of a short course on brief advice and smoking cessation aimed at health professionals in secondary care settings is underway.
- Audits of cessation support in pregnancy, secondary care and the workplace.
- Revising and updating our suite of tobacco publications.
- Reviewing our materials by undertaking focus groups with smokers on the usefulness of our tobacco resources.

Partnership working

We continue to contribute to the development of tobacco control policy at a strategic level in Scotland and work in partnership with external organisations and stakeholders.



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HEAT Target 7: Breastfeeding

Increase the proportion of newborn children exclusively breastfed at 6–8 weeks from 26.6% in 2006/07 to 33.3% in 2010/11.

The evidence

Breastfeeding has both short and long-term health benefits for mother and baby. As well as providing a complete nutrition source, breast milk offers important protection against gastroenteritis and respiratory infection, urinary tract infections, allergies such as eczema and asthma, juvenile onset insulin-dependent diabetes and obesity.

Women who breastfeed are less likely to develop ovarian cancer and pre-menopausal breast cancer.

Our initiatives in 2008/09

Health Scotland provides a number of practical resources for professionals to give to women during pregnancy and beyond. These include Off to a Good Start, and Breastfeeding and Returning to Work and Ready Steady Baby!

NHS Health Scotland developed the breastfeeding TV advert Obvious Café – aired on STV, Channel 4 and Five during Breastfeeding Awareness Week. Recent research has shown that the ad still resonates strongly with the target audience.



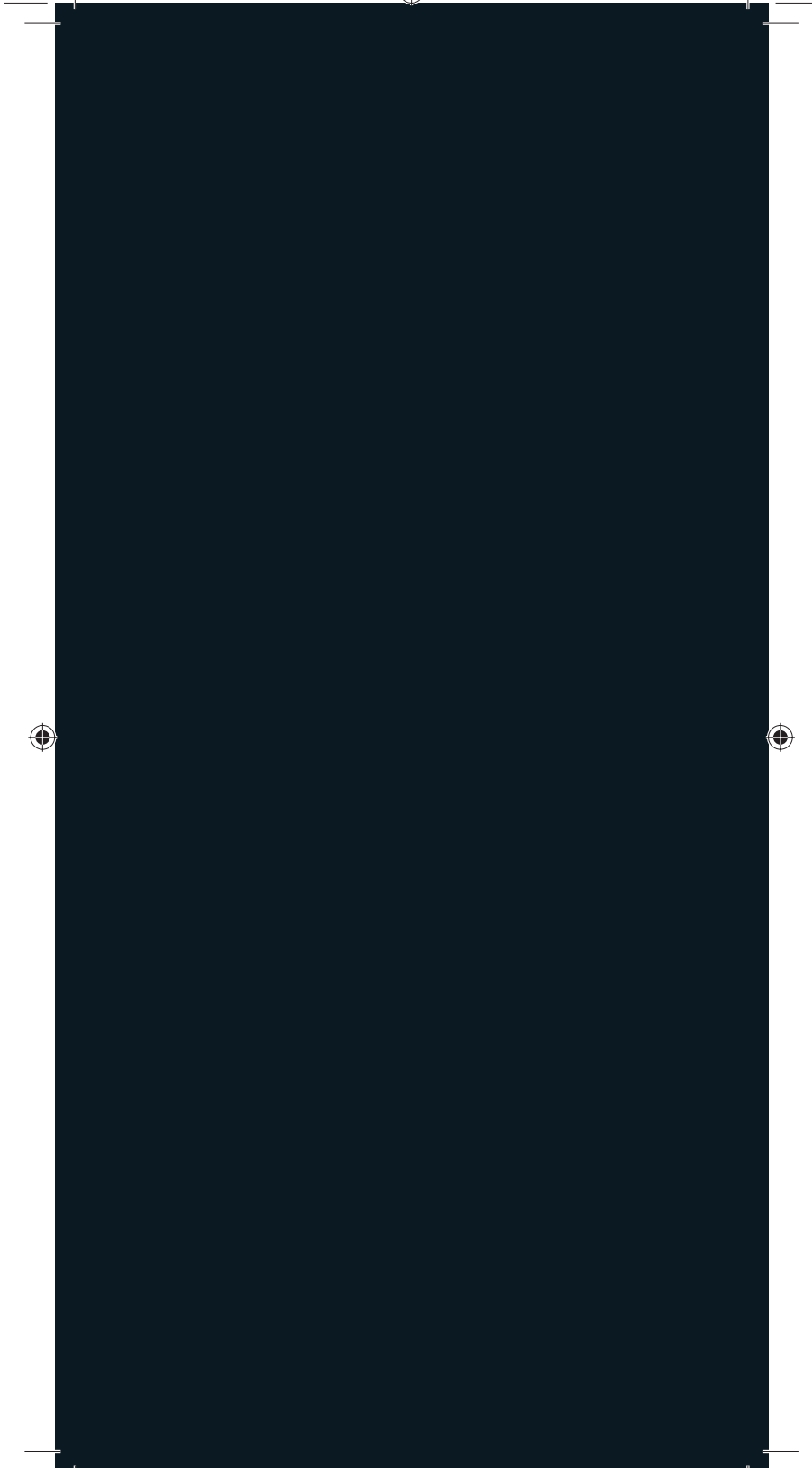
We are commissioning a two-year research project: Exploration of Self Esteem and Confidence Issues In relation To Breastfeeding (Parent and Professional perspectives). This will increase our understanding of what encourages or discourages new mothers to breastfeed, what support was offered to them, by whom, and what made a difference.

We are involved in the development of a DVD called Breastfeeding – the ultimate gift in collaboration with the Department of Health, Welsh Assembly and Northern Ireland Assembly. This will be available to Scotland's area NHS boards from August 2008.

We are planning a conference to look at how to change Scottish culture so it welcomes breastfeeding as the norm. The conference is being planned in partnership with health professionals for January 2009.

Partnership working

All our work has been developed in partnership with others – from professionals in local NHS boards and councils, to the women who are our target audience. We are also involved in partnerships that span the four countries of the UK.





7 HEAT Targets

Heart Disease

Oral Health

Child Healthy Weight

Alcohol

Suicide Prevention

Smoking Cessation

Breastfeeding

