



Prevention and Early Intervention Strategy

Prevent, Reduce and Improve

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fifehealthandsocialcare.org

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Foreword

The Prevention and Early Intervention Strategy 2024–2027 is both a Corporate Objective for NHS Fife and one of Fife Health and Social Care Partnership’s (H&SCP) transformational and supporting strategies within our Fife H&SCP Strategic Plan 2023–2026.

The scope of this strategy includes Fife H&SCP, NHS Fife, Third Sector, Fife Council, the Voluntary and Independent sectors as well as communities and people themselves.

This first Prevention and Early Intervention Strategy encourages us to continue to think and act differently, so that everyone can live an independent and healthier life now and in the future. We want to work with the people of Fife to enable individuals and communities to take every opportunity to maximise their own health and wellbeing.

We want to continue to shift everyone's focus to what more we can do to support prevention and early intervention, we are passionate about what we can do to improve the outcomes that matter to people, address inequalities and make the best use of our resources including people and communities themselves. We will achieve this by working together, and with people as proactive partners, to prevent, reduce and improve health and social disadvantage or by intervening early when problems do occur.

Our thanks go to the many stakeholders involved in developing this Prevention and Early Intervention Strategy.



Lynne Garvey
Chief Officer IJB
Director Health & Social Care



Dr Joy Tomlinson
Director of Public Health
NHS Fife

Executive Summary

We recognise that we are facing a complex challenge where a multiagency effort is needed across the whole system to make a difference. Addressing the wider determinants of health (social, economic and environmental factors which impact on people's health) to improve the conditions into which people are born, live and work can have a positive impact on health and wellbeing but cannot be delivered by any organisation alone.

Our Prevention and Early Intervention Strategy has been written in line with Fife Health and Social Care Partnership strategic priorities and will contribute to achieving the vision;

'To enable the people of Fife to live independent and healthier lives'

We will also align to the aspirations, principles and strategic priorities of the [NHS Fife Population Health and Wellbeing Strategy \(2023-2028\)](#) Living well, working well and flourishing in Fife.

Our Prevention and Early Intervention Strategy aims to;

- strengthen integration across health, social care, Fife council and third and independent sector networks to meet our key priorities
- include people and communities as active and equal partners
- prioritise self-care, with a tiered and anticipatory approach
- ensure the whole life course is considered within all activities which support and embed prevention and early intervention
- use our resources wisely and ensure a value-based approach to achieve the outcomes that matter to people
- embed prevention and early intervention as standard practice across our whole health and social care system
- create, embed and sustain the right culture and conditions to enable us to undertake prevention and early intervention activity.



We believe that this strategy sets the conditions and principles for Prevention and Early Intervention now and for the future.



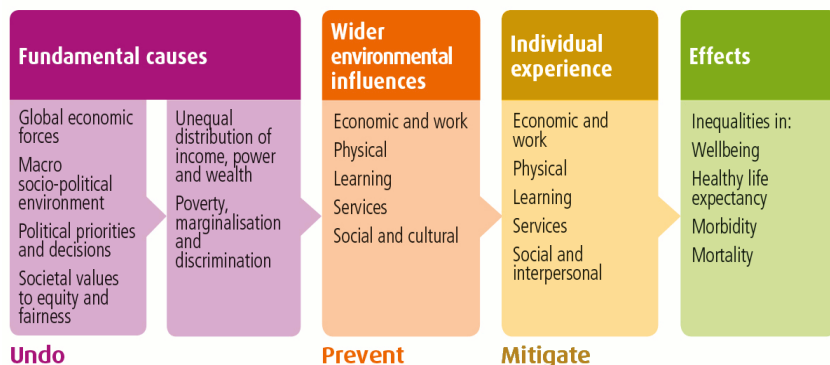
Lisa Cooper
Head of Service Primary and Preventative Care Services

Introduction

Welcome to Fife’s Prevention and Early Intervention Strategy 2024–2027. This document sets out how we will develop our approach to reducing the occurrence and impact of various health and social problems through proactive measures and timely interventions in line with our vision and strategic priorities in our published Strategic Plan 2023–2026.

The Prevention and Early Intervention Strategy requires a longer-term approach to embed a sustained cultural shift. Changing attitudes, behaviours and practices within a community or organisation takes time and consistent effort. Shifting focus to prevention and early intervention approaches will impact positively on reducing health inequalities by addressing root causes and providing timely support to individuals and communities at particular risk.

Health Inequalities can stem from a variety of root causes, including socioeconomic factors, access to healthcare services, education levels, environmental factors and individual behaviours. Socioeconomic status, in particular, plays a significant role in determining an individual’s access to resources such as quality healthcare, nutritious food, safe housing and education. Individual behaviours, such as smoking, poor diet, lack of exercise, and substance use, can also contribute to health disparities. Addressing these root causes requires a comprehensive approach that includes policy changes, community interventions and individual behaviour modifications.



Ref: Heath Inequalities theory of causation, Public Health Scotland

We believe that by fostering a culture that values prevention and early intervention it is possible to truly deliver upstream prevention and early intervention efforts while being fully cognisant of the current and projected financial and resource pressures.

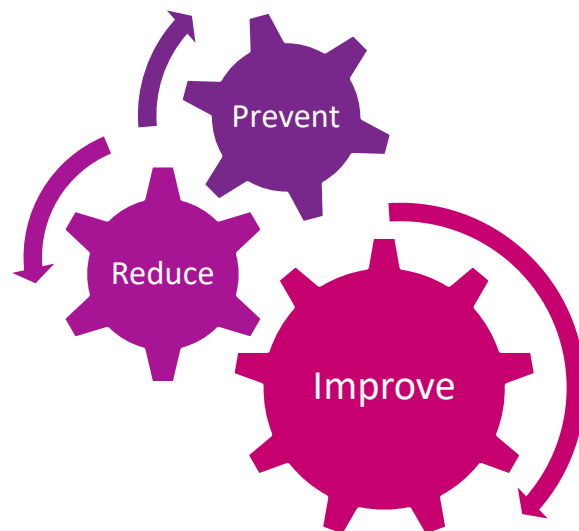
More than a quarter of all deaths in Scotland are potentially avoidable. The burden of illness and early death can impact individuals, families, communities, healthcare systems and society as a whole. Individuals who experience illness may suffer physically, emotionally and financially affecting their quality of life and wellbeing. Families of those affected may experience emotional distress, financial strain and disruption in their daily lives. Communities may face decreased productivity and social challenges as a result of illness and early death. Healthcare systems may be burdened with increased demand for services, higher costs and challenges in providing quality care to those in need. Society as a whole may experience reduced economic growth, increased inequality, and strained social services due to the burden of illness and early death.

There is significant potential to reduce the burden of illness and early death in Fife. Addressing these issues requires a coordinated effort across multiple sectors to improve health outcomes and reduce impact of illness and premature mortality. Actions that will prevent ill-health are supported by a growing body of economic evidence demonstrating that they are cost-effective. In this time of current and projected financial and resource pressures it is even more important that we have a strategy to focus our approach in Fife, deliberately embedding prevention and early intervention in everything we do.

By investing time and effort in preventative measures and early interventions we believe we can reduce the need for costly critical services in the future leading to better outcomes for individuals and communities as well as ensuring our resources are used effectively and efficiently in line with the national wellbeing outcomes of integration.

This strategy focuses on identifying and addressing potential risks and challenges before they escalate by tackling social disadvantage, promoting health and wellbeing, and enhancing the overall quality of life for individuals and communities in Fife.

This strategy will begin to support a culture of prevention and early intervention across Fife where every conversation counts and can support us to **PREVENT, REDUCE** and **IMPROVE** health and social problems.



Background and Context

The **Prevention and Early Intervention Strategy** is identified as one of the H&SCP Strategic Plan’s nine transformational strategies. [Fife-Strategic-Plan-2023-to-2026-FINAL.pdf \(fifehealthandsocialcare.org\)](#)

This strategy has been designed as a cohesive framework that links with our other key strategies. It is expected that these eight transformational strategies will include specific areas of prevention and early intervention activities unique to their individual area within both their strategy documents and delivery plans.



The aim of this strategy is to detail an approach to prevention and early intervention that can be embedded across all other relevant plans and strategies thus creating a holistic approach that will lead to improved health outcomes for individuals and communities.

Our vision for the Prevention and Early Intervention Strategy 2024 – 2027 is closely aligned to the Health and Social Care Partnership Strategic Plan’s Vision of supporting the people of Fife to live independent and healthier lives for longer.

Our mission is to support the delivery of the Prevention and Early Intervention Strategy 2024 -2027.

Our Vision

“
To ensure everyone in Fife has the same chance of getting the care or support needed to prevent, reduce or improve health and social problems arising so that their lives will be healthy and independent for longer.
”

Our Mission

“
To create the conditions and culture across Fife for prevention and early intervention so that people can remain well or limit health and social care problems.
”

To achieve our Prevention and Early Intervention vision, we will embed the following principles across our prevention and early intervention activity:



- We will help communities to connect and care for each other.
- We will support local businesses, and commission health and social care services locally whenever possible.
- We will ensure that people who use health and social care services get the right care and support, at the right time and in the right setting, with a focus on community-based and preventative care.

- We will actively promote commissioning solutions that enable prevention and early intervention.
- We will ensure that people have the information they need to manage their own health and wellbeing effectively.
- We will develop and support new approaches, including wider use of technology, to enable wellbeing.



- We will develop a life course approach to good health and wellbeing, helping people to stay well for longer.
- We will actively promote self-care and self-management.
- We will work with our partner agencies to reduce inequalities and improve outcomes for the people of Fife.

Prevention and Early Intervention Strategy

Priorities

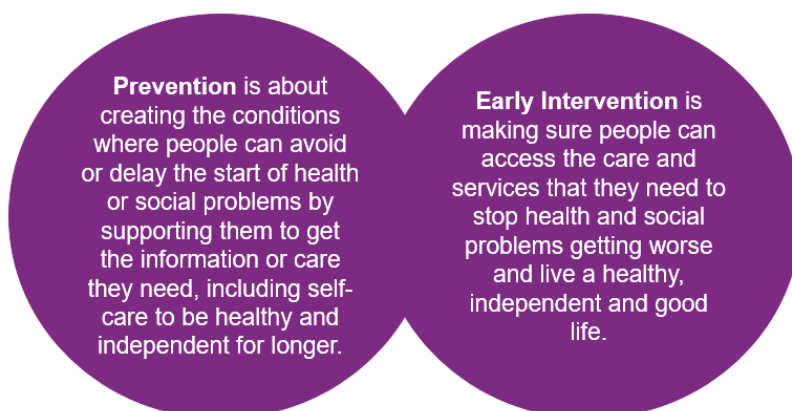
Our five Prevention and Early Intervention priorities were identified during the development of the [Health and Social Care Partnerships Strategic Plan](#) and will support achievement of our vision and our strategic priorities.

Priority	The changes we need to make	What will success look like?	Where we want to be in 2027
1	We will ensure inclusive and equitable access to care across Fife.	More support available with personalised support to prevent escalation of need as the first line of prevention.	People living at home with long-term conditions will be enabled and supported to effectively manage their condition at home, and to live longer, healthier lives at home, or in a homely setting.
2	We will improve data collection and management, ensuring that our resources are deployed effectively.	An increase in the number of conditions that can be successfully addressed at an early stage, leading to reduced pressure on acute services.	An improvement in health and wellbeing outcomes for the people in Fife.
3	We will develop a life course approach which values and improves the health and wellbeing of both current and future generations.	Implementation of a life course approach (which highlights key life stages and experiences) to the prevention and management of long-term conditions.	An integrated, person-centred, life course approach is embedded across Fife.
4	We will assess existing service provision and identify both current and future requirements.	Completion of a gap analysis, and improved range of service interventions available.	Improved outcomes evidenced for individuals and their families, as evidenced by positive feedback and increased user satisfaction.
5	We will introduce a targeted and anticipatory approach which prioritises self-care and maximises opportunities for individuals, their families, and carers.	Increased opportunities for people to improve their knowledge and understanding of health and avoidable risk factors, leading to more positive outcomes.	Preventative care is fully embedded in care services across Fife.

What do we mean by Prevention and Early Intervention?

There is no recognised definition of prevention and early intervention that includes both health and social care perspectives.

To define what it means for this strategy we felt it important to be aware of what the public understood by the term prevention and early intervention. The participation and engagement work undertaken as part of the development of this strategy has allowed us to agree these broad consensus definitions that we will use in our strategy.



Note; the transformational strategies of the H&SC strategic plan will have a more focused definition of prevention and early intervention specific to the outcomes in each of their strategies.

While prevention and early intervention are closely linked, it is possible to have prevention strategies without early intervention. Ideally a comprehensive approach would include both to address issues holistically. By combining prevention efforts to reduce the occurrence of problems and early intervention measures to address them promptly, a more comprehensive and effective approach can be achieved.

Prevention: aims to identify and address underlying factors that contribute to various issues such as social disadvantage, health problems, and risk factors. It involves implementing evidence-based practices, promoting awareness and education, and providing targeted support and resources to individuals and communities.

Early Intervention: involves identifying and addressing issues at their early stages to prevent them becoming more severe. This can include timely access to services, interventions, and support systems that are tailored to the specific needs of individuals. By addressing issues at their early stages, individuals are more likely to experience positive outcomes and have better long-term prospects.

This first three-year strategy (also referred to as **our strategy**) will aim to begin to create the conditions we need to support a shift in focus towards more prevention and early intervention activity. Implementation will be considered beyond 2027 to support the change becoming an integral part of the system. Time is needed to build this momentum for change to create the structures that make it easier for people to consider prevention and early intervention.

Why invest in Prevention and Early Intervention?

How health and social care is delivered sustainability may be one of the greatest challenges we face now and over the next 10 years or more. An ageing population and continuing health inequalities mean that our health and social care system will continue to face increasing pressures. Reducing demands on our health and social care system is needed to ensure we can continue to deliver care for future generations. Investing in prevention and early intervention approaches can lead to cost savings, improved societal outcomes and a more resilient and prosperous economy in the long term.

Good health and wellbeing can allow people to more easily play an active role in their communities and the economy. In turn, this promotes prosperity and enables individuals, communities and society to flourish. The factors which influence our health and wellbeing are complex. Some cannot be changed, such as our age or genetics. Others can be modified by prevention and early intervention measures, such as our diet or health behaviours, for example how much exercise we take. Our health is also determined by conditions in which we grow up, live and work. These include our education, employment, income, access to healthcare, social networks, transition to being a carer, housing and broader socio-economic, cultural and environmental factors.

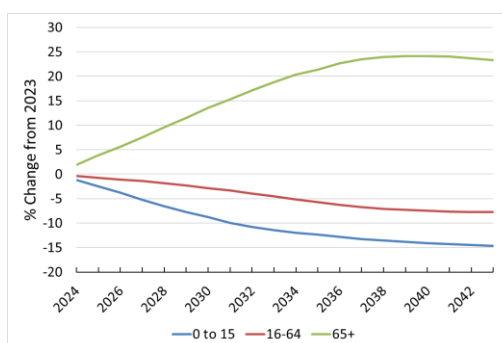
Prevention and early intervention approaches can influence our health, wellbeing and social circumstances (such as poverty, loneliness and social isolation) by preventing or avoiding problems arising or stopping things getting worse. By addressing issues early on such as mental health concerns, substance use or educational challenges individuals are more likely to reach their full potential and contribute to the economy.

We can influence our population health, wellbeing and social circumstances by ensuring access to quality health and social care; supporting people to adopt behaviours which support good health and wellbeing such as limiting alcohol and drug use, good diet and physical activity. Social and economic factors and the physical environment are equally important and therefore wider collaboration across the whole system, health and social care, third and independent sectors is needed to continue to support our population and to improve overall quality of life.

The Population Challenge

Significant changes in population structure are occurring. In the next 10 years, older people will increase by over 18% while working age people will decrease by around 5%. This could result in **greater need for services** but greater **challenges for recruiting workforce.**

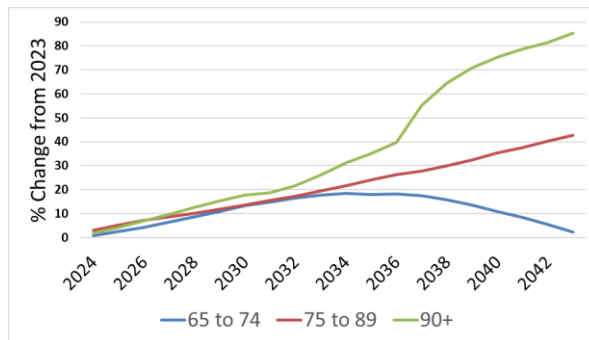
Population Change – all age groups



While all older people categories are likely to increase similarly over the next 10 years, longer term there will be a substantial increase in those aged 90+, with a 26% increase in 10 years rising to 85% in 20 years.

Source: Adapted from National Records of Scotland (NRS) data

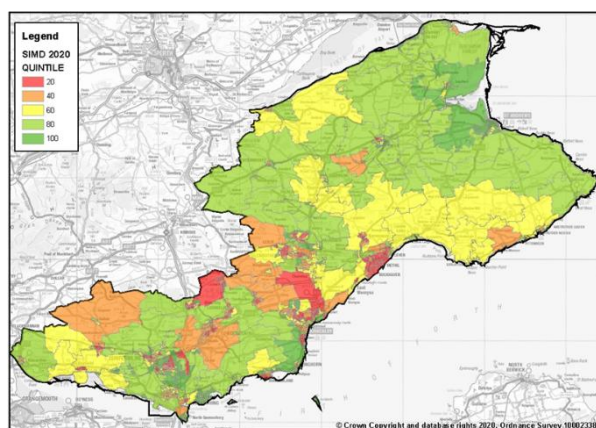
Population Change – older people



The Local Challenge

Not all parts of Fife have the same quality of health or need for services. There are significant health inequalities between the most and least deprived areas.

Those in the least deprived areas live longer (10 years for males and 8 years for females) and this is reflected across a range of health indicators. Many of these health inequalities are preventable by addressing issues early or preventing them by addressing underlying causes such as housing quality.



Scottish Index of Multiple Deprivation showing those areas (orange and red) with greatest deprivation

Source: Fife Strategic Assessment, from Scottish Government SIMD data

Some impacts of deprivation –

- Premature mortality increases 2.5x
- Alcohol related hospital admissions increase 4.8x
- Drug related hospital admission increases 19.6x

The challenge of health loss

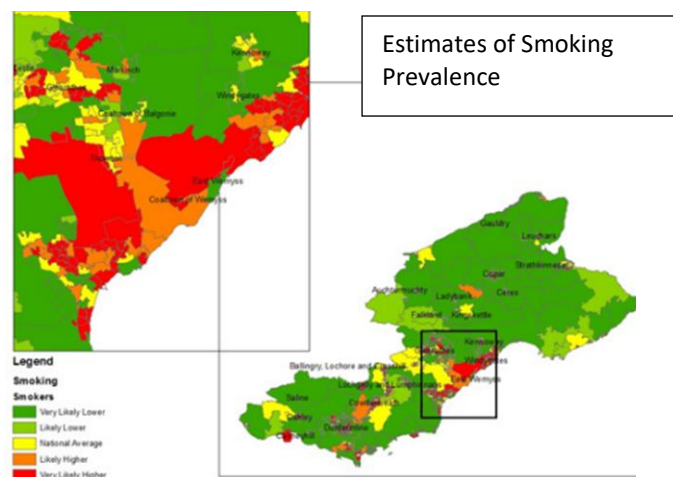
Ill health impacts the quality of people's lives and their need for services. Many of the causes of ill health and early death are preventable (though by no means all). Risk factors and deprivation levels are key in regard to preventable ill health and this is exacerbated as people age. This is why an ageing population presents a challenge for services.

Top ten causes of ill health
1. Low back and neck pain
2. Depression
3. Headache disorders
4. Anxiety disorders
5. Osteoarthritis
6. Diabetes mellitus
7. Cerebrovascular disease
8. Other musculoskeletal disorders
9. Alcohol use disorders
10. Age-related and other hearing loss

Top ten causes of early death
1. Ischaemic heart disease
2. Lung cancer
3. Alzheimer's disease and other dementias
4. Cerebrovascular disease
5. Other cancers
6. Drug use disorders
7. COPD (Chronic obstructive pulmonary disease)
8. Colorectal cancer
9. Self-harm and interpersonal violence
10. Lower respiratory infection

Source: NHS Fife Director of Public Health Report 2020-21

Smoking is a leading cause of preventable ill health and early death. Its association with disadvantaged communities also makes it a main contributor to the lower health seen in more deprived areas. Over 1200 deaths per year in Fife can be attributed to smoking.



Source: Fife Strategic Assessment

Causes of Health Inequalities

We know that one in four children in Fife live in poverty which affects opportunities for health, learning and development from birth onwards, which can have lifelong consequences. Around 20% of primary one aged children in Fife are obese with rates highest in areas of deprivation. Children and young people can also be affected by homelessness with an estimated 2000 people currently homeless in Fife.

It is increasingly recognised that these disadvantages start **before** birth and accumulate throughout life leading to intergenerational poverty, reduced opportunities for building relationships and skills to support successful learning, leading to a gap in educational attainment between children in most and least deprived areas.

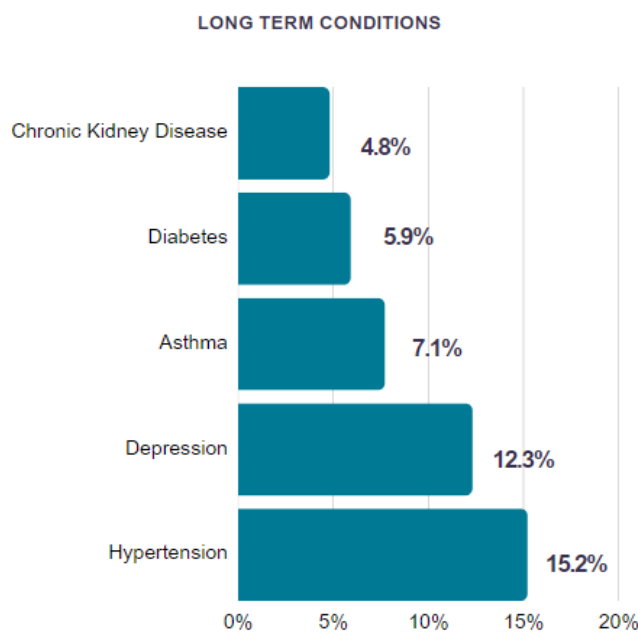
It is also recognised that housing has a critical role by providing a stable foundation for individuals, families and communities, promoting positive environments and facilitating timely support and interventions. Housing programmes and initiatives can offer targeted support and resources to vulnerable populations such as homeless individuals, at risk youth or families experiencing housing insecurity.

What we know about Fife's top long-term conditions

Long term conditions, also known as chronic illnesses or diseases are health conditions that persist over time, often requiring ongoing management and treatment. This chart shows Fife's top five long term conditions which can vary in prevalence and impact across different communities.

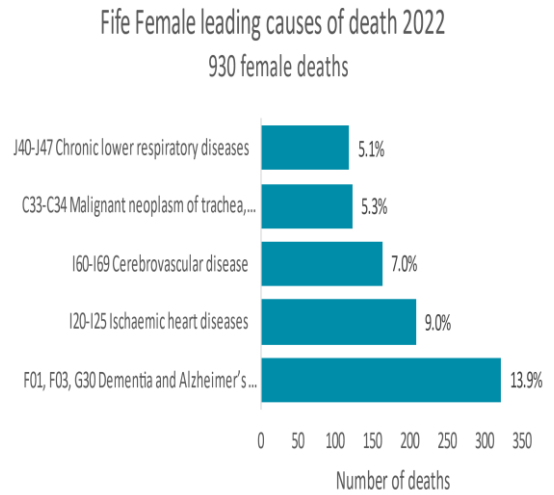
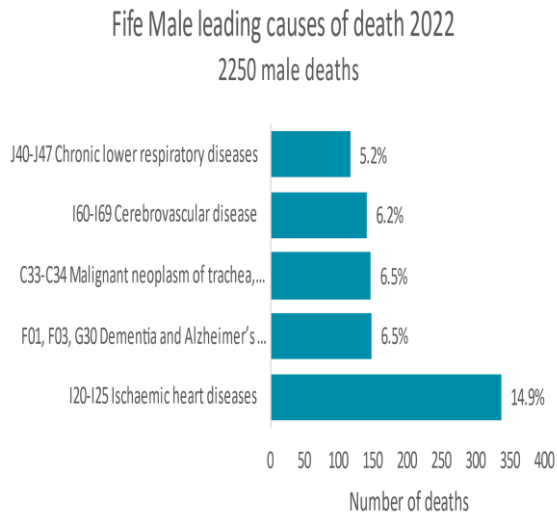
Understanding the differences in long term conditions across communities is essential for developing targeted interventions, improving healthcare delivery and reducing health disparities.

This data will allow us to develop targeted prevention and early intervention supports specific to each local area.



What we know about Fife's leading causes of mortality

The charts below show Fife's top five leading causes of death for both males and females (data taken from 2022).



We believe that through proactive prevention and early intervention measures our top long term conditions and leading causes of death can be reduced, improved and in some cases made preventable. Implementing this strategy in Fife will be essential to proactively addressing social aspects, using resources effectively, promoting wellbeing and fostering collaboration.

What we have been doing so far

It is important to recognise that Fife's prevention and early intervention journey doesn't start here, there has been significant work undertaken and progress made to further prevention and early intervention approaches in Fife over the last 10 years. This strategy is a means of formalising our commitment to prevention and early intervention and it is also a mechanism to share our message with our stakeholders, our workforce and the people of Fife so that prevention and early intervention can be embedded across our workforce, our partners and our communities. Some examples of the prevention and early intervention work undertaken;



Information

- Income maximisation
- Housing Advice
- Carer Advice/Information/training
- Local Area Coordination
- Carer Support Planning
- SDS Support



Connect

- Befriending Services
- Lunch and social clubs
- Outings/Activities



Achieving

- Supported Work Placements
- Building skills & resilience
- Supported Learning



Mental Wellbeing

- Drop In
- Peer Support Groups
- Counselling
- Psychotherapy/CBT
- Crisis Support
- Rehabilitation/Recovery
- Bereavement Support



Practical Help

- Care at Home
- Carer Hospital Discharge
- Condition Specific post diagnostic support
- Day Services
- Foot Care
- Respite/Family Support
- Practical Support e.g. Shopping, Cleaning, Prescription Delivery



Choice and Control

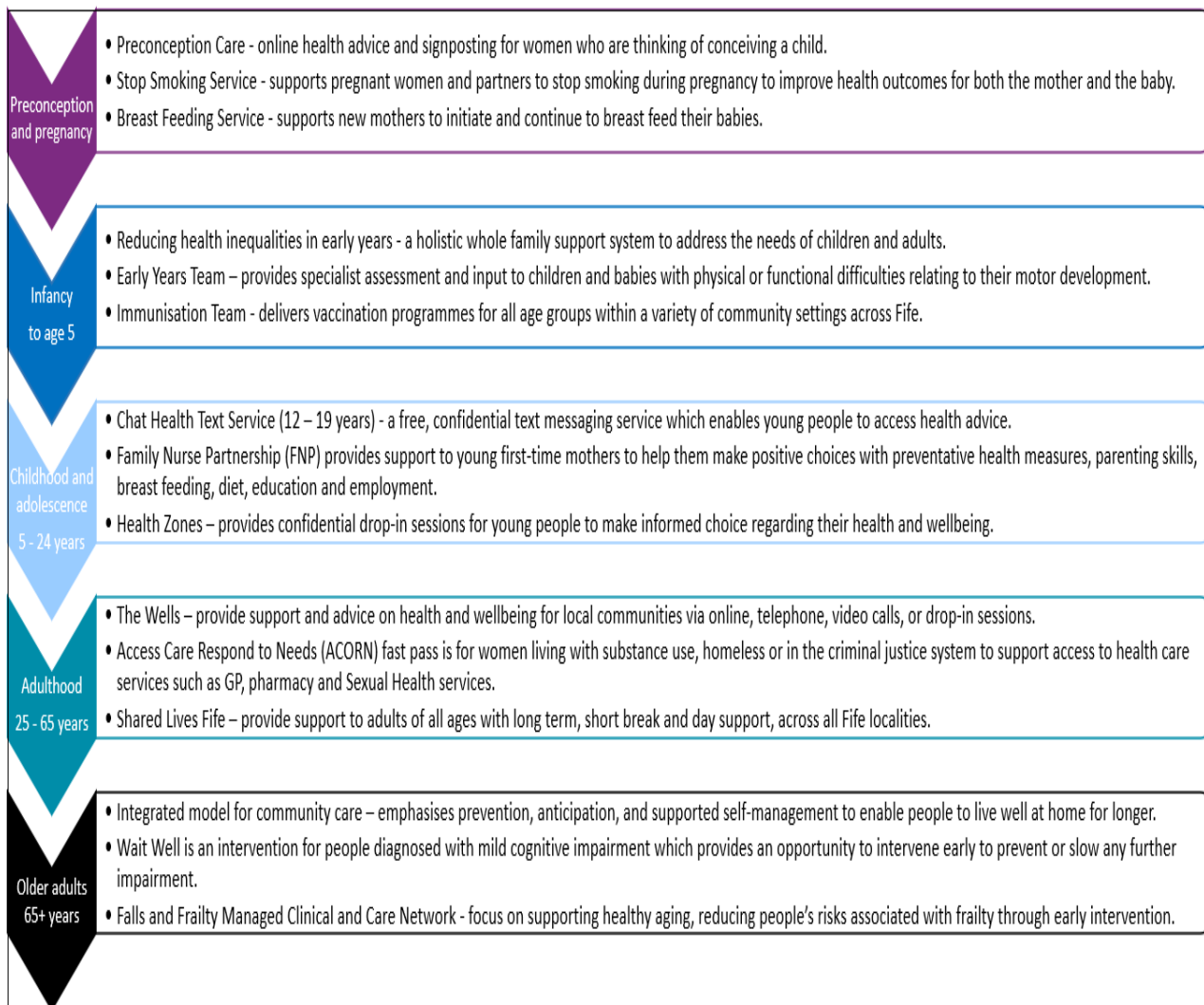
- Advocacy Support
- Forums/Participation & Engagement Activities
- Lived Experience Team



The third sector has been delivering a range of prevention and early intervention activities across Fife as highlighted in this diagram.

They provide a range of services and resources to help carers with their responsibilities such as information and advice to help them navigate the complexities of the care they provide. They offer guidance on accessing support services, understanding their legal rights and managing the emotional and practical challenges of being a carer. They can offer temporary relief through short breaks and respite care, which allows carers to take a break from their carer responsibilities, recharge and attend to their own wellbeing.

Further examples of work undertaken across the life course are described below:



Policy Context

A collaborative approach will enhance the effectiveness of interventions and ensures that support is tailored to the specific needs of individuals and communities.

Fife Health and Social Care Partnership has a three-year Strategic Plan 2023 to 2026 that sets out the future direction of all health and social care services delegated to H&SCP.



We also have a range of national and local performance measures that allow us to measure how well we are doing against local and national targets. Details of the National Health and Wellbeing Outcomes for Health and Social Care and the Public Health Priorities for Scotland are within our Strategic Plan.

The Partnership’s Strategic Plan is available here: [Fife-Strategic-Plan-2023-to-2026-FINAL.pdf \(fifehealthandsocialcare.org\)](https://www.fifehealthandsocialcare.org/strategic-plan-2023-to-2026-final).

The plan includes the following five strategic priorities.



The Prevention and Early Intervention Strategy has been developed to support the delivery of these strategic priorities by embedding them into our prevention and early intervention activity. Nationally, the care and wellbeing portfolio, which is the overall strategic reform policy and delivery framework within health and social care, also acknowledges the need to improve health and care system sustainability. A core component of the portfolio is a focus on preventative and proactive care.”



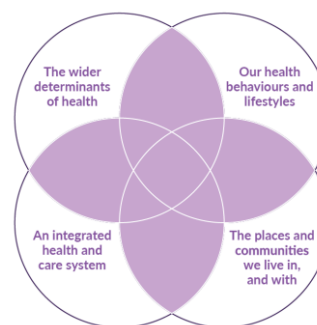
The P&EI strategy also plays a vital role in contributing to the Plan 4 Fife 2017-2027 by promoting wellbeing, reducing inequalities and enhancing the overall quality of life in Fife.

The plan has 4 priority themes: Opportunities for All, Thriving Places, Inclusive Growth and Jobs, Community Led Services. [A Plan for Fife | Our Fife - Creating a successful, confident and fairer Fife](#)

Population health is an approach that aims to improve physical and mental health outcomes, promote wellbeing and reduce health inequalities across an entire population.

The P&EI Strategy will contribute significantly to the 'integrated health and care system' pillar of the framework for a Population Health System. The creation of a health and care system focused on equity, prevention and early diagnosis is also recognised as a key pillar of the joint Scottish Government and COSLA ten year Population Health Framework, due to be published later this year.

Kings Fund Framework for a Population Health System



In addition, within the health system, we need to focus on using our scarce resources more effectively and in a way which achieves outcomes which matter to people.

REALISTIC MEDICINE



This is critical if we are to successfully deliver Scottish Government's ambition of Value Based Health and Care. We can only deliver this effectively by applying realistic medicine principles to support and enable patients to share decision-making about their care.

What we mean when we talk about realistic medicine involves incorporating principles such as person-centred care, shared decision-making and a focus on outcomes that matter to people.

By integrating realistic medicine principles into the strategy we can ensure that the strategy is not only effective but also respectful of the unique needs and circumstances of individuals and communities.

In addition, there are a range of core preventative initiatives aimed at promoting public health and wellbeing. These initiatives may include immunisation programmes, weight management interventions for obesity, Hep C elimination, smoking cessation, health visiting pathways, oral health improvement, social support services etc.

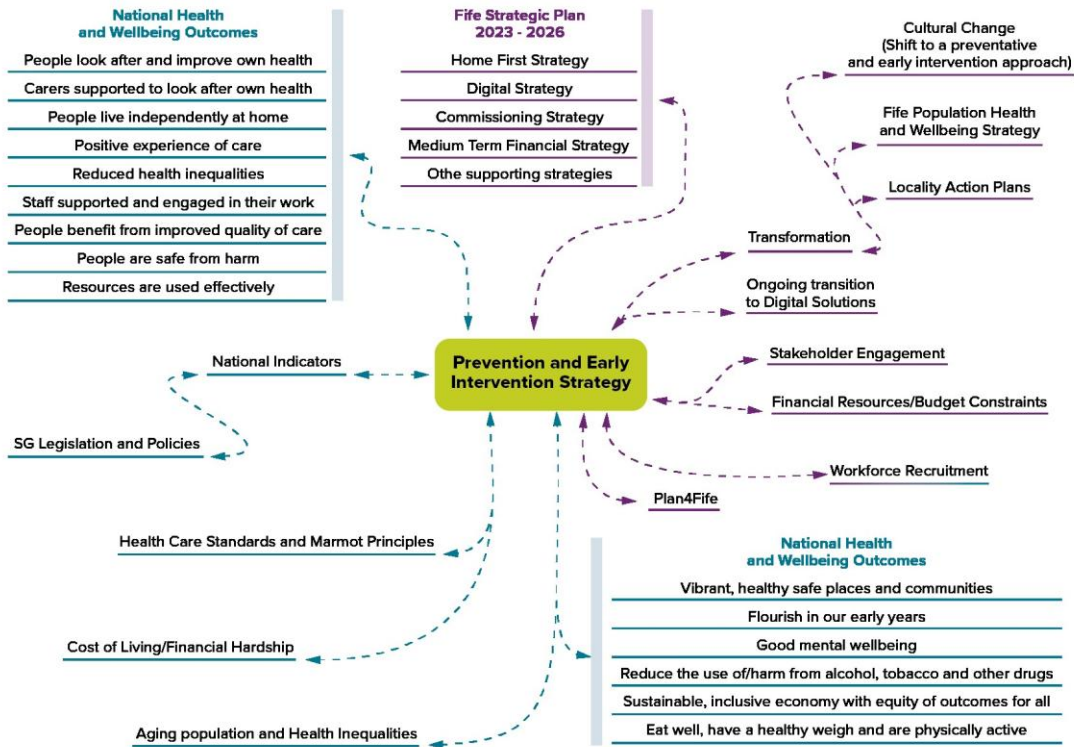
Pregnancy	Birth	Pre-School	Children & Young People	Adults	Others
<ul style="list-style-type: none"> Flu From Week 16 Pertussis* 	<ul style="list-style-type: none"> 8 Weeks <ul style="list-style-type: none"> Six-in-one** Rotavirus Meningitis B 12 Weeks <ul style="list-style-type: none"> Six-in-one** Pneumococcal Rotavirus 16 Weeks <ul style="list-style-type: none"> Six-in-one** Meningitis B 	<ul style="list-style-type: none"> 12-13 Months <ul style="list-style-type: none"> Hib/MenC*** Pneumococcal Meningitis B Measles, Mumps & Rubella (MMR) Aged 2-5 <ul style="list-style-type: none"> Flu 3 Years 4 Months <ul style="list-style-type: none"> Four-in-one**** MMR 	<ul style="list-style-type: none"> P1-S6 <ul style="list-style-type: none"> Flu S1 <ul style="list-style-type: none"> Human papillomavirus (HPV) S3 <ul style="list-style-type: none"> Tetanus, Diphtheria & Polio (Td/IPV) Meningitis ACWY MMR (Status) 	<ul style="list-style-type: none"> Offered to eligible groups: <ul style="list-style-type: none"> Flu Older Adults <ul style="list-style-type: none"> Pneumococcal Shingles 	<ul style="list-style-type: none"> Offered to eligible groups: <ul style="list-style-type: none"> HPV Pneumococcal Hepatitis B BCG***** Including: <ul style="list-style-type: none"> people with certain health conditions people who work in health and social care people travelling abroad refugees men who have sex with men (MSM)
*whooping cough	**diphtheria, tetanus, pertussis, polio, haemophilus influenzae type b, hepatitis B	***haemophilus influenzae type b, meningitis c ****diphtheria, tetanus, pertussis, polio			*****bacillus calmette-guérin

Ref: Immunisation across The Life Course, Public Health Scotland

Prevention and Early Intervention Strategic Drivers

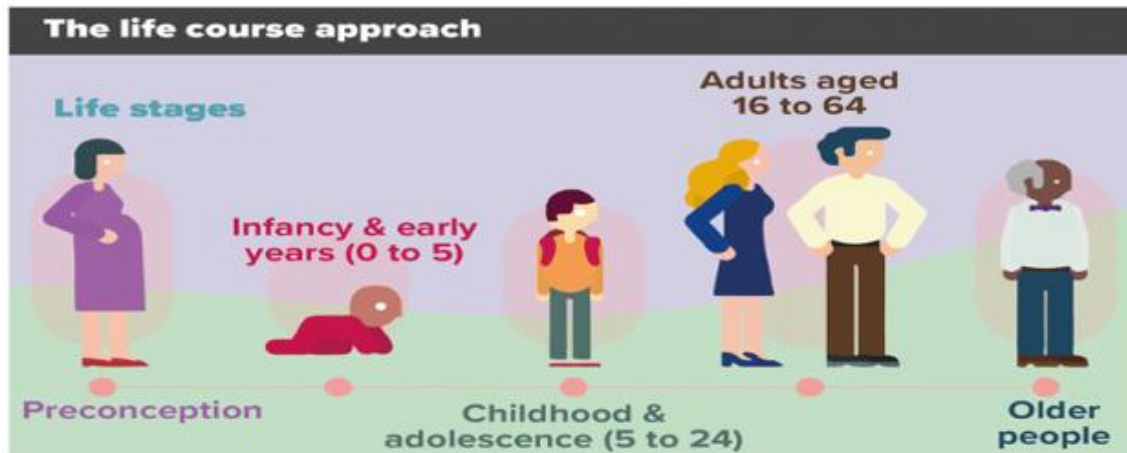
Extensive research was carried out during 2023 which allowed us to review how we are currently delivering prevention and early intervention in Fife and why this is important. This supported us to understand the challenges we face and how best to address them. All information gathered was used to inform the development of this strategy and the actions needed to meet our priorities.

The table below identifies the key internal and external drivers that shape the Prevention and Early Intervention Strategy and its priorities. Some of these drivers are discussed in further detail throughout the body of the strategy.



Prevention and Early Intervention Approaches

Our approach to prevention and early intervention in Fife adopts the **Life Course Approach**.



The World Health Organisation's definition of this is:

'A life course approach to health aims to ensure people's well-being at all ages by addressing people's needs, ensuring access to health services, and safeguarding the human right to health throughout their life time'.

Why a life course approach?

Prevention and early interventions can be undertaken at any point in a person's life (even from before birth). The life course approach recognises the importance of understanding individuals' experiences and circumstances throughout their entire lives. It emphasises the interconnectedness of various factors, such as social, economic and environmental influences that may impact on an individual's life. This life course approach considers which interventions, services or resources are best used to prevent ill health, maintain or improve the health and wellbeing for people at different ages and stages in their lives.

Successfully intervening at an early age can have a positive impact across a person's whole life. How and where we address risk factors for disease (tobacco use, harmful use of alcohol, lack of physical exercise, unhealthy diet, social isolation or air pollution) or deliver large prevention programmes (immunisation and cancer screening) will be different at each life stage. (Diverse examples of prevention and early intervention approaches in Fife across the life course have been outlined on page 13). People are also more likely to need support to prevent or limit health or social disadvantage arising at specific times of transition in their lives. For example after pregnancy or childbirth, becoming unemployed, when relationships break down, bereavement, transition to being a carer, when admitted or discharge from hospital, or when attending emergency care, being liberated from prison, or becoming homeless. We can take account of this when planning prevention and early interventions.

'A good life' was terminology preferred by the public and although what was meant by this varied, common themes arose. To the public 'a good life' means;

- having access to health and social care
- good relationships
- safe environments
- enough money
- food and transport
- feeling respected
- being listened to
- having a choice
- feeling understood and valued
- being involved in decisions about them
- being given support and encouragement to help themselves.

People wanted information with clear messages, and easily accessible to them, when and where they need it without having to keep telling their story.

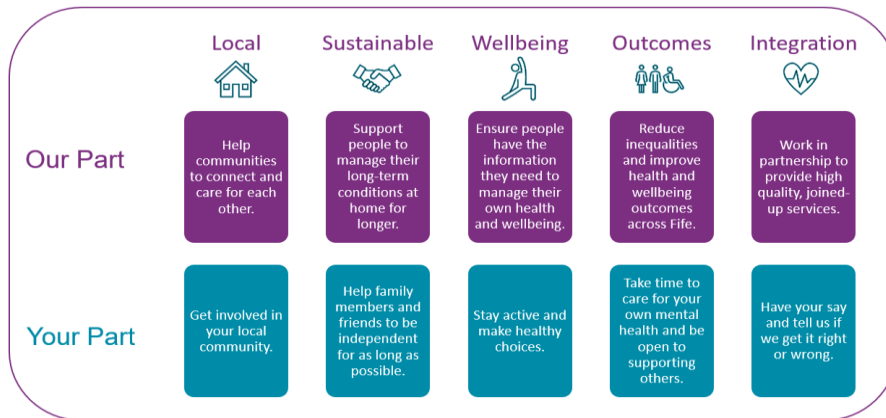
Relative Contribution to Health from Modifiable Factors

Marmot's eight principles towards improving population health and wellbeing identifies that Health and Social Care provides access to quality care and can influence risk factors (such as alcohol, drug use, sexual activity, unhealthy diet and lack of physical activity) which account for 20% and 30% respectively of how we can support independent healthier lives. However, the remaining determinants of health lie outside health and social care, which is why we need to and will work closely and in partnership with other sectors such as housing and education to deliver care that matters to people.

Ref: Bookse et al, 2010 and Kings Fund – A vision for population health (used for illustrative purposes)



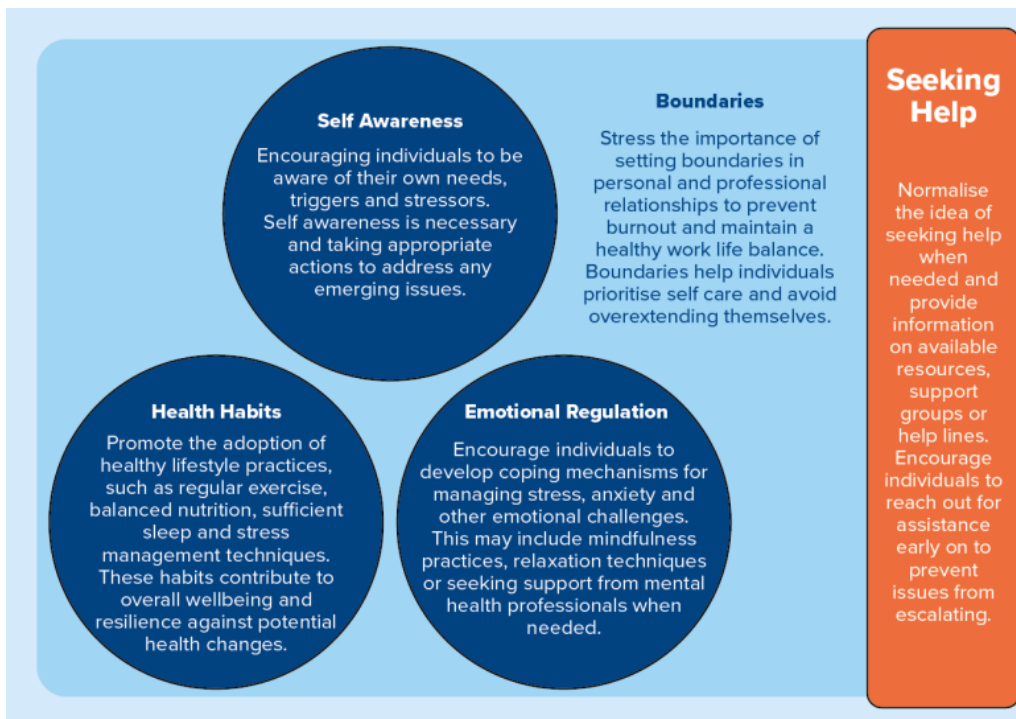
Our Wellbeing Pledge Approach



*Adapted with permission from South Ayrshire Health and Social Care Partnership

To support the delivery of the Prevention and Early Intervention Strategy, our Wellbeing Pledge has been developed in line with our strategic priorities, the Wellbeing Pledge is both our commitment to and our ask of the people of Fife.

It is important to emphasise the collaborative nature of the partnership between organisations, individuals and communities involved. By highlighting the shared responsibility and commitment to wellbeing, we can work together towards a common goal. This can involve open communication, mutual respect, and a collective effort to support each other in achieving optimal wellbeing. By fostering a sense of unity and team work, the “us” component of the pledge can strengthen relationships, promote accountability and enhance overall wellbeing outcomes for all involved.



We want to enable the people of Fife to take proactive steps to maintain their own health and wellbeing and help others.

We refer within the strategy to 'self-care' as an approach for individuals to maintain their own health and wellbeing. It involves recognising one's own needs and taking steps to meet them in a healthy and sustainable way. Self-care activities can vary widely and may include practices such as exercise, healthy eating, getting enough sleep, engaging in hobbies or activities that bring joy, setting boundaries, seeking support from others and practicing mindfulness or relaxation techniques. By incorporating self-care into one's routine, individuals can better manage stress, burnout, and improve overall quality of life.

Enabling individuals to take proactive steps to maintain their physical, mental and emotional wellbeing will prevent, reduce or improve the onset of new or more serious health issues or crises.

Partnership's Locality Planning Approach



An important part of Fife Health and Social Care integration was the creation of localities, bringing decision making closer to communities.

Localities provide one route, for communities and professionals to take an active role in, and provide leadership for, local planning of health and social care service provision.

The locality planning approach will support the delivery of the Prevention and Early Intervention Strategy through targeted interventions, collaborative working, robust communication and engagement activity, supporting and enabling better care co-ordination and building on existing relationships with our third and independent sector partners.

More detail on the Partnership's locality planning approach can be seen on Page 11 and 12 of the Strategic Plan 2023 – 2026 [Fife-Strategic-Plan-2023-to-2026-FINAL.pdf](https://www.fifehealthandsocialcare.org/files/Strategic-Plan-2023-to-2026-FINAL.pdf) ([fifehealthandsocialcare.org](https://www.fifehealthandsocialcare.org))

Under the HSCP strategic plan, other key strategies of the Partnership have a priority focused on Prevention and Early Intervention as outlined in the table below. Each strategy has specific goals and interventions, they are interconnected and work together to support holistic wellbeing across the lifespan.

Commissioning Strategy	Our approach to commissioning focuses on prevention and early intervention and promotes community-based support over residential settings. This helps to build resilience through self-care and self-management and enables people to take better care of themselves and their families
Carers Strategy	Our Carers Strategy supports carers across Fife to make positive choices, improving their own health and wellbeing, and helping them to live a happy and fulfilling life alongside their caring role. This also enables the individuals who are being cared for, to remain at home and to live healthier lives for longer.
Digital Strategy	The Digital Strategy has been put in place to help all areas of the partnership to transform and enhance the services provided using digital systems and solutions and to learn and share their experiences of using digital. The Prevention and Early Intervention strategy has clear links to our digital strategy. They are both striving to use digital more holistically to enhance and complement the face-to-face services offered by HSCP using digital technology and solutions.
Home First Strategy	The Home First Strategy prioritises the delivery of care in the comfort of one's own home or homely setting, reducing hospitalisation rates and enhancing quality of life. The Prevention and Early Intervention Strategy recognises that embracing the 'home first' approach will be pivotal to its success.
Primary Care Strategy	The Primary Care Strategy will contribute to the delivery of the Prevention and Early Intervention Strategy by supporting people to stay well and remain independent and enabling people and communities to access the right care, at the right time and in the right place
Re-Imagining Third Sector	The Re-Imagining Third Sector Commissioning project aims to ensure the preventative and early intervention services we commission, both now and in the future, are fully aligned to our strategic plan and reflect our strategic priorities, contribute to achieving our vision, are joined-up and are linked to local needs.
Workforce Strategy	The Workforce Strategy will act as a key enabler to shifting awareness and focus of our workforce to prevention and early intervention as a key priority and will define the workforce needed to support future challenges as well as the health and wellbeing of our own staff.

Mental Health Strategy	<p>The Mental Health Strategy will support people living and working in Fife to achieve their best possible mental health and wellbeing by adopting a preventative approach throughout the life-course which aims to stop mental health problems from developing, getting worse or coming back. The three types of prevention are outlined below:</p> <p>Protecting and promoting good mental health for all by giving people knowledge and tools to nurture and look after their own mental health (primary prevention).</p> <p>Supporting people at higher risk of developing a mental health problem (secondary prevention).</p> <p>Helping people living with mental health problems to stay well (tertiary prevention).</p>
Drug and Alcohol Strategy	<p>Fife Alcohol and Drug Partnership (ADP) recognises four types of prevention and early intervention identified in national strategies Rights, Respect and Recovery (2018) and further emphasised in Drug Mission Policy 2022 – 2026.</p> <p>Environmental – contributing strategically and operationally to addressing environmental and social inequalities including childhood trauma, poverty and deprivation, social exclusion and isolation, poor access to services leading to early onset of alcohol and drug use.</p> <p>Targeted – specific intervention with a focus on families, children, young people or communities where there are vulnerabilities increasing the risk of alcohol and drug use and dependency.</p> <p>Education – drug and alcohol awareness and education aimed at and directed by children and young people of school age reflective of their community and their school environment.</p> <p>Availability – raising awareness and providing evidence of the link between availability of alcohol and harm.</p>

Whole Systems Approach

A whole systems approach to prevention and early intervention involves a comprehensive co-ordinated effort across various sectors and stakeholders to address issues at their root causes and intervene early to mitigate potential negative outcomes. This approach recognises that prevention and early interventions are more effective and cost efficient than addressing problems at later stages.

By involving social care in our strategy, we can effectively identify and address the social, economic and environmental determinants of health. Social care professionals can help individuals and families navigate difficulties, build resilience and access the support they need to prevent further problems.

Overall, social care is essential for addressing social inequalities, promoting wellbeing and ensuring individuals and communities have the necessary support to thrive.

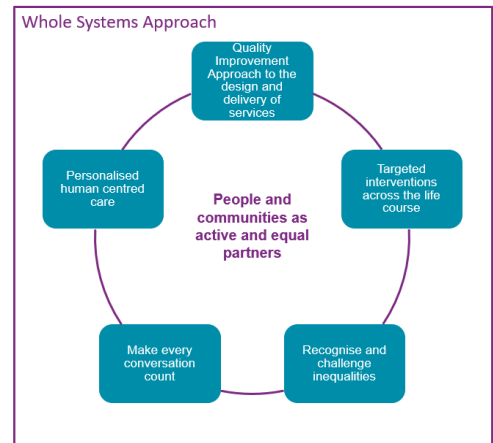
In addition Fife's third and independent sector organisations are driven by a mission to address social issues and improve the wellbeing of individuals and communities. These organisations work closely with communities, individuals and other stakeholders to develop targeted intervention and support systems. They may provide educational programmes, awareness campaigns, support services, counselling, mentoring and advocacy programmes to individuals at risk or in need of assistance. By leveraging their expertise, community connections and resources these organisations contribute to a holistic approach that addresses social challenges at their roots.

By adopting a whole systems approach to prevention and early intervention, stakeholders can work together to create a more proactive and responsive system that promotes well being, reduces the burden on individuals and communities and improves long term outcomes.

The strategy seeks to bring about systemic change by addressing underlying structures, policies and practices that contribute to the issue. This includes advocating for policy reforms, implementing changes in service delivery models and promoting a culture of prevention and early intervention.

Challenges

We recognise that we face many challenges in delivering proactive and effective approaches to prevention and early intervention in Fife. This diagram shows the key challenges highlighted throughout our research and engagement activity.



Enablers

The diagram below shows the identified enablers that will support the overall delivery of prevention and early intervention in Fife.

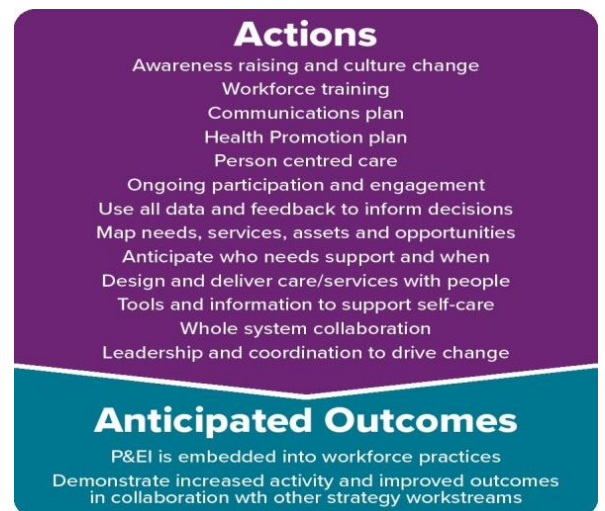


- Locality groups can ensure that people who use health and social services get the right care and support, at the right time and in the right setting, with a focus on community-based and preventative care.
- A diverse and engaged workforce can bring fresh perspectives and innovative ideas to the table and effectively support the implementation of this strategy.
- Effective communication will maximise opportunities for people at every life stage to access the right care, at the right time and in the right place to maintain good health and wellbeing.
- Digital solutions can give people the skills to manage their own health and wellbeing and gain an insight into the conditions and circumstances that can affect their own health and wellbeing at an early stage.

Actions

To meet our identified challenges and achieve our vision, mission and priorities within the Prevention and Early Intervention Strategy, the following actions have been identified and are covered in more detail within our Delivery Plan.

Note: *Person centred care is an approach to health and social care that prioritises the needs, preferences and experiences of individuals receiving care. It recognises that each person is unique and should be treated with dignity, respect and empathy.*



Delivery Plan

We have set realistic, achievable and measurable actions for the period 2024 - 2027. We highlight how these link to our priorities and if strategic and/or systematic (operational) input is needed. We also highlight key areas of prevention and early intervention activity not unique to our strategy which are being delivered and measured by one of the eight other transformational strategies and enabling strategies (for example digital or performance strategies).

Our delivery plan will include a performance framework with agreed measures to evaluate, evidence and assure if the action and changes lead to improvements in the health and wellbeing of the people of Fife and if so how these improvements will be sustained and embedded into our system beyond 2027.

Monitoring and Review

The Prevention and Early Intervention strategy will have an approved high level delivery plan that sets out how and when key deliverables will be delivered.

An underlying action plan will support the strategy deliverables by providing a detailed roadmap outlining specific tasks, timelines and responsibilities needed to achieve the desired outcomes. By breaking down the overall deliverables into actionable steps, the action plan helps to ensure clarity, focus, and accountability throughout the implementation process.

The reporting process will include quarterly reporting to the Strategic Planning Group to enable effective performance monitoring. Regular reporting of progress will be reviewed by the relevant committees and boards and will feed into the HSCP's Strategic Plan's Annual Performance Reports which will be reported and approved through the Integrated Joint Board (IJB).

Medium-Term Financial Strategy

The financial position for public services continues to be challenging and the Integrated Joint Board (IJB) must operate within significant budget restraints and pressures. It is therefore critical that our resources and commissioning activity are targeted at the delivery of the strategic priorities identified in the Strategic Plan 2023-2026. To support this, the IJB have developed the Medium-Term Financial Strategy (MTFS) which sets out the resources available and ensures that they are directed effectively to help deliver the outcomes identified in the strategic plan. The MTFS will inform decision making and actions required to support financial sustainability in the medium term.

The Prevention and Early Intervention Delivery Plan was developed in accordance with the Partnership's MTFS and the funds that are made available to meet our statutory obligations in relation to service provision and performance targets in accordance with the National Health and Wellbeing Outcomes for Health and Social Care. This strategy will also contribute to achievement of the measures within the MTFS including:

- best value and working within the resources available
- whole systems working to build strong relationships with our partners
- technology first approach to enhance self-management and safety
- commissioning approach and developing third and independent sectors
- transforming models of care to support people to live longer at home, or in a homely setting.

We may need to commission services outside of traditional health and social care providers to support self-care.

Governance and Planning

Creative leadership, co-ordination and governance will be in place to support the momentum needed to enable and progress the work required to deliver the Prevention and Early Intervention Strategy for the next three years and beyond given the long-term nature of the impact of prevention and early intervention.

The governance and planning for the delivery of the Prevention and Early Intervention Strategy is complex. The statutory responsibility for the strategic planning, commissioning and oversight of delivery for prevention and early interventions lies with Fife Integration Joint Board supported by the Chief Officer/Director of Health and Social Care. Through the governance structure effective oversight of implementation of the Prevention and Early Intervention Strategy will be assured including identification and effective mitigation and management of risk as the plan evolves and is delivered.

Fife Health and Social Care Partnership (HSCP) –
Integration Joint Board (IJB)

NHS FIFE – Executive Directors Group (EDG)

Relevant Committees / Groups

HSCP Senior Leadership Team (SLT)

HSCP Transformation Board

Prevention and Early Intervention Strategic Group

Appendix 1: Glossary

Prevention	Identify and address underlying factors that contribute to various issues such as social disadvantage, health problems, and behavioural issues, it involves implementing evidence-based practices, promoting awareness and education, and providing targeted support and resources to individuals and communities.
Evidence-based practices	Using the best available current, relevant and reliable evidence from research and practice.
Early intervention	Identifying and addressing issues at their early stages to prevent them becoming more severe. This can include timely access to services, interventions, and support systems that are tailored to the specific needs of individuals. By addressing issues at their early stages, individuals are more likely to experience positive outcomes and have better long-term prospects.
Interventions	Services or activities that bring about desired change or improvements in a particular situation or individual's wellbeing.
Support systems	Network of people, resources and services that individuals rely on for assistance, guidance and emotional or practical support.
Future care planning (Anticipatory approach)	Predicting and preparing for future events or circumstances.
Key transitions	Significant changes/milestones that individuals experience throughout their lives birth to childhood to adulthood primary school to secondary school to college single to committed relationship to marriage to parenthood ageing and retirement.
Value based health and care	Approach that focuses on high quality health and care services that values outcomes for patients.
Multifaceted	Many different elements that contribute to its overall function.
Targeted support	The provision of assistance or resources that are tailored to meet specific needs of either an individual or larger group of people.
CBT	Cognitive Behavioural Therapy – a type of talking therapy.

Health inequalities	Unfair and avoidable differences in health across the population, and between different groups within society.
Cerebrovascular	Blood flow through the brain.
Intergenerational	Activities between or involving people of different age groups.
Educational attainment	Highest level of education completed by a person.
Ischemic	Lack of blood supply to a body part (heart or brain) that is due to an obstruction.
Malignant neoplasm	Another term for a cancerous tumour.
Performance measures	The process used to assess the efficiency and effectiveness of projects, programmes and initiatives.
Commissioning strategy	Identifying local need, allocating resources and to buy in a provider to best meet that need.
Participation and engagement strategy	Involving individuals and communities in service provision, design and working.
National Care Service	Strategic direction and quality standards for community health and social care in Scotland.
Holistic	Approach that considers the whole rather than focussing on individual parts.
Technology first approach	Practical use of technology in business.
Area profiles	Detailed descriptions about a particular locality, neighbourhood or region.
Stakeholder engagement	Involving individuals or groups who have a vested interest or 'stake' in a particular project, organisation or decision-making process.
Upstream prevention	Focuses on addressing the root causes or underlying factors of a problem or issue, rather than solely treating its symptoms or causes after they have already occurred.
Human centred care	Approach to healthcare that prioritises the needs, preferences and experience of the individual receiving care.

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To find out more about accessible formats contact:
fife.EqualityandHumanRights@nhs.scot or phone **01592 729130**