

	Table 1							
Key Aims	Action	Description	Lead	Lead Name	Timescale	RAG	Notes	Measures
Aim 1: To get more people to use the outdoor environment and more regularly	Celebration of our Achievements (conference)	Aims "Maximum participation from all members spread across Highland (remotely and in person) "To raise our profile nationally of what we're doing in Highland. "To share with members and other stakeholders what our achievements are. o create a friendly, blended approach - but also something which could be live broadcast also.	NHS	Ailsa	Spring '23	G	On target. Event planned for 18th May 23.	Numbers in attendance in face and online
	Develop a Library of Green Health Photos	New Flickr account being populated. In progress	NHS	Kate	Ongoing	A	A new repository for photos accessible by partnership and public being explored	Speak to Barry about where to store out photos. Can it be open to others.. Charlotte has good photos.
	Promote and improve access to information	Nature calendar / almanac. Website accessibility	NHS	Kate	Mar-23	G	Launch Almanac March 23. Partially sited and Blind accessibility to website. Meta data. Languages	
	Use hashtags to generate and follow interest in green Health in Highland. d,f	Search for use of hashtags on social media.	NHS	Kate	Ongoing	A	Work more with partners to coordinate messaging from PR teams and ensure joint tagging.	
	Capturing people's experiences and case studies.	Case studies welcomed. Template created. All partners can submit examples	ALL	ALL	SEP 23	A	No new case studies in the last year. There is a good template. How do we encourage more?	
	Green Health Week	Green Health week will be held mid May. We'll work with groups to create Green Health week program for each area (at the top of the area listings pages of directory)	HTSI	Sophie/Kate	13th-20th May 23	G	Keep Straplines Send out briefing to groups with dates / theme / strapline / ask them if they'd like to engage. This has all been implemented. Sophie speak to Dan to coordinate B&S. Sophie will be keeping this capacity as her KIT days	Sophie speak to Dan to coordinate B&S.
	Green Health Website/URL f	Website created. Monitor usage	THTN	Kate / Ailsa	Ongoing	G	Toolkit added.Planit to do some housekeeping and tidy links and meta data	Number of visitors to webpage
	Partnership coordination and promotion of relevant events	Focus on re-engaging with the Comms officers from the list at the start and working with them.	NHS	Kate	Jun 23	A	Can we get them together. Could link with action on row 7 above	Social media analytics
	Promotion in Winter	Paths4all - Winter Campaign - Charlotte promotes it through walk groups. There are resources there.	ALL	Charlotte/Sophie	October '23	G	Paths for all resources, safety. Link to resources on website. Almanac. Campaign. HTSI winter preparedness - opportunities to build into this.	Number of promotion campaigns
	Work with our Politicians More	Encourage community groups to work with our councillors and politicians. Make sure they are involved when we do events.	HTSI	Sophie/Kate	May 23	G	Green Health Week Drive. Review our event guidance to ensure politicians are encouraged to participate.	List of engaged politicians
Aim 2: To contribute to reducing health inequalities by targeting activity at those who are most in need	Work with Ross County Football Club on Joint Campaigns and any other football clubs		NHS	Kate	Sept 23	G	They have recently reached out looking to engage with public health	
	Organise a partnership event for HR colleagues to raise awareness of opportunities. Workplace wellbeing pf partners	Opportunity to pilot some sort of approach through the cairngorms project	ALL	Kate	April '23	Ongoing		
	Training and Awareness raising of health issues within the partnership workforce.	Health inequalities and mental health training	CNPA	Dan Jenkins / Louise Emslee		G	Reducing inequalities training for staff 2 x cohorts have happened.	
	Create Green Health Champions within Organisations	Develop/ Encourage Green Health Champions within organisations- could these be the blog post writers too? Tim Alison Director of Public Health? Pam Dudeck?	ALL	Everyone can identify a champion Sophie Collate and put them on the website	Sep-23	A	Partners to identify suitable champions. Sophie to collate and put on website Stalled	Number of champions and which organisations
Aim 3: To co-ordinate partnership efforts on use of the outdoor environment	Work with key employers to promote the benefits of green health to the workforce, and support initiatives that encourage action.	Work with key employers (out with the partnership) to promote the benefits of green health to the workforce, and support initiatives that encourage action. A suggested communication to employers.	Ailsa	Kate	Sep 23	G	HIE - Beechwood Campus. Can link to the Wellbeing Economy work being led by CNPA. Dounreay, Lescan and Fisheries	Number of communication and total audience reached
	Developing locality led green health raising awareness initiatives through pilot sites	Each of the pilots comes up with their own ideas.	NHS	Ailsa	Sep 23	G		Number of campaigns
	Produce a partnership data sharing agreement. Privacy policy and T&C's					Complete		
	Highland Cares and young people	Highlife highland. Ask for quotes from key messages from young people / teens about how it feels to be out in the wild / out in nature?	NHS	Kate	Sep 23	A	Highland Cares. Young People. HLH and HC Education. Jim McCrieff. New opportunity to promote our resources through these work streams	Number of young people who give quotes
	Link in with Green Young Leadership Scheme		HLH	Elizabeth Macdonald	Sept 23	G	Ensure continued support and get reports on progress. Make aware of campaigns	
Aim 4 : To identify existing assets, make links between them, and identify gaps in provision	Work more with creative arts projects	The group came up with a list of creative hubs within Highland. We will reach out to them to engage and include their programs where relevant / add them to directory	ALL	Sophie	Ongoing	P		Number of creative arts groups ON the directory

	Incorporate Green Health messaging in learning and libraries	e.g. information points, book bug packs	HLH/NHS	Ailsa	Sept 23	G	Libraries have preached more nature based health & wellbeing books and are assisting with launch of Almanac.	Number of libraries holding green health info
	Increased social media following through engagement.	More likes, follows and shares on the green Health Social Media platforms	ALL	Sophie	Sep 23	G		Baseline measurements in place from which to measure and hashtags created. Engagement increasing, increase in Instagram followers. Good response to twitter recently. Full report will be created for Autumn 22
	Produce a distribution list for networking. d,e		NHS	Sophie	Sep 23	G		Continuing to add to and develop monthly newsletter. in progress and we're adding new people every month
Aim 5: To develop a network of those with an interest in promoting the outdoors	Identify existing events for networking at regional and local levels. b, e	Number of events attended.	ALL	Sophi	Sep 23	A	Members invited to suggest key events to engage with in the coming year.	
	Promote the NAture/Climate and Health Guidance on Networks		NHS	Ailsa	Spring '23	G	Been taken to B&S CP and due to go to Calthness. Aim is to have a workshop around this at showcase event in May	Numbers in attendance in face and online
Aim 6: To create a shared learning environment	Improve the understanding of the links between health and nature among health practitioners / Informal Awareness Raising with Health Professionals e.g. lunch n Learn	Ailsa has done presentations / lunch & learns etc.. continuation of this.	NHS and CNPA	Kate and Dan	Sep 23	Ongoing		Number of health practitioners engaged with

