**HGHP COMMUNICATIONS SUB GROUP MEETING**

**26th March 2025**

**Notes**

**In attendance**

Kate Thomson - NHS Highland

Marion Reid - Highlands & Islands Climate Hub

Ailsa Villegas - NHS Highland

Dan Jenkins - NHS Highland

**Apologies**

Imogen Furlong - High Life Highland

Caroline Vawdrey - Highland Environment Forum

**1. Website Updates**

Updates - website currently around 16,000 visits per year it has been moved to a new server and is now hosted on NHS

This means content meets full accessibility guidelines and is backed up

The domain name has been redirected.

We have purchased the domain name for another two years (renewal 2027)

2. **Newsletter**

Has 257 subscribers which is 40 more people than last year. Open rate 65%. Merit in having guest editors in the newsletter. Either rotate around the team or we can invite partners to do a newsletter takeover. It’s done on mailchimp. **ACTION HGHP**

**3. Social Media Update**

We have closed our twitter account as it had not seen any growth. Instagram and Facebook continue to see an increase in followers.

Facebook - 1.3k

Instagram - 269

There was a discussion around TikTok but the group felt there was no capacity at this time and localities might be better placed for this as its success was often dependent on personalities.

Instagram - issues with sharing and re-posting have been resolved due to differences in access between devices.

Facebook is our greatest following but we can’t share the climate hub stuff to our audience. As its only instagram and we are relying on staff seeing it on personal devices. Climate Hub have agreed that there are different audiences between the two and to increase reach will look at creating a Facebook site also. Though acknowledge don’t have capacity for different messaging between the two.

 **ACTION MARION**

Older people on Facebook - younger generation on instagram. Who is young and influential. It was acknowledged that our team probably don’t offer the peer led encouragement needed. Have a think about who might be interesting as an influencer - call out to partnership.

 **ACTION HGHP**

**4. Work plan Updates**

The format of the workplan was based around the previous aims of 'Our Natural Health Service’ and we have since changed our local themes and priorities so we will re-format and align the communications work plan.

**Actions**

Conference - While we don’t plan a new conference link in with Climate Month and any work of partners e.g Highlands and Islands Climate Hub Conference 8th October. (TBC) Partnership also to promote green health at any conferences they attend not just organise.

 **ACTION HGHP**

It was noted that the Scottish Government is proposing 1st week in October for Scottish Climate week which is a change from previous years.

Develop a Library of Green Health Photos - A call to any partners for new photos we can bring to the library. An opportunity to enhance through green health week. Share this nationally through the green health learning network - put it out as a suggestion for a much bigger collective.

 **ACTION HGHP/AILSA**

It was noted that the Nappy website provides stock photographs of people in colour in the outdoors - representation is so important. <https://nappy.co/>

People can send their photos for inclusion by e-mailing usinfo@thinkhealththinknature.scot

Anyone can download from the Flickr account. Only the admin can add photos Climate Visuals is another resource of royalty images. <https://climateoutreach.org/what-we-do/climate-visuals/>

Almanacs - have been very successful and we have run out and the cost of printing has doubled. Money to be sought for re-print of this resource. We have a spreadsheet of where they have gone. Summary of Destinations:

|  |  |
| --- | --- |
| **Destination** | **Number** |
| HIghland Libraries | 750 |
| HIRS | 700 |
| GP practices | 65 |
| MacMillan Cancer Support Team | 80 |
| Green Health PArtners & Stakeholders | 20 |
| Launch Days | 80 |
| Conference | 80 |
| Think Nature Health Walks | 80 |
| Cairngorms Link Worker | 80 |
| Cairngorms National Park | 160 |
| UHI | 200 |
| Public Health Staff | 138 |
| Botanic Gardens | 80 |
| Highland Councillors |  |
| UHI smoking Cessation Event | 80 |
| Mental Health Delivery Group | 60 |
| Community Link Workers (inverness) | 120 |
| Distress Brief Interventions TEam |  |
| Myself MAnagement | 34 |
| Social Prescribing Event | 12 |
| East Ross-shire Community Mental HEalth Team | 4 |
| Custody Link Workers |  |
| Caithnesss Mental Health Support Group | 40 |
| Highland Good Food Partnership Event | 40 |
| New Craigs Summer Fete | 40 |
| Carers Roadshow/ Change MH | 40 |
| Highland Mental Health OT team | 40 |
| Climate Week Raigmore | 40 |
| Beth McIntosh | 40 |
| Care & Learning Alliance | 100 |
| Total:  | 3203 |

Nature Prescriptions - Initiated in Caithness and these are being used. Online course delivered. Helen did a report on this last year and in 2026 we can get an update. Highland-wide nature prescriptions. In print currently and there is an action to promote this and Kate and Ailsa are going to go and train health professionals on it when it’s in.

 **ACTION AILSA/KATE**

Use of Hashtags - The most recent hashtags in circulation are:

[#greenhealthweek](https://www.facebook.com/hashtag/greenhealthweek?__eep__=6&__tn__=*NK*F)

 [#thinkhealththinknature](https://www.facebook.com/hashtag/thinkhealththinknature?__eep__=6&__tn__=*NK*F)

[#NatureIsForEveryone](https://www.facebook.com/hashtag/natureisforeveryone?__eep__=6&__tn__=*NK*F)

 [#MakeSpaceForNature](https://www.facebook.com/hashtag/makespacefornature?__eep__=6&__tn__=*NK*F)

[#OurNaturalHealthService](https://www.facebook.com/hashtag/ournaturalhealthservice?__eep__=6&__tn__=*NK*F)

 [#dailydoseofnature](https://www.facebook.com/hashtag/dailydoseofnature?__eep__=6&__tn__=*NK*F)

Case studies - we are always looking for case studies not many have gone on the website n the last year we need to keep content dynamic. A few have gone up since May 2025. Let’s keep the momentum going.

 **ACTION HGHP**

It was agreed to remove the action to do more promotion in winter from the action plan as staff capacity has led to no progress. It was noted that in localities and individual initiatives action is under3way and we could look out for this and promote it.

Working with politicians more - link with the climate change working group. A priority. HC are a partner but we’ve not got them to sign the charter. Dan will reach out to Gordon Morrison to find out how. Check in with Joan as she has possibly raised this with the chair of the Climate change working group.

 **ACTION DAN**

Workplace wellbeing has never progressed and wasn’t listed as a priority in recent review of workplaces. Always good to keep it in mind and link in with initiatives but we have limited capacity to deliver around this. Dan can follow up with Mental Health reps in NHS Highland but in general it was agreed to remove as a communication priority. **ACTION DAN**

Targeted messages - looking out for relevant campaigns and share our messaging across partners. Ailsa look at three times a year coordinate a partnership approach. Perhaps seasonal. Heres our stuff, what have you got going on. Katie happy to support. Ailsa to get Kate access to the social platforms. Rotate the task. Either between the team or across partners.

 **ACTION AILSA/KATE**

Green Health Champion- drop due to capacity. We don’t have a communications officer to support people any more.

At a recent priority review there wasn’t much appetite for partners to produce new resources rather we link with what resources others are producing going forward and stick with the ones we have that we know work.

Use of Apps - our list of Apps is out of date and out of print now. It could be a time to update this list by asking what apps people are currently using. question for the Green Health Network. QR code to a page on the website where you can download all the Apps. Ailsa will look into this.

  **ACTION AILSA**

Working with Young People - Green Leadership schemes and our work with the Whole Family Wellbeing Programme may pull out more on this aCTION s we move forward.

Creative arts - Arts in Nature are now freelancing and is now on the directory. Mindful to bring her in and use her.

Incorporate in Learning & Libraries - HLH are trialling pilot nature spots in four Libraries of Wick, Dingwall, Caol and Strontian. Collaboration with Rangers and includes climate action and waste reductions. Imogen will feedback how this goes. **ACTION IMOGEN**

Noted that Moray are trialling seed libraries - showcase in the next newsletter. **ACTION KATE**

Networks being established in Kinlochleven and Aviemore and Ullapool and continue to be monitored.

Health Practitioners - having things we can take forward when asked. TURAS module and online seminar are two resources we have. Partners can have a look at what off-the-shelf resources or videos they might have that can be used to this effect.

  **ACTION HGHP**

**Green Health Week**

Green Health week was discussed and outcomes of 2025 are in the appended report.

Date of Next Meeting: This is an annual review so expected January 2026