

GRAMPIAN

Wellbeing

festival



Grampian Wellbeing Festival – May 2024

Report



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Introduction

This report provides information and feedback from hosts and participants who took part in the Grampian Wellbeing Festival, held over the whole month of May 2024. Thanks goes out to the wide range of organisations across Grampian who provided free activities during the festival and to everyone who came along and took part in the wide range of activities for wellbeing.

1.0 Background

1.1 The Health Improvement team in Aberdeenshire approached leads in Moray and Aberdeen Health and Social Care Partnership (H&SCP) after public feedback in 2023 asking why the Wellbeing Festival was only available in Aberdeenshire. Leads in each area welcomed the opportunity to get involved and supported the process, planning, and hosting of the first Grampian wide festival in 2024. Summary reports from: Aberdeenshire, Aberdeen City and Moray have been included in this report to share information on what was offered in each area.

1.2 Recommendations from the 2023 Aberdeenshire Wellbeing Festival were shared with partners in each area which included:

- Provide information on events/activities for the whole month of May
- Encourage more local groups to help in planning future festivals.
- Encourage more children and families to take part in the festival

1.3 Expanding from Aberdeenshire to Grampian meant new plans had to be put in place, sharing information with new partners about processes used previously and planning how the festival would be marketed and promoted in all areas.

1.4 Area planning groups were formed in each H&SCP, sharing the aims of the festival with local organisations and overseeing submissions for each area's Wellbeing Festival programme. Partners from each area were responsible for developing/promoting interest

with local partner organisations/groups and provided feedback to the Grampian steering group at regular intervals.

1.5 NHS Grampian produced all the festival marketing materials including, posters, videos, and programmes of all the events hosted in Aberdeen City, Aberdeenshire, and Moray. They were available to download on [Grampian Wellbeing Festival](#) hosted by NHS Grampian and printed copies were shared in each area through host organisations.

1.6 A Grampian wide logo was developed through consulting with each of the planning partners to enable the festival to be promoted across Grampian while using the same branding developed by NHS Grampian for the Aberdeenshire festivals.

1.7 Primary schools across Moray and Aberdeenshire were approached to help in developing a new festival mascot. NHS Grampian produced the winning image of “Sophia” the Wellbeing Mascot, designed by a pupil from Cluny primary school in Aberdeenshire which was included in each area programme and for social media promotion.

1.8 Leap methodology was used to review processes and outcomes in 2023, and a revised version was updated by the Grampian partners for 2024ⁱ Indicators were used to help measure the long and short term aims:

Outcome indicators

Increased participation at local events compared to 2023 festival Increased number of hosts providing activities across Grampian
Increased awareness of where participants and hosts can go to access wellbeing resources/support in Grampian
Increased feedback from evaluations completed compared to 2023 Increased participation in activities which promote mental health and wellbeing long term

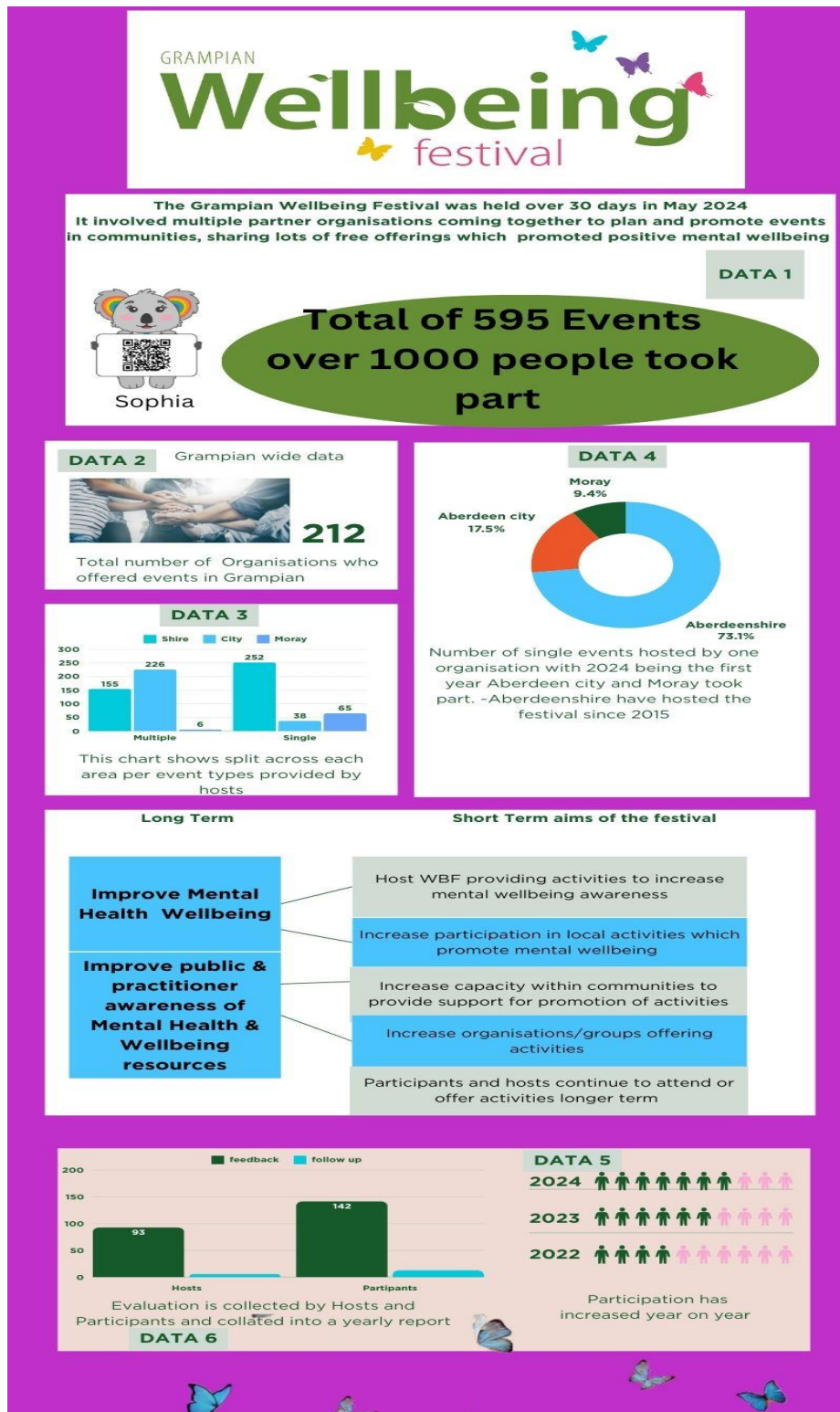
1.9 Elements from Mind yer Mind¹ an Aberdeenshire mental health campaign messages were incorporated into Aberdeenshire and Moray area festival programmes with Stay Connected messages in the Aberdeen city programme. These messages aimed to reflect the outcomes for the festival in promoting mental wellbeing using the nationally promoted five ways of wellbeing².

1.10 The Grampian Wellbeing Festival was held during the whole month of May. It was the first-year partners from each of the Health & Social Care Partnerships (H&SCP) areas took part in planning, promoting, and delivering a Grampian wide festival.

¹ [mind yer mind](#)

² [5 steps to mental wellbeing - NHS \(www.nhs.uk\)](#)

2.0 Grampian summary Infographic – Key points





GMEN (Grampian Meaningful Engagement Network) Aberdeen townhouse



Some of the events held in Aberdeenshire

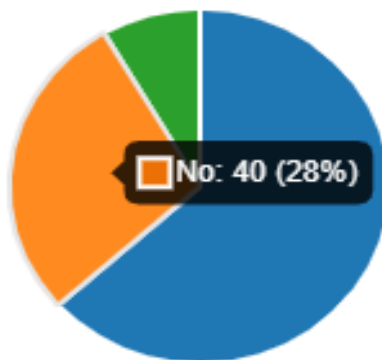
3. Participants feedback for the Grampian Wellbeing Festival

3.1 Feedback was reported by 142 participants, most responses came from people taking part in events held in North Aberdeenshire 63%, Central Aberdeenshire 22.5% with 0.05% from Aberdeen city and 0.03% in Moray.

3.2 Of the 142 reporting, 80 people (56%) provided information on which activities they took part in, with some taking part in more than one. Maud Village Trust in Aberdeenshire

provided the most complete feedback from participants, offering multiple activities as part of the festival programme.

3.3 Participants were asked if they were aware of the group or groups before they attended the events/activities. Of the 142 completing this question, 63% were aware, 28% were not and 0.08% were aware of some of the groups.



Did you attend the event on your own or support someone else to attend?	
Myself	130
Supporting a child under 5 years of age	7
Supporting a child or young person under 24 years of age	6
Supporting an adult 25 to 64 years of age	9
Supporting an adult over 65 years of age	3

Introducing a wider age group to the festival was an aim from reviewing attendance in 2023.

3.4 91% of participants attended activities on their own with 0.06% supporting an adult 25 – 64 years old, 0.04% supporting a child or young person and 0.02% supporting an adult over 65 years. There was a slight increase in the number of children taking part compared to 2023.

3.5 100% of participants rated what they thought of the events with 1 being okay to 5 being very good. The average rating was 4.8 out of 5 (97%), (20%) rated 4 out of 5.

3.6 Thematic analysis coding was conducted on the ‘free text’ responses to the question why they had chosen activities or events and what the benefits were for others

if they were supporting someone else to attend. The responses were collated under the 5 national ways of wellbeing which were threaded as key messages through each of the festival programmes

It should be noted that some responses could have been coded under several of the 5 ways to Wellbeing however, there was an absence of responses that linked to the outcome of 'Give'.

5 ways to Wellbeing	Participants Example Quotes
Connect	<p><i>"It got me out of the house for the first time in a long time and I could talk to people for a little while"</i></p> <p><i>"Meeting people face to face (and not on screen!)"</i></p> <p><i>"Gave me confidence in sharing my work and learned about the many different ways people struggle and overcome adversity"</i></p> <p><i>"Chatted to Penumbra and would like to access their services"</i></p> <p><i>"Met local support groups, social interaction, meeting others, conversation/company"</i></p>
Be Active	<p><i>"Great healthy exercise and meeting like-minded people"</i></p> <p><i>"Meeting new people, exercise, learning, wonderful music, having fun, feeling good"</i></p> <p><i>"I felt good walking in the nice sunny day with lovely people and to get exercise"</i></p> <p><i>"With being a single female with mental health issues, I was glad to get out and about today"</i></p>
Take Notice	<p><i>"It was very relaxing. I slept very well after the sessions and felt full of energy the next day"</i></p> <p><i>"Thoroughly enjoyed listening & being transported to different places"</i></p> <p><i>"Taking time out for myself and allowing me to relax and feel better"</i></p> <p><i>"Taking time for myself"</i></p>
Keep learning	<p><i>"It was free, I learned a lot about blood sugar, labels on food, and tips to snack smarter"</i></p> <p><i>"Experiencing something new. I have been learning to relax following a period of chronic stress and developing anxiety"</i></p> <p><i>"Trying a new wellbeing class to see if I would like it and attend regular classes"</i></p> <p><i>"There was an awful lot of interesting facts, regarding certain food for different health issues"</i></p>
Give	N/A

3.7 The average response for taking part in activities again was 4.58 with 90% of participants rated 5 out of 5 for wanting to try the activity again on a regular basis and 99% rated 4 out of 5 for taking part again.

3.8 Promotion of the festival events and improving awareness was one of the key objectives for the Grampian steering group to ensure people could see what was being offered in each area of Grampian.

Most participants 42% said they found out about the activity through word of mouth.

How did you find out about the event or activity today?	
Group or organisation	36
Facebook	18
Grampian Wellbeing	7
Festival Facebook post	15
	60
Grampian Wellbeing	
Festival website	
Local poster	
Word of mouth	

3.9 The ages of participants are not a true representation of the overall participation due to number of responses but provides a snapshot. The majority, 34%, were between 50 and 64 years old, 30% were between 25 and 49 or over 65 years of age. The least reported were 0.06% under 16 years and 0.07% were between 16 and 24 years.

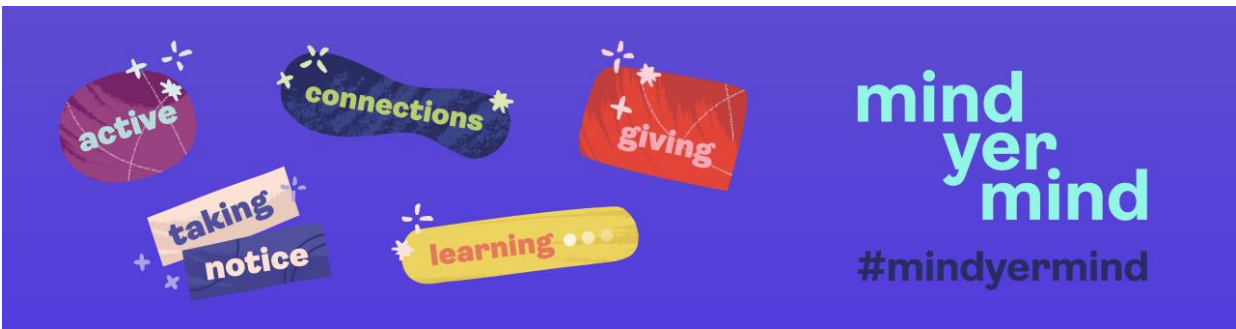
3.10 Participants were asked if they would take part in follow-up feedback which was an objective to establish continuation of the activity after the festival ended. The response rate was 57% saying yes, they would like to be contacted again which is an increase from 2023.

3.11 Mind yer Mind resource links were shared with all Festival hosts with the aim to share these with participants. We asked if people attending had seen any of the resources while attending the activity. Most participants, 72%, said they had not heard of Mind yer Mind with 27% saying they were aware.

3.12 This led to asking if they were aware of the Mind yer Mind before attending the event. This question was answered by 63 participants with 19% said yes, and 42% said no.

3.13 Host feedback has been provided based on feedback from single event hosts, multiple event hosts and hosts who attended larger events with multiple partners

Mind yer Mind questions were aimed toward participants and hosts in Aberdeenshire only as it is an Aberdeenshire mental wellbeing campaign which shares the 5 national ways of wellbeing included in the programmes as key messages.



Barra conversation cafe event - Aberdeenshire

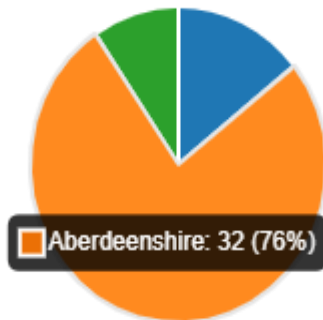
4.0 Host feedback – Grampian wide

4.1 This feedback is from hosts providing either one or more events part of the festival. This diagram provides a snapshot of activities on offer.

7 respondents (19%) answered **Aberdeenshire** for this question. ...

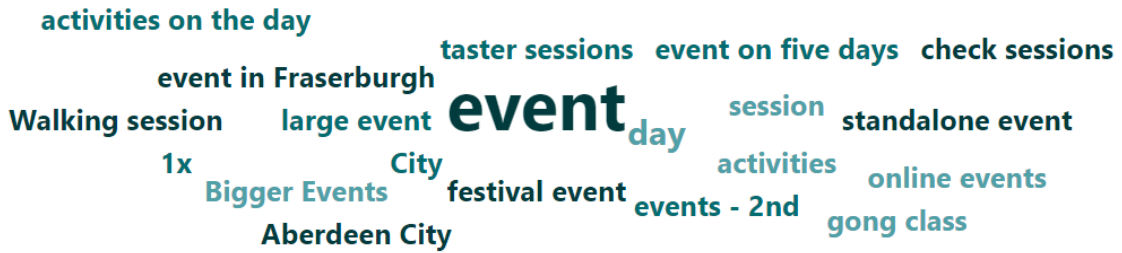


4.2 This diagram shows the split of single events by area, reported by hosts. Aberdeenshire 32 events, Aberdeen city 6 and Moray 4, respectively. Some organisations hosted in more than one area of Grampian. The majority (34) of organisations offering one activity provided them face-to-face with two offered online.



4.3 Hosts were asked to share how many events they offered and where in Grampian. Thirty-six responded and ranged from 14 providing one events to some providing up to 23 events, some offering events each day over one week, some providing multiple events in Aberdeenshire, Aberdeen city and Moray. Some offered online events, and some took part in bigger events in each area. The diagram below shows most common responses.

8 respondents (22%) answered **event** for this question.



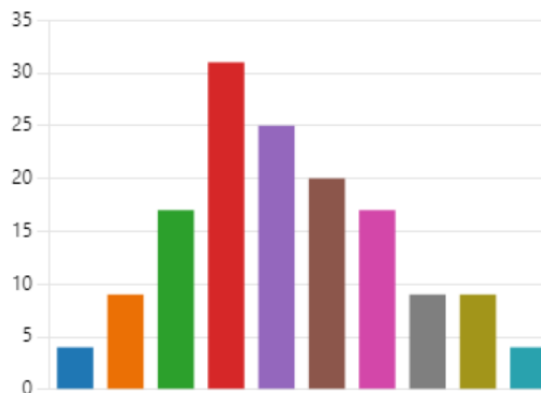
4.4 There were 34 events offered face to face and 2 online only of the 36 who completed this question. Due to multiple type of events a true figure of participation is not possible with some hosts reporting 200, other 100 –150 of the 36 hosts who replied. Table below shows common responses.

3 respondents (8%) answered **15** for this question.



4.5 Reaching older and younger audiences was one of the aims for 2024 as ages shown in 2023 were less in these age groups. The diagram below shows who hosts wanted to reach as part of offering their activities and shows majority were for 25-64 years or 65 years and over. A diverse range of activities were offered across ages and population groups.

● Under 5 yrs	4
● Over 5 to 16 yrs	9
● Over 16 to 24 yrs	17
● Adults (25- 64 years)	31
● Older Adults 65 and over	25
● Women	20
● Men	17
● LGBTQ+	9
● Staff	9
● other	4



Feedback suggests that there were fewer activities aimed towards below 5 years and up to 9 years compared to 2023 but there was an increase in events for over 65 years.

4.6 Hosts reported an average rating 3.67 for achieving their target. (1 being not really to 5 being very well).

4.7 Hosts commented on their perceived reasons why some events were more successful in reaching target audiences.

“More older people than anticipated, which is great, less families than anticipated.”

“Seemed to be depended on location and amount of promotion”

“multi-generational events were really successful as each age group learned from each other,” “The event aimed at families was better attended than the adults only”

4.8 The majority of hosts felt their events had gone extremely well when rating them on a scale of 1 being poor to 5 extremely well

● Extremely well	20
● Somewhat well	8
● Neutral	4
● Somewhat not well	2
● Extremely not well	2



4.9 Key themes have been pulled for the benefits for hosts in offering events/activities as part of the Wellbeing festival (Q17)

Thematic analysis coding was conducted on the 'free text' responses of the benefits of offering events/ activities as part of the wellbeing festival, Overall, there were two main themes identified the opportunity to; 1) promote or raise awareness of the services they provide/deliver and 2) to network with other organisations, community groups and the public.

Theme	Host Example Quotes
Promote/ Raise Awareness	<p><i>"It is a great time to promote what we are doing. It gives us time to showcase how we help people"</i></p> <p><i>"To help prevent and promote Alternative and Animal Interventions Programs"</i></p> <p><i>"Increased profile by promoting services throughout Grampian collectively with other organisations"</i></p>
Networking	<p><i>"It allowed us to bring together third sector groups, statutory service providers, private sector organisations and members of the public"</i></p> <p><i>"Developing more networks and connections and raising awareness of the team"</i></p> <p><i>"Networking, community development, building relationships amongst partners but also amongst the community and organisations"</i></p> <p><i>"Great opportunity for networking and making our organisation more visible"</i></p>

4.10 Themes have also been shared on why hosts perceived their activities contributed towards participants mental wellbeing. Several host responses to: How do you feel that your event/activities may contribute to participants' mental wellbeing, described the activities they offered at the Wellbeing festival and not how they contributed towards participants mental wellbeing, for example;

"It lets people find out what is on offer in their local area in terms of wellbeing services and activities."

"We offer healthy lifestyle advice as part of our health checks."

"Providing an additional resource for wellbeing or referring CYP"

"Programme does address mental health and wellbeing"

"It provided people with information which they may not have had previously so that they knew there was support"

Many hosts gave examples of how their activities could/did contribute to participants mental wellbeing, for example;

"Laughter Yoga is scientifically proven to benefit mental and physical health"

“Our classes are exercise to music. The music enhances the positive effect of exercise induced endorphins. People frequently tell us they feel better after attending a class. Fresh air and countryside, companionship and exercise are all good for mental wellbeing.”

“Looking at the smiles on the day gave the impression that people really enjoyed taking part and may have contributed to their mental wellbeing”

“People who came along enjoyed it and felt, being able to switch off and sing, it was beneficial for their mental health”

“Feeling of being involved, part of wider community, doing 'something useful'. Showing that Men's Shed can help people's mental health”

9 respondents (25%) answered **mental health** for this question. ...



4.11 Hosts were asked how planners can make the festival even better. Here are some of the quotes and common themes shared below.

“Lots more promotion, TV, and bus advertising etc. There are so many great events happening and the more awareness of the festival the better.”

“Having a budget to work with especially to help advertise”

“There was very low uptake as a result of the festival so improved marketing would help. Perhaps more notice. Of the two people who attended our classes, one was an NHS employee who saw it in the daily briefings. The other person received a booklet about the festival”

“Large events work well. It would be great to see more of them across the main towns in Aberdeenshire.”

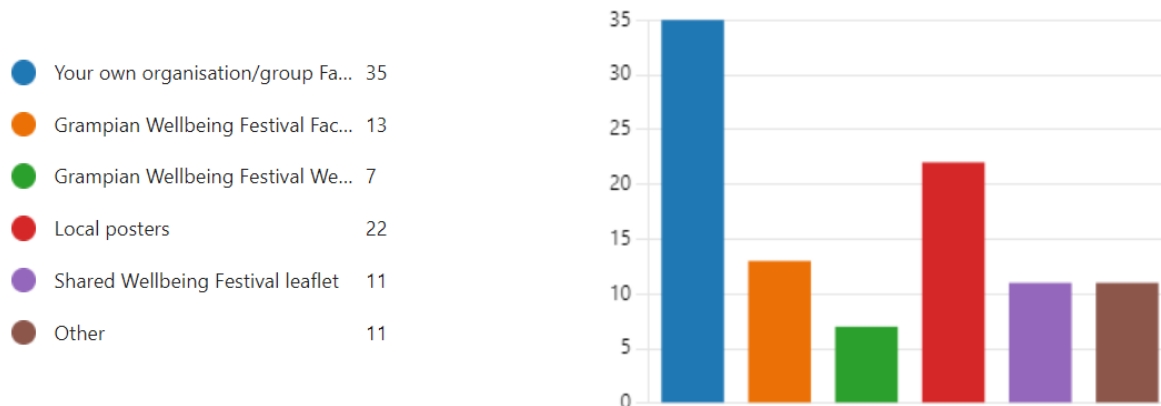
“Businesses getting behind the festival more to support staff too”

"I'm not sure. I found this year was better than last year and I loves last year"

15 respondents (42%) answered **events** for this question.



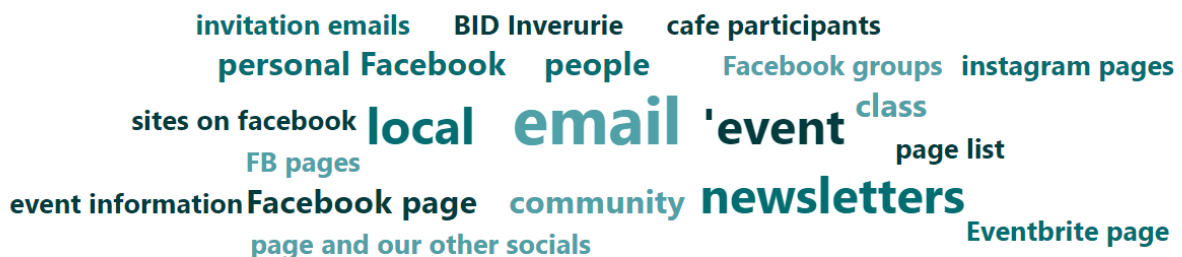
4.12 Hosts shared how they publicised or promoted their own events/activities



The majority who responded promoted their activities through social media and local posters.

4.13 For those who said they used other methods for promoting here are some of the common themes shared (Q21)

4 respondents (11%) answered **email** for this question.



4.14 A long-term aim of the festival is to influence people to take part in future wellbeing activities. Most hosts (29) said participants had asked for more information about their offerings or picked up an information leaflet (22) about the group. Some hosts had participants who were currently attending their existing events before the festival but came along to take part too. Follow up feedback was requested by hosts 3 months after the festival ended. A response has been included later in this report.

4.15 Hosts were provided with information about the Aberdeenshire Mind yer Mind mental wellbeing resources. Hosts were asked to share mental wellbeing resources with participants taking part in activities. After the event hosts were asked how many had shared this information if relevant. Of the 36 completing this question 47% said yes, 33% said no and 19% said it was not relevant, which may be if they were in Aberdeen city or Moray.

4.16 Hosts were asked as part of promoting the mental health campaign Mind yer Mind if they had heard or seen the resources before the festival. Of the 36 responses 58% said they were aware and the remainder 42% said no.

“My team promotes Mind Yer Mind resources for community health checks”

“Through our work with people we try to find as much resources as possible”

5.0 Secondary Hosts feedback (hosts who attended larger events with multiple partners)

5.1 Feedback was provided by 57 hosts. There were 7 larger events hosted in Aberdeenshire which is reflected in the names of hosts who provided feedback.

9 respondents (16%) answered **Aberdeenshire** for this question. ...



5.2 The breakdown of numbers is reflected in the areas where activities were held. High number of responses (51) Aberdeenshire, 8 in Aberdeen city and 1 in Moray.

5.3 Host shared the type of activities they provided or offered as part of the larger events.

“We provided resources and games on our table to encourage people to talk about their mental health with friends and family.”

“A nutritional talk on menopause and a stand”

“Aberdeenshire North Foodbank stall, with leaflets, a banner and Worrying about Money? (income maximisation) leaflets”

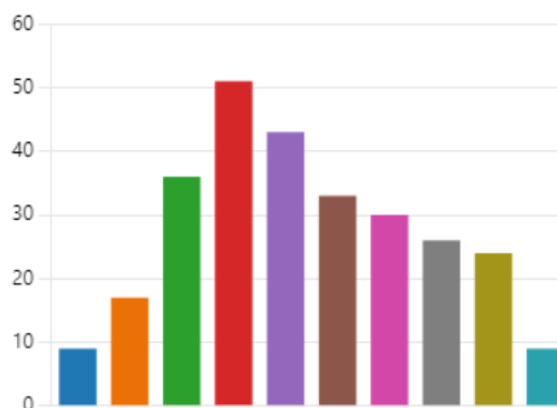
“Wellbeing promoting mental health via physical activity and fun (for everyone) so selected other”

“Community Pharmacy service information stand”

“Had our Trishaw on display and available for people to try”

5.4 The target audience for the larger events have been split as per audience reach.

● under 5s	9
● 5 years to 16 years	17
● 16 years to 24 years	36
● adults (25 to 64 years)	51
● older adults 65 and over	43
● women	33
● men	30
● LGBTQ+	26
● staff	24
● other	9



In this graph most groups aimed to reach adults 25 – 64 years with least hosts for under 5s.

5.5 Common reasons for taking part have been shared in this table below from 11 respondents

11 respondents (19%) answered **support** for this question.



5.6 Thematic analysis coding was conducted on the ‘free text’ responses of the benefits of offering events/ activities as part of the wellbeing festival, Overall, as was the case with the ‘primary host’ responses, secondary host feedback analysis also identified the opportunity to; 1) promote or raise awareness of the services they provide/deliver and 2) to network with other organisations, community groups and the public.

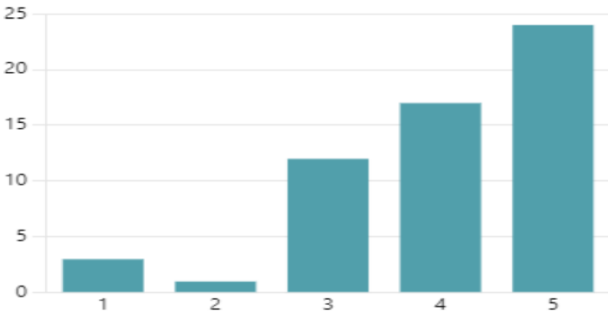
Theme	Secondary Host Example Quotes
Promote/ Raise Awareness	<p><i>“To spread awareness of the activities we offer to wider public and help in promotion of our service”</i></p> <p><i>“Opportunities to inform people of the local service out there”</i></p> <p><i>“Sharing information to all so that people can make informed choices re their health/care”</i></p> <p><i>“It allows local people to find out about local organisations that they can become involved with”</i></p> <p><i>“Promoting our free activity to a wider audience and attracting new members to improve their health”</i></p> <p><i>“Raise awareness of support within our community/venue”</i></p>
Networking	<p><i>“Meeting people, getting the word out about our services, networking with similar organisations”</i></p> <p><i>“Making connections with people and charities who provide related services”</i></p> <p><i>“The networking with other groups and activities creates great opportunities for collaborative learning and development”</i></p> <p><i>“It is a way to come together with like-minded people and groups and support the local communities.”</i></p> <p><i>“The opportunity to meet amazing people and forge new relationships”</i></p>

Secondary host responses to: How do you feel that your event/activities may contribute to participants' mental wellbeing, were collated under the five national ways of wellbeing which were promoted as part of the festival. It should be noted that some responses could have been coded under several of the 5 Steps to Wellbeing

Theme	Secondary Host Example Quote
Connect	<p><i>"Meeting new folk and enjoying themselves. You can get lost in a board game just as much as watching a movie"</i></p> <p><i>"Friendship, meeting other women, interesting speaker"</i></p> <p><i>"Increased awareness, a sense of feeling valued and a part of a wider community"</i></p> <p><i>"Through engagement, they can be helped to manage anxiety and become more aware of coping strategies"</i></p>
Keep learning	<p><i>"Many discussions were held on wellbeing activities and awareness of what support is available within Aberdeenshire"</i></p> <p><i>"We have discussion with people around lifestyle factors ... tips to managing stress, healthy eating principles, physical activity which can all improve mental wellbeing"</i></p> <p><i>"Yoga has proven benefits for mental health, the event gave them an understanding that yoga is not just for physical body, but it is more for mental health"</i></p>
Be active	<p><i>"Getting people active can definitely help their mental health"</i></p> <p><i>"We demonstrate the inclusive nature of the sport, we show that there is a walking sport that anyone can play, everyone left excited about what they'd achieved"</i></p> <p><i>"Getting active, improving mental health from doing so. Having fun, smiling, laughing"</i></p>
Be more present/ take notice	<p><i>"Yoga, meditation, proper lifestyle, proper diet and exercise all help mental wellbeing"</i></p> <p><i>"We had participant's out in the fresh air in green and blue areas appreciating the space around the built-up areas of Aberdeen City"</i></p>
Give to others	<p><i>"On the day, by listening to people and giving them space to talk about their health it helps"</i></p> <p><i>"Sharing songs, stories and rhymes with babies/toddlers and their parents provides opportunities for socialising in a supportive and welcoming environment"</i></p> <p><i>"I had good chats with people about their wellbeing, and a few people went away with health products"</i></p> <p><i>"Participants come in looking unsure of what to expect and leave feeling calm, relaxed and re-energised"</i></p>

5.7 On a scale of 1-5 how well events reached target audiences (1 being not really to 5 very well) Shows a slightly higher rating than for single event hosts who rated their events 3.6 with larger events rating 4.02

4.02
Average Rating



5.8 Comparing how well hosts felt the larger events had been received showed majority (51%) extremely well with lowest response 2% saying extremely not well

● Extremely well	29
● Somewhat well	21
● Neutral	4
● Somewhat not well	2
● Extremely not well	1



6.0 Aberdeenshire summary

6.1 There were 155 hosts in Aberdeenshire offering more than one events, with 252 hosts offering one activity. This year there were seven large events which included multiple partners attending and sharing their information.

6.2 Aberdeenshire council services offered lots of activities which could be accessed through their Live Life website.³ Including Health checks. Aberdeenshire council estates provided free venues for larger events including the Inverurie town hall event and Fraserburgh sports centre. This helped reduce overall costs for hosting the festival as multiple partners were able to be hosted in one venue in each area, offering lots of information for the public to access in one space.

6.3 Breakdown of events in Aberdeenshire to show comparison in previous years below.

Number of events per area in Aberdeenshire	2024	2023	2022
North	69	40	22
Central	66	58	43
South	62	58	31
Large events	7	3	
Shire wide total	204	200* (41 additional added in online programme)	106

6.3 This figure does not give total number of events advertised in the programme. Aberdeenshire council services who provided events by Active School, Live Life Libraries, Disability sports and Sports Hub also promoted events within their own webpages which

³ [Live Life Aberdeenshire - Live, Life Aberdeenshire](#)

were not all listed individually in the festival programme as per their request. For more information about Live Life Leisure events, please see appendices, showing health checks report provided as part of the festival.

6.4 A full report on what was offered in Aberdeenshire and further feedback is available to share on request [Public Health team Aberdeenshire](#) Please note due to the large number of hosts/organisations and groups who offered events a full list can be found by downloading the 2024 brochure for Aberdeenshire on [240075-wellbeing-festival-booklet-shire-client-v8-1.pdf](#)

7.0 Aberdeen City Summary

7.1 The Grampian wellbeing Festival in the city in its first year focused on setting up a successful event and creates awareness. The focus was supporting the city residents achieve the strategic aim of achieving fulfilling healthy lives by helping people access support to overcome the impact of wider determinants of health. The Grampian Wellbeing festival aim was to improve opportunities for the public to access and improve mental health and wellbeing and ensure that services being offered do not stigmatise people. We have a save the date out to all members and attended in May 2024. The GMEN festival will be held on Friday 30th May 2025.



Figure 1: Dancing at GMEN – ACHSCP Event

7.2 The Aberdeen city Health & Social Care Partnership (ACHSCP) website hosted the city brochure - [Grampian Wellbeing Festival May 2024 - City](#). In May, all the hosted events in the city were spotlighted activities organised by third sector organisations, businesses, and community groups with a focus on the health and wellbeing. The ACHSCP hosted one large new event which was GMEN (Grampian Meaningful Engagement Network) on the 31st of May 2024.

7.3 Additional aims of the City GWF were: -

- Improving Mental health and wellbeing in Aberdeen by supporting Mental health week in May and Volunteer week in June
- To increase number of organisations/groups providing activities as part of the Wellbeing festival

There were 17 organisations, community groups who hosted 226 multiple events in May 2024. There were 19 organisations and individuals who hosted 38 single events.



Figure 2 Stall holders at GMEN

7.4 ACHSCP Large event

Aberdeen City Health and Social Care Partnership's hosted one large event the Grampian Meaningful Activity (GMEN) with 23 stall holders and 57 attendees on the day. Grampian Meaningful Engagement Network (GMEN) is a forum membership of activity coordinators in care homes, care at home, sheltered housing, very sheltered housing, respite care, supported living, support workers, wellbeing coordinators, care coordinators, physiotherapist, occupational therapists, and anyone supporting people in the community

to engage in meaningful activity. This was the first event post pandemic and an opportunity to meet and share best practise.

A local artist who had funding to commission a covid memorial offered an opportunity for those attended the event to discuss ideas for the installation. The Care Inspectorate Care About Physical Activity (CAPA) Initiative was at the event and on hand to run a workshop. This event was an opportunity for organisations to provide stands and for participants to network and share ideas.

The GMEN steering group was represented by Aberdeen City Health and Social Care Partnership, Aberdeenshire Health and Social Care Partnership, Care Inspectorate, SAMH, Scottish Care, Aberdeen Football Club Community Trust, Technology Enabled Care and provided project support for the event.



Figure 3 ACHSCP Wellbeing Coordinators – Stay, Well Stay Connected Program

Grampian Meaningful Engagement Network (GMEN)

GMEN festival had 97 attendees booked to attend with 57 attending on the day. Cancellations were lack of cover due to illness or change in work on the day for those scheduled to attend. GMEN has a great representation of members being mostly from Aberdeenshire and this is a challenge from the ACHSCP commissioning Lead for City and Moray on their membership and participation. We had 23 stall holders. (see index at end of this report)

Feedback and Evaluation at GMEN

1. How did you hear about GMEN?

[More Details](#)

● I'm already part of the network	4
● A colleague told me	4
● I received an invite	6
● Social media	0
● Other	0

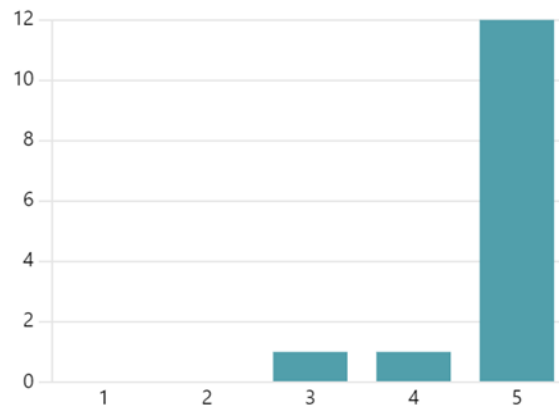


Which of the following best describes your overall experience of the GMEN Festival

[More Details](#)

[Insights](#)

4.79
Average Rating



Feedback from the GMEN event

What did you enjoy the most about the event?

- *Great atmosphere and great presentations*
- *The CAPA presentation was really good.*
- *All of it! took so much away from it*
- *Opportunity to find out about services. (And play boccia.) Good mix of attendees/speakers.*
- *I enjoyed listening to all the different speakers and found that it was very interesting*
- *Interaction with the dancing!*
- *Friendly, relaxed, useful presentations and so many varied stalls*
- *Helping to facilitate the discussion with Hayley Ross on Suicide Prevention and 5 ways to wellbeing. Great to see engagement on the subject from all attendees.*
- *Networking and speakers X8*
- *meeting the incredible group of people who support and make up the Aberdeenshire community*
- *Interesting presentations and opportunity to network.*
- *It was a great opportunity to network with other providers focussing on health & wellbeing.*

5. Following this event how likely are you to participate in our future GMAN events?

[More Details](#)

● Very likely	13
● Somewhat likely	1
● Neither likely nor unlikely	0
● Somewhat unlikely	0
● Very unlikely	0



What could we have done better?

- *Microphone a bit echoey*
- *Timings a bit erratic but not a problem.*
- *Provide lunch please*
- *Food provided*

- *the event was perfect*
- *Nothing, it was very engaging and a great atmosphere.*
- *Event went smoothly with speakers/ stalls etc and good mix of presentations and interactive sessions. Would be good to see some inclusion in some way of the people who the GMEN activities are designed for. Some feedback from them on the activities they enjoy etc.*

Do you have any other feedback?

- *A great day and well-presented and organised*
- *Thank you!! A very informative and worthwhile event.*
- *No, well done and can we do this again soon*
- *Townhouse a good venue for events like this.*
- *Found all the stallholders' pamphlets and information very helpful*
- *Great day with lots of networking and engagement!!*
- *Learned a lot, will take part in the future*
- *Great mix of speakers, activities, and networking.*
- *Liked the venue and proximity to shops.*
- *Range of stalls were excellent, would have been nice to see a few more shire organisations there too.*
- *The talks were informative and not too long either.*
- *Plenty opportunity to network and lovely to see some familiar faces again*
- *Could we do a face-to-face event like this a few times a year? Maybe not as big as this, but like the old meetings we used to have? Once a quarter?*
- *Thank you for organising a fantastic event. As a stall holder from a city-based organisation, it felt like a lot of the attendees were based in Aberdeenshire, so I wonder if there's scope to have some more stall holders from their area, so they benefit more? It was lovely for us to learn and connect with existing contacts, but I'm not sure we made any new ones from Aberdeen City.*
- *I thought this event was one of the best conferences I have attended over the past year. It was great to have all the tables in the same room as the speakers - felt very inclusive and felt able to participate in everything. Thank you for accommodating us as such short notice. Looking forward to being able to participate in these events going forward.*



Figure 4 Anuj delivering a talk on CAPA

8.0 Moray summary

In Moray:

- There were 20 Hosts
- 66 in person sessions available
- 6 online sessions available

There were 2 larger events organised.

Cooper Park- Wellbeing Festival- Family fun event where information, signposting support for good mental health and wellbeing. There was plastic fencing, Lego free play, colouring, treasure hunt and story time. 80+ children attended throughout the day and plastic fencing was a favourite.

Daytime Boogie- 140+ attended from all areas of the over 50's Community from BALL Groups, social groups, general members of the public and Care Homes. Each Boogie has a host and this year's as part of the theme of mental health & wellbeing was the Gurness Circle Coffee Club, a small group of sheltered housing tenants within Elgin that meet twice a week for coffee and chats and host monthly events within the lounge to encourage friendship and combat loneliness.



8.1 NHS 5 Steps to Well-Being

Evidence suggests there are 5 steps you can take to improve your mental health and wellbeing. Trying these things could help you feel more positive and able to get the most out of life.

1. Connect with other people

Good relationships are important for your mental wellbeing. They can:

- help you to build a sense of belonging and self-worth
- give you an opportunity to share positive experiences
- provide emotional support and allow you to support others

There are lots of things you could try to help build stronger and closer relationships:

2. Be Physically Active

Being active is not only great for your physical health and fitness. Evidence also shows it can also improve your mental wellbeing by:

3. Learn new skills

Research shows that learning new skills can also improve your mental wellbeing by:

- boosting self-confidence and [raising self-esteem](#)
- helping you to build a sense of purpose
- helping you to connect with others

Even if you feel like you do not have enough time, or you may not need to learn new things, there are lots of different ways to bring learning into your life.

4. Give to others

Research suggests that acts of giving, and kindness can help improve your mental wellbeing by:

5. Paying more attention to the present moment can improve your mental wellbeing. This includes your thoughts and feelings, your body, and the world around you.

Some people call this awareness "mindfulness". Mindfulness can help you enjoy life more and understand yourself better. It can positively change the way you feel about life and how you approach challenges.

Moray Community Planning Partnership- 2016-2026

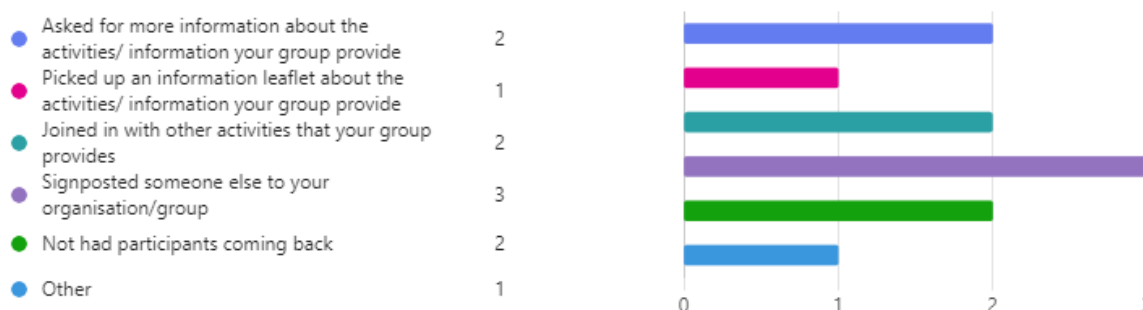
Our Vision Working together we will enable people to achieve the best possible mental health and wellbeing. We will do this through promoting choice and control, and by developing resilient communities and responsive services that contribute towards a mentally healthy, happy, stigma free Moray.

https://moraywellbeinghub.org.uk/wp-content/uploads/2021/06/good_mental_health_for_all_in_moray_2016-2026.pdf

9.0 Follow up feedback from whole of Grampian

9.1 Participants and hosts were invited to provide feedback later in the year to review continuation of activities being offered based on the outcomes of increasing participation longer term.

9.2 Eighty-six hosts agreed to take part in follow up feedback with 6 completing feedback to date. All 6 were hosts in Aberdeenshire, some of the emails provided were returned due to some hosts no longer in previous positions. Hosts were asked since offering an activity had participants come back due to specific options provided.



The majority 3 (27%) who responded chose previous participants had signposted someone else to their organisation or group. The third highest choices were asked for further information, joined in with other activities being offered or have not had participants returning. Other comment shared

“Difficult to monitor this to answer this question since health checks are drop in and participation is anonymous”

9.3 Of the 6 hosts who did respond 5 have continued to provide some of the activities they offered during the Wellbeing festival. Two of the hosts said they have always offered these activities and one due to uptake during the festival.

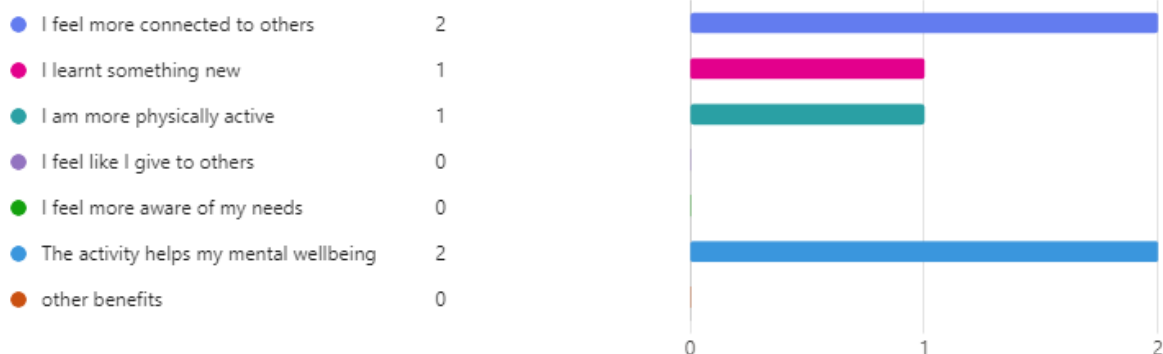
9.4 Hosts were asked how many people have continued to attend their offerings since taking part in the Wellbeing Festival with 5 responses. One said it was weather dependent another said 176 people have continued to attend and another providing this comment

“at least 10 new folk come to regular sessions and pop ups”

9.5 There were 4 responses from 86 participants who agreed to provide follow-up feedback. 50% of the participants who responded have continued to attend activities they participated in during the festival. Time restraints and work were the reasons provided by 2 participants who were unable to continue to take part.

9.6 Reasons for those continuing has been shared in this table below

3. Have you experienced any of the benefits listed below (please tick all that apply)



Other comments shared “Good to mix with other users”

9.7 Participants in Aberdeenshire were invited to participate in focus groups. Discussions were based on a series of exploratory questions regarding participants' experiences of participating at the Grampian Wellbeing Festival, such as: “What were the benefits for you in taking part in the festival?” Participant responses were analysed thematically under the five national ways of wellbeing which were promoted as part of the festival. Examples of participant responses are included in the table below.

Ways of Wellbeing	Examples of Participant responses
Connect	<p><i>“I tend to bottle things up, coming to the festival helps me to come out of my comfort zone, which is good for me, to be social, meet people.”</i></p> <p><i>“Although I live in a house with 3 other people, it can be very lonely sometimes, going out to the festival makes me feel better”.</i></p>
Be Active	<p><i>“Dancing was great, great social and fun activity. Good for helping my balance and coordination, and keeping my mind active”</i></p> <p><i>“Information that was shared at the festival on physical activity and getting my blood pressure done has motivated me to be more active, to get out of my chair and do things, it is so easy to sit in front of the tv as you get older”</i></p>
Take Notice	<p><i>“Really liked getting Blood Pressure taken, I went to their GP after as my pressure was a bit high”</i></p> <p><i>“Activities at the festival take me away from worrying about other things or people. It helps me focus on just me, take time for myself. If I keep myself well that keeps my family well”</i></p>
Keep Learning	<p><i>“The menopause and nutrition information sessions were really helpful, just making small changes, and what to expect, how it can affect your body.”</i></p>

	<i>"The information about arthritis was really helpful, lots of leaflets and also signposting to what else is out there to support your mental health"</i>
Give	<i>"I took a friend, with additional support needs, to join in activities like belly dancing and sound bath. I try to encourage other people to come to the event, because it is good for your mental health"</i> <i>"I was guided by [name] due to [their] disabilities as to what activities we do, it is very inclusive, everyone can take part."</i>

9.8 Barriers and Facilitators to attending the Wellbeing Festival were also highlighted by participants of the focus groups.

Barriers	Transport	<i>"There are very few busses, and none on a Saturday in many rural areas, which isolates you if you don't drive"</i> <i>"People who live in 'grey' areas for transport struggle a lot to get anywhere and must get taxis, which are very expensive, as the community buses do not cover where they live."</i>
Facilitators	Organised Transport	<i>"If a bus had not been organised for Maud to Barra then some folk would not have been able to go"</i>

Steering group partner feedback has been included below:

What went well

"Feedback was great, it went very well and there was a lot of enthusiasm to have further events" "People liked the fact that events were based in City, Shire, and Moray"
"Feedback received was positive and constructive."

"Everyone was talking about the festival before, during and after the event. Word is getting out there about this yearly event in May which has been well received"

"Folk were loving it, there is a lot more cohesion now in the city" "There was very positive feedback about the mascot"

"The festival brought folk together. Shire, City and Moray all working together as part of something bigger has been a huge success, well done to all."

"Having events over a whole month meant it was easier to attend. A week is too short".
"Grateful thanks to NHS Grampian graphics team who did an amazing job."

What could have gone better

“Feedback from hosts was that folk would like more time to organise and to get the forms earlier. It was a rush to plan things”

“One person felt that the focus was all on Aberdeen city”

“Feedback from the library was they would have liked to have more time to prepare”

“Clarity around whether sessions are drop-in or online or a mix”

“Better time management in advance of the festival going forward”

“Some children’s events were offered during May but focus on the events for children and young people will be increased in May 2025”.

What we want to see for 2025

“Education colleagues will be included on the steering group for the festival in 2025. Focus will be on children and young people’s events as well as older adults” City feedback

“Shire colleagues would like to have more logos in the 2025 festival booklet which reflected on city having organisation logos included”

“Shire events were tagged on social media but very few city events were tagged so could not be shared on the Wellbeing Festival social media page.”

“Suggestion that SHMU could help around how to do better posting and reposting”

10.0 Social Marketing

10.1 As in previous years NHS Grampian paid for social marketing to help in promoting the Wellbeing festival. In 2024 each of the H&SCP areas contributed to the advertising collectively which helped reduce overall costs for promotion.

10.2 Due to the change of name for the festival the existing social media Facebook page was changed to become the Grampian Wellbeing Festival page. NHS Grampian overseen the main posts being shared on the page with Aberdeenshire Public Health adding additional posts. All hosts were advised to tag the page to enable their events to then be reposted and shared widely.

10.3 Each of area programmes were hosted on the NHS Grampian wellbeing festival page [Grampian Wellbeing Festival](#). These were live documents which enabled any updates to be done before the festival began while paper versions were printed and shared across each area, including in vaccination centres.

10.4 Facebook reach was high with 120.8K people accessing the page between 1st of April and 31st May which was the term of the paid advertising. The video produced by

NHS Grampian graphics reached 108,474 and photos shared 18,100 with reel posts 379 and links to other posts 1,485 times.

10.5 NHS Grampian provided some data on access to the webpage promoting the area programmes. There were estimated 4,558 views with 3,821 active users and average of 1.19 view per active user

11.0 Conclusions

- Aims and objectives for the Grampian Wellbeing Festival were in the main reached with improvement in promotion and methods of communication to access harder to reach groups. Feedback shows a need to offer more multi-agency themed events to support joined up working and to reduce costs associated with venue hire.
- Feedback from the Partnership area steering groups and in each of the Health & Social care partnerships has been positive and each area have agreed to progress the 2025 Grampian Wellbeing Festival.
- The development of Sophia as a new mascot helped bring the festival to a much wider audience but Aberdeen City H&SCP would like to develop a friend for Sophia through a similar format by engaging with schools for 2025.
- True attendance numbers were not attainable due to methods used to collate feedback from participants and low response rates.
- Feedback from participants was much higher in Aberdeenshire than in Aberdeen city or Moray which may be due to this being the first year of hosting the festival.
- From host feedback received communication can be improved to help get information shared more effectively. All hosts were provided with submission forms, which provide details on how they need to publicise their events as NHS Grampian can promote the area programmes but to get local buy in more localised promotion also is needed.
- Feedback suggests organisations shared a sense of connection with other organisations to support people in the community and may be a reason for the ongoing success of the festival in bringing organisations together.
- Follow up feedback showed need for hosts to promote or raise awareness of services they provide/deliver and to network with other organisations, community groups and the public.
- Some issues in submission formats for hosts to produce programmes for each area. Delays within NHS Grampian governance in use of other options.
- Education and young people wellbeing activities were lacking apart from the DYW event in Aberdeen city.
- Low return rate for evaluations back despite chasing up.
- A steering group with wider representation so that we can have more varied events.

- One host provided paper copies of the questions to all participants to complete rather than accessing through the electronic links shared to all hosts. This may be the reason they provided the majority feedback compared to other events.
- Aberdeen vaccination and Wellbeing centre for hosting events and distributing Grampian Wellbeing Festival programme booklets
- 2024 saw a huge increase in workload for project officers in each area of Grampian
- Graphics within NHS Grampian also had a huge increase in workload in providing three area programmes and producing new logos and a mascot

12.0 Recommendations

- To start planning for 2025 earlier in 2024 to give more time to help with preparation across Grampian.
- To share final report with hosts and ask if groups are interested in planning for 2025 to ensure groups/organisations can be better prepared.
- Setup area planning groups to ensure information is shared promptly and to provide ongoing feedback of progress at Grampian steering group meetings.
- Provide more guidance for hosts to promote their own events to help increase attendance rates
- Look at other options for submission of events to mainstream the process if governance between sharing information can be ensured.
- Look at other methods for participants to provide feedback to help record attendance and gather more qualitative feedback
- Steering group to review overall costs of the festival against outcomes achieved and to consider other funding options e.g. sponsorship
- In 2025 we will reaffirm informing hosts that evaluation is a part of the engagement as a host.
- To escalate the need for more input from Public Health directorate and area H&SCP to support continuation of a Grampian wide initiative

13.0 Next Steps

Supporting mental health and wellbeing is one of the focus areas for Public Health directorate in 2025. The Project sponsor for the City GWBF ACHSCP commissioning Lead is engaged in prevention work in the city and promotes any links that will ensure that we are working collaboratively Grampian wide and with as many partners in the private public and voluntary sector.

- Each H&SCP agreement to continue to promote the festival to help in developing continuing community capacity to promote positive mental wellbeing.
- Schools in Aberdeen to participate in the mascot competition – Sophia was a huge hit last year and we are hoping to have a new friend will join her.
- Schools' participation in sport and movement this could include being joined by parents to walk the whole to school together even those in P7 to catch up and check in with mental health and wellbeing.
- Wider variety of organisations participating in 2025
- Include Housing to support wellbeing
- Evaluations will be prompted at registration with a follow up 3 months post gathering built into the conditions

References – Links to sites for each area

[5 steps to mental wellbeing - NHS \(www.nhs.uk\)](https://www.nhs.uk/health/wellbeing/5-steps-to-mental-wellbeing)

<https://www.mindyermind.com/>

<https://www.nhsgrampian.org/AberdeenshireWellbeingFestival%20/>

<https://www.nhsgrampian.org/contentassets/3f550f3a14734d059beb35dc83f8efda/240075-wellbeing-festival-booklet-shire-client-v8-1.pdf>

<https://www.nhsgrampian.org/contentassets/3f550f3a14734d059beb35dc83f8efda/240074-wellbeing-festival-booklet-city-client-v2-2.pdf>

<https://moraywellbeinghub.org.uk/wp-content/uploads/2021/06/good-mental-health-for-all-in-moray-2016-2026.pdf>

<https://www.nhsgrampian.org/AberdeenshireWellbeingFestival%20/>

To review hosts who took part in the Aberdeen city please see downloadable programme here [240074-wellbeing-festival-booklet-city-client-v2-2.pdf](https://www.nhsgrampian.org/contentassets/3f550f3a14734d059beb35dc83f8efda/240074-wellbeing-festival-booklet-city-client-v2-2.pdf)

To review hosts who took part in Aberdeenshire please see downloadable programmes within the [240075-wellbeing-festival-booklet-shire-client-v8-1.pdf](https://www.nhsgrampian.org/contentassets/3f550f3a14734d059beb35dc83f8efda/240075-wellbeing-festival-booklet-shire-client-v8-1.pdf)

To review hosts who took part in Moray please see downloadable programme here [240076-wellbeing-festival-booklet-moray-client-v2-2.pdf](https://moraywellbeinghub.org.uk/wp-content/uploads/2021/06/good-mental-health-for-all-in-moray-2016-2026.pdf)

Thanks to each of the Health & Social Care partnerships in joining together to make the 2024 festival a success. Thanks to every one of the organisations who took part and

provided their generous time in offering activities to the public and thank you to the public in joining up, turning up and taking part once again. We will see you in 2025!

Grampian Steering group

ⁱ LEAP 2024