



DUFFTOWN WELLBEING WEEK

Outcomes, impact and evaluation
September 2022



The need

Dufftown and District Community Association (DDCA) works towards creating a fairer community by delivering better change for all. Identifying a need for improved social connections and skills development in the community, DDCA received funding from the Moray Communities Mental Health & Wellbeing Fund to run a series of wellbeing events.

Social isolation

Dufftown has a disproportionately old population compared to the Scottish average. This puts our community at a relatively high risk of social isolation, digital exclusion and poor mental wellbeing. The DDCA was the key charity in the community during the COVID-19 pandemic to deliver critical support through 'Connect Scotland' and the recovery fund. As we are recovering from the pandemic, there is a need to boost community resilience.

Skills

Dufftown has one of the highest levels of adults with no qualifications in Moray (36.9%). To diversify the skills and entrepreneurship in the community, there is a need to harness and improve skills.

Rural inequalities

As a rural town, Dufftown receives fewer mental health and wellbeing events initiatives than some of the bigger places such as Elgin and Aberdeen. Furthermore, limited options of public transport makes it more difficult to travel to access these events in other areas.

About us

Dufftown and District Community Association (DDCA) is a two-tier Scottish charitable incorporated organisation (SCIO).

We act as Dufftown's anchor organisation, providing community development to improve prosperity, amenities, enterprise, opportunities and advocacy. Our current projects involve running and repairing the clocktower, providing a community food larder and bike hire, as well as organising various events in the community.

Improving Prosperity

DDCA aims to address these needs through our strategic objective of 'Improving Prosperity'. With the MCMHW Fund, we have set out to run a series of wellbeing events in Dufftown and District. The first part of the project involved a 'wellbeing week' in August 2022.

Desired outcomes

The desired outcomes of the wellbeing week were:

- Community is more socially connected
- Community has improved skills
- Community has an increased offer of local skills and wellbeing events

The overall objective of the Dufftown Wellbeing week was to make a positive difference to various adult groups in our community, improving resilience long-term.

What we did

Dufftown Wellbeing Week

6 events

42 participants

- Lotion making workshop
- Gardening for all
- Nourishing cooking workshop
- Experimental printing workshop
- Rural led e-bike ride
- All-ability Yoga



Who took part

At the end of each event, participants were invited to fill out a short anonymous questionnaire containing both closed and open-ended questions. These included basic demographics, if participants had met someone new and learnt something new. There was also room for suggestions for future wellbeing events. The questionnaire was designed to measure the indicators for the desired outcomes of the wellbeing week.

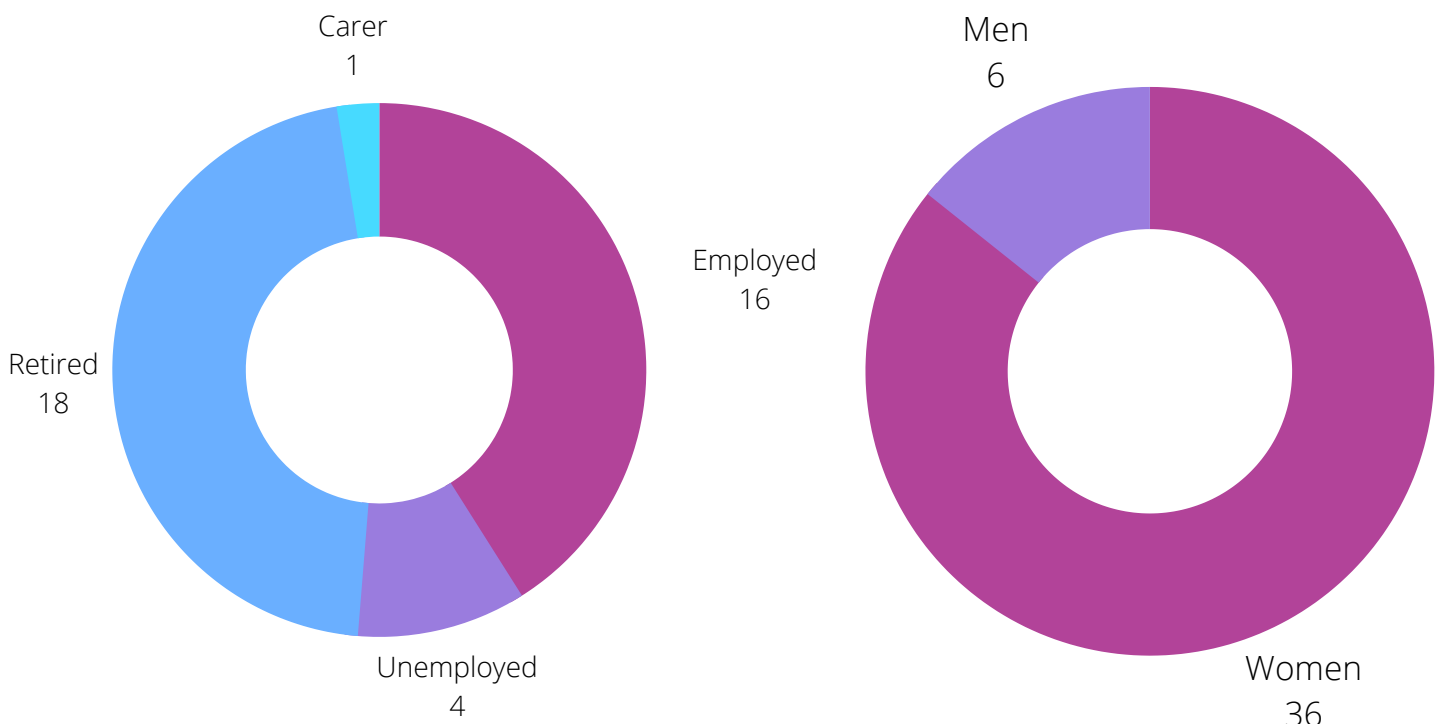
More women than men attended the wellbeing week. The only event where there were more men than women was the eBike led ride. In Scotland, women are more likely than men to report feeling lonely (12% versus 9%) and men in Moray are more likely than women to score their life satisfaction lower than average (34% versus 28%)*. As women and men may have different needs for their wellbeing, it is important to provide a diverse range of activities and events.

Majority of the wellbeing week participants were either in employment or retired. A small amount of participants were unemployed or unpaid carers. Both unemployment and unpaid caring responsibilities are associated with increased physical and mental health problems. Therefore, these are groups that would potentially benefit the most from wellbeing events in Dufftown.

Advertising the wellbeing week

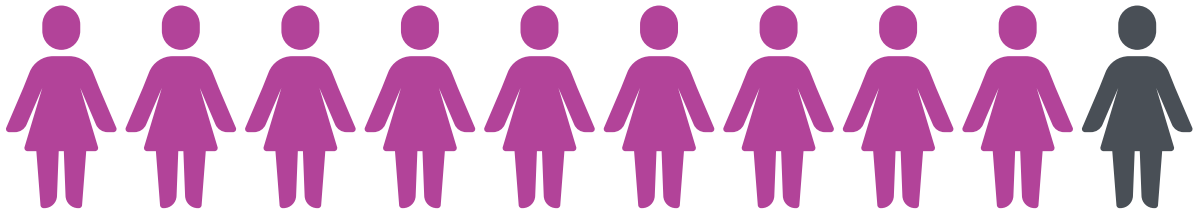
The wellbeing week was advertised on social media through DDCA's facebook page and the local facebook group. Posters with information on the events and how to register were also placed in the local shops, pharmacies and notice boards. Majority of participants (79%) heard about the events on social media. 13% heard about the events through friends and family.

Wellbeing week participants by occupation and gender



*Scottish Health Survey 2019

The impact



97% said they met someone new

To evaluate our desired outcomes, indicators from the post-event questionnaire were measured. 97% of respondents reported having met someone new through the wellbeing event. This suggests that the events were successful in increasing social connections among residents in Dufftown and District. For example, one participant who is currently unemployed and new to the area said that the wellbeing events made them feel welcome in the community.

All respondents in the post-event questionnaire indicated that they had learnt something new at the wellbeing week. These ranged from practical skills to deeper insights and understanding of how to improve one's mental and physical wellbeing. With the workshops being interactive in nature, there were many occasions where participants shared their own knowledge of the subject with the rest of the group. This created an unexpected outcome of shared learning.



100% said they learnt something new

"Different printing techniques"

"Learnt to be a lot more relaxed about recipes and cooking in general"

"No waste of food!"

"There are so many lovely ladies who are friendly and welcoming to new people like me"

"It gave me opportunity to focus on what my body can do and what I need to give more focus"

Looking to the future



97% said they want to take part in future wellbeing events

97% of participants said they want to take part in future wellbeing events held in Dufftown and District. There is clearly an appetite for more, and as we prepare for future wellbeing events there are some key lessons learned.

Benefits of collaboration

Both the quality and impact of the events improved when they were designed and delivered in collaboration with other individuals and organisations. None of the events had been possible without the specific expertise provided by the other organisations.

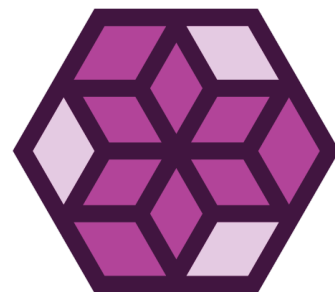
For future wellbeing events, DDCA will be looking to further increase the level of collaboration as this will widen the potential scope and impact of delivery.

Harnessing local skills

A positive outcome from the wellbeing week was that it showcased the many local skills that already exist in the area. The wellbeing week encouraged individuals to consider how they can share their own particular skills. For example, one participant has since approached DDCA with skills they would like to showcase at future wellbeing events. Furthermore, another participant was able to showcase their photography skills by making a video about one of the events. DDCA will seek to use future wellbeing events to build on the capacity already existing in our community.

Reaching a wider audience

The demographic characteristics of the participants at the wellbeing week indicates that certain groups were more likely than others to attend. Men, younger generations, those unemployed and unpaid carers were particularly under-represented. Some of these groups are most likely to suffer from poor mental and physical wellbeing. There is room for improvement in terms of engaging a more diverse audience for the DDCA wellbeing events. To reach a wider audience, consideration will be placed on time and location of future events. It will also be useful to consider making events more accessible through childcare provision.



DDCA

Improving Prosperity

Suggested wellbeing events

Participants at the wellbeing week were encouraged to provide suggestions for future wellbeing events. Below are some of these.

Arts and Crafts

- Painting
- Cordage
- Basketry
- Photography
- Landscape watercolour
- Peg loom weaving
- Natural dye
- Botanical drawing

Physical activities

- Nature walks (under 5 miles)
- Nature cycles (under 10 miles)
- Yoga
- Foraging
- Exercise

Home and garden

- Cooking
- Plants
- Family activities
- Alternative therapies
- Lotion making



Dufftown wellbeing week was funded by Moray Communities Mental Health and Wellbeing Fund.

Thanks to all the participants for coming along - we hope you enjoyed it. Thanks also to all the people and partners that made the wellbeing week possible. Please get in touch if you would like to work with us on future wellbeing events.

Dufftown and District Community Association is a Scottish Charitable Incorporated Organisation (SCIO) regulated by the Scottish Regulator (OSCR). Scottish Charity Number: SC023622

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