

Health Improvement Performance



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Key Performance Indicator Summary

KPI	Target	Period	Actual	RAG Status	Direction of Travel in last 12 months
1. Alcohol Brief Intervention delivery (ABI)	5,066 (annual)	Q1	2,684		▼
2. Smoking Quit Rates at 3 (from the 40% most deprived areas)	1,190 (annual)	25/26 Annual Total	945 (Annual Total)		▼
3. Women smoking in pregnancy (general population)	10%	Q1	5.8%		▲
4. Women smoking in pregnancy (from 20% most deprived areas)	14%	Q1	9.4%		▲
5. Exclusive Breastfeeding at 6-8 weeks (general population)	33%	Q3	35.3%		▼
6. Exclusive Breastfeeding at 6-8 weeks (from 15% most deprived areas)	24.4%	Q3	29.0%		▼
7. Breastfeeding Drop-Off Rates (Between 1st Health Visitor Visit and 6 weeks)	29.1%	Q3	18.8%		▲

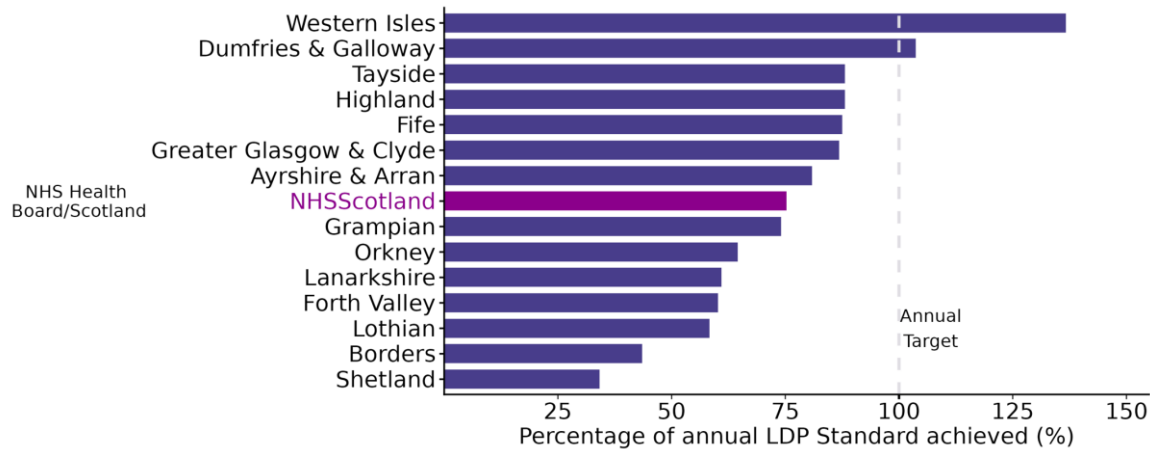
Classification		Key to Performance Status	Direction of Travel - Relates to change between the last two quarters or last two reporting periods for which information is available	
	RED	Performance misses target by 5% or more	▲	Improving
	AMBER	Performance misses target by between 2.5% and 4.99%	►	Maintaining
	GREEN	Performance is within 2.49% of target	▼	Worsening
	GREY	No current target and/or performance information to classify performance against.	N/A	This is shown when no comparable data is available to make trend comparisons

Quit Your Way

"Smoking is responsible for half the difference in healthy life expectancy between rich and poor"

[ASH](#)

LDP Performance: Published Progress Against LDP Target – at end of Q4 2025/26



- 70% NHSGG&C LDP (Local Delivery Plan) target rests with Glasgow City.
- Inward referral sources; self, primary care, hospitals e.g. all new cancer diagnosed smokers
- 1,247 quit attempts in Glasgow City QYW Community Service in 2025/26 (30 less than last year)

Glasgow City QYW Community Service 2025-6

- Significant patient complexities – resulted in 232 onward referrals/signposts for additional support.
- 38% of those that attempt to quit remain successful at 12 weeks (higher than Scottish average of 30%),
- Only 12 week quits from SIMD 1 and 2 contribute towards the LDP Standard, 945 in 2025/26
- QYW Community Service Review Implementation
- 1.4 WTE HIP vacancies during 2025/26.
- Case study [“Quit Your Way saved my life.” - NHSGGC](#)

Breastfeeding Performance: Glasgow City

72.7%

Ever breastfed, 2024/25

21.5%

Drop-off birth to 6–8 weeks, 2024/25

35.3%

Exclusive BF at 6–8 weeks, Q3 2025/26

29.0%

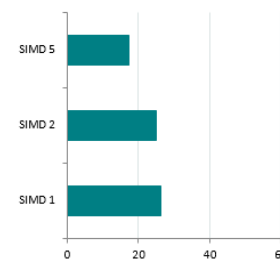
Exclusive BF in most deprived 15%

Overall assessment

- **“ever breastfed”** reached **72.7%** in 2024/25, only East Dun (73.7%) and East Ren (79.4%) achieve a higher rate.
- Glasgow City recorded the lowest partnership drop-off between birth and 6-8wks at 21.5%, 2.3% points below NHS GGC. City is 4.6% points above target. **North East is 1.8% points below**
- City KPIs remain above target for exclusive breastfeeding in both the overall population and the most deprived areas.

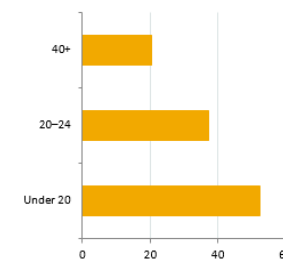
NHS GGC 2024/25 drop-off between birth and the 6–8 week review, by population characteristic

Deprivation



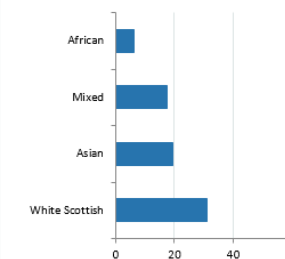
Drop-off was 9.1 points higher in the most deprived quintile than the least deprived quintile.

Maternal age



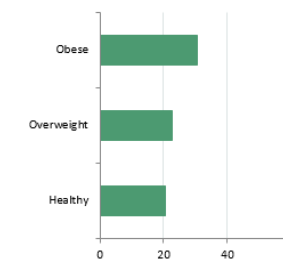
The highest attrition was among those aged under 20, more than twice the GGC average of 23.8%.

Ethnicity



Marked variation is reported between ethnic groups; results should be interpreted alongside group size and data quality.

Maternal BMI



Drop-off increased with BMI and was highest in the obese category in 2024/25.

Taking Forward the HSCP Strategic Priorities

Priority 1: Prevention, early intervention and well-being

- **Health improvement Annual Report 2025/26**
- ① **Thrive Under 5:** 11,151 meal packs distributed + pantry, healthy food and physical activity support for families in deep end communities.

Priority 2: Supporting greater self-determination & informed choice

- ① **Welfare Advice in Health Partnership:** Over 13,000 cases supported, securing £12.7+ million for Glasgow residents.
- ① **Whole Family Support:** 404 families supported in 12 Deep End GP practices (now expanded to 24 practices).

Priority 3: Supporting people in their communities

- ① **Community Link Workers:** 17,642 patients supported through CLW's, 93.5% engagement with statistically significant 4+ score average improvement on the SWEMWBS wellbeing scale.
- **Place based work** in 12 poorest communities *"Coming together through local projects has helped create stronger connections across the community and encouraged more people to become involved in activities that improve their neighbourhood."* Community Participant

Taking Forward the HSCP Strategic Priorities

Priority 4: Strengthening communities to reduce harm

- **Mental health partnerships:** Connected 402 members across more than 187 organisations through three locality networks, strengthening shared intelligence and coordinated action.
- **Suicide Prevention City Partnership** contagion, training, locations of concern and cluster responses
- **① Compassionate Distress Response Service (CDRS)** 4,900 referrals were received to the including 546 referrals to Young People's CDRS.

Priority 5: A healthy, valued and supported workforce

- **iMatter & KSF** compliance 76.8%
- **Training** ; Directly delivered, coordinated or commissioned training for at least 3,200 community planning staff during 2025-26

Priority 6: Building a sustainable future

- **Health Enhancing Strategies (Physical Activity & Sport Strategy, Glasgow Food Plan):** Provided system leadership to shape Glasgow's long-term, evidence-based approach to improved outcomes.
- **Glasgow Funders Forum.** Around 30 charitable funders (national and local) over £100 million of annual investment relevant to Glasgow

Future Service Plans, Challenges & Opportunities

- Management of the specific incomes— and chasing new funds
- Health Improvement Service Review
- Public Health Matrix NHSGGC submission first

