

Putting people first:  
how health and social care in Scotland can be different



# Your hosts today will be:

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## **Diana Hekerem**, Head of Transformational Redesign Support – ihub

Diana is the Head of Transformational Redesign for the Improvement Hub of Healthcare Improvement Scotland. She leads work in Strategic Planning, Collaborative Communities, Person Centred Design & Improvement, Housing and Homelessness in Healthcare, and, Evidence and Evaluation for Improvement.

Previously Diana was Marie Curie's Divisional Business and Service Development Manager for Scotland, and Head of Partnerships & Commissioning for Scotland, Wales and Northern Ireland.

Her work demonstrates a human rights based commitment to person centred service redesign and improvement in health and social care to improve outcomes for people, families and communities.

Diana has a Masters in Economics and has previously worked in international development in the Ukraine and Nigeria, and fundraising for Marie Curie and the Red Cross. Diana is founder of Chukwu, a charity supporting investments to end poverty in Africa and was a Trustee with SCVO and the National Wallace Monument during its Scottish Heroine Project.

# Your hosts today will be:

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## **Dee Fraser**, Chief Executive, Iriss

Dee is the CEO of Iriss, a charity committed to creating positive change in social work and support in Scotland through better use of knowledge and innovation.

Before joining Iriss Dee was the Deputy Director at CCPS working to make the way that care, and support is planned and purchased work better for supported people.

Prior to this role Dee worked in a range of policy roles and development roles including work with CCPS; The Scottish Government; and Evaluation Support Scotland.

Before moving to policy she trained and worked as a social worker and support worker.

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@Deelriss

# Speakers

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**Dr Dave Caesar, MBChB FRCSEd(A&E) FRCEM SFFMLM FRSA**  
Senior Strategic Advisor, Health Workforce, Scottish Government.

David is Senior Strategic Advisor with the Health Workforce Directorate of Scottish Government, working on the Workforce Strategy for HSC in Scotland, as well as a number of planning and service-related issues such as the redesign of Unscheduled Care and the approach to Drugs Deaths in Scotland.

He has recently completed a role as Interim Deputy Chief Medical Officer supporting the response to the Coronavirus Pandemic, focussing on NHS Recovery, Winter Planning, Clinical Prioritisation, Ethnicity and Inequalities, and Realistic Medicine, and had previously been Head of Leadership, Culture and Wellbeing for the Health and Social Care Workforce, and National Clinical Advisor to the Chief Medical Officer, advising on secondary care services including establishing the Scottish Trauma Network in 2017.

He maintains a strong interest in clinical and system leadership within NHS Scotland and the wider public sector, is a Senior Fellow of the Faculty of Medical Leadership and Management, a Fellow of the Royal Society for the encouragement of the Arts, and is a trustee of the Medic 1 Trust and Save a Life for Scotland charities.

This portfolio affords him some time away from being out-negotiated by his 3 children.

# Speakers

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## **Manira Ahmad, Chief Officer, Public Health Scotland**

Manira joined the public sector in 2015, and was appointed to lead the deployment of Local Intelligence across Health & Social Care. Supporting Integration Authorities in Scotland in co-designing linked data across multiple care sectors to support improved decision making for health and well-being.

Manira has been part of the design and development of Public Health Scotland, delivering an organisation equipped to meet Scotland's future public health challenges and developing a nation where everyone thrives. More recently her efforts have been focused on the response and recovery from this pandemic, spanning both local and national systems. Manira has been learning and sharing with Health and Care colleagues, seeking opportunities to collaborate with different nations in order to bring innovative solutions using data and intelligence to support communities across Scotland.

Manira is very passionate in supporting the well-being of individuals, working closely with communities to build local resilience through story-telling by shifting our thinking and the conversation to “what really matters”.

Manira has had a varied career history spanning both private and public sectors. She has worked across the financial industry, involved in global workforce planning and investment in offshore trading.

In her personnel time Manira sits on the Board for a number of local charity and community organisations including the “Glasgow Council for the Voluntary Sector” and “Scottish Minority Ethnic Women’s Network”.

# Speakers

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## **Claire Sweeney**, Director for Place and Wellbeing, Public Health Scotland

Claire is the Director for Place and Wellbeing at Public Health Scotland, the new national public health agency. She leads the directorate responsible for place-based approaches to improving health and wellbeing across Scotland. Claire has worked in the public sector for over 20 years, including at Audit Scotland, where she was responsible for reporting on all aspects of public life in Scotland – including the transformation of health and social care, and the performance of health boards, local authorities and the Scottish Government. Much of this work involved reporting on relationships and partnerships. Claire is originally from the north east of England where she worked in a number of public bodies and attended the University of Northumbria.

# Speakers

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## **Dr Toby Lowe, Visiting Professor at Centre for Public Impact**

Toby spent 15 years working across the public and voluntary sectors in the UK, working in both policy and delivery roles. He is on secondment to CPI from Newcastle Business School, where he has been working alongside public and voluntary sector organisations to develop an alternative paradigm for public management - one which enables public service to work more effectively in complex, dynamic environments.

# Speakers

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## **Mark Smith**, Director of Public Service Reform at Gateshead Council

Mark is Director for Public Service Reform at Gateshead Council. His role focusses upon rethinking and rebuilding services and relationships between the Council, partners and the public. The focus is always the citizen and what matters to them. His work has focussed upon debt, poverty, homelessness, offending, health and wellbeing. Mark is a systems thinking expert and has worked in the public, private, academic and voluntary sectors on the systemic causes of problems faced by people every day.

# Speakers

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## **Gary Wallace**, Office of the Director of Public Health, Plymouth City Council

Gary Wallace is Public Health Specialist of the Office of the Director of Public Health at Plymouth City Council. Gary began his career in Mental Health nursing before moving into the field of substance misuse and then to public health. In the course of his career he has held clinical, developmental, managerial, research and strategic roles and has contributed to policy development in a range of areas both nationally and internationally. In addition to work in the NHS, Gary also worked in the charitable sector for a number of years.

He is an Honorary University Fellow at the Plymouth University Peninsula School of Medicine and Dentistry and also a field supervisor for the University of Wisconsin Milwaukee.

He has a long standing interest in improving the commissioning and delivery of services for people with complex needs and multiple vulnerabilities.

# Speakers

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## **Heidi Tweedie, Social Movement & Enterprise Lead, Moray Wellbeing Hub CIC**

Based in Moray in the north of Scotland, Heidi is a social entrepreneur, peer-researcher, trainer, consultant and activist who has worked in mental health since 2004 supporting diverse organisations and groups to explore, understand and better communicate regarding recovery, stigma, wellbeing and mental ill-health. Drawing on her background in communications, including podcasting and PR, she is passionate about making research and new approaches accessible and engaging to all.

A founding Director of social movement and social enterprise, [Moray Wellbeing Hub CIC](#), Heidi's strategic leadership interests focus on exploring how social enterprise and peer-leadership can improve outcomes for individuals, communities and support transformation of health and social care in Scotland. Bringing local, national and international partnership to this rural area, Heidi looks to increase the 'mental wealth' of Moray; making best use of the mechanism of Moray Wellbeing Hub's 300 plus Champion network as a grassroots test-site for evidence-based tools into practice. National partners include Mental Health Foundation, Scottish Recovery Network, See Me and ALLIANCE.

Her ongoing strategic partnership work with third sector and Health & Social Care Moray includes under the 'Making Recovery Real in Moray' partnership, support to ensure lived experience in commissioning and as the Third Sector Representative for Moray's Integrated Joint Board. Themes ranging from community justice peer-research to perinatal and infant mental health.

She is also a founding member of the [Lived Experience Research Collective](#), a collaborative hosted by the Mental Health Foundation since 2017, and has been heavily involved in a number of national as well as community-based projects across Scotland alongside her work as a facilitator in tools such as WRAP (Wellness Recovery Action Planning), SMHFA and Living Life to The Full.

# Speakers

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## **Olli-Pekka Heinonen, Director General, International Baccalaureate**

Mr Olli-Pekka Heinonen became the 8<sup>th</sup> Director General of the International Baccalaureate Organization on 1 May 2021. Prior to joining the IB, Mr Heinonen was Director General of the Finnish National Agency for Education where he worked from January 2017.

Mr Heinonen had an active career in politics in Finland between 1994 and 2002: he was Minister of Education and Science from 1994-1999; Minister of Transport and Communication from 1999-2002 and a Member of Parliament from 1995-2002. From 2002 to 2012, Mr Heinonen was Director of Yle, the Finnish national public broadcasting company, before joining the Finnish Prime Minister's Office in March 2012 as State Secretary, responsible for organizing and leading the office. He has also been responsible, as State Secretary, for the portfolios of the Ministry of Education and Culture, the Ministry of Internal Affairs, the Ministry of Foreign Trade and Development and then as State Secretary at the Ministry of Finance of Finland.

Mr Heinonen holds a Master of Laws from the University of Helsinki in Finland and has been awarded an honorary doctorate by the Faculty of Education and Psychology at the University of Jyväskylä in Finland. He is married and has three children.

# Speakers

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## **Susan Paxton, Head of Programmes (Community-led health and Networking) Scottish Community Development Centre**

Susan Paxton, Head of Programmes (Community-led Health and Networking), Scottish Community Development Centre

Susan works on a range of national programmes and undertakes a variety of small consultancy and training projects across Scotland on topics such as strategic planning, community engagement, community capacity building and community development generally. She manages the Community Health Exchange (CHEX) which supports community-led approaches to improve health and wellbeing and tackle health inequalities, and is the lead for the Scottish Co-production Network.

# Speakers

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## **Bidy Kelly, Managing Director, Fresh Start (Scotland)**

Bidy Kelly is the Managing Director of Fresh Start – an Edinburgh based charity that works with people moving on from homelessness or those at risk of homelessness. Bidy has worked with vulnerable disadvantaged people for over 25 years – young people, those who have been homeless, those living in poverty. Bidy is passionate about people and leads by her values, always putting relationships at the heart of all the work Fresh Start does. Bidy is part of the leadership team in North Edinburgh that is working collectively to make real, significant change happen in the local area. She is the Vice Chair of Shape – Strategic Homelessness Action Partnership Edinburgh.