

Mental Health at Scale update

Report of Amanda Healy, Director of Public Health

Purpose of the report

- 1 To update the Prevention Steering Group on progress made against the mental health at scale agenda since the August Prevention Steering Group meeting.

Recommendation

- 2 The Prevention Steering Group is recommended
 - (a) to note the progress made,

Background

- 3 Mental health at scale is a Local Government Association (LGA) pilot programme. The project has evolved based on partnership shared learning and reframed its goal as: "Tackling stigma and discrimination with a focus on young people, workforce and the community in order to build more resilient communities and reduce death by suicide."
- 4 As the mental health at scale agenda develops, there are a number of initiatives and approaches underway which are seeking to promote good mental health across a variety of settings. Partnership support is required in order to develop a shared understanding and approach across County Durham.

Resilient Communities Group

- 5 The final Mental Health at Scale task and finish group sat in August 2019. Outstanding actions have now transitioned into various workstreams of the Mental Health Strategic Partnership Board – predominantly the CYP Mental Health Emotional Wellbeing and Resilience group and the Resilient Communities group.
- 6 The RCG 2019/20 action plan has been agreed and is in the final stages of development. It has been predominantly informed by relevant ongoing actions from the Mental Health at Scale Task and Finish group, as well as several suggestions from the group members. Furthermore,

the plan is both informed and underpinned by the County Durham Approach to Wellbeing and includes a specific action to test the process with a community-led project.

- 7 Whilst initial actions have been agreed, more actions are likely to be developed as the work of the group grows organically.
- 8 The group is very well attended with a broad cross section from VCSE, who have close links with communities and the challenges facing people in those communities

Workforce leads

- 9 The group continues to be well attended by representatives from the County Durham Partnership. Its plan for 2019/20 includes an action to extend membership to a selection of business organisations from across the county in order that its work will benefit from this sector's perspectives. Businesses from the SME sector will be particularly welcome.
- 10 Analysis of the workforce training audit was also presented at the last meeting and partners acknowledged the breadth of mental health training that is delivered across the county. This prompted some excellent discussion around development of these programmes through the group, with several members offering to share their resources at this early stage.
- 11 In its August meeting, the group agreed the 2019/20 action plan. The key objectives for this year include:
 - Group membership
 - Selection and promotion of a mental health toolkit for use by organisations across the county¹
 - Developing a county-wide integrated approach to mental health training provision
 - Establishing equitable access to employee assistance programmes for County Durham businesses and organisations
 - Ongoing commitment to promotion of the 'Time to Change' employer pledge
- 12 The group actions and objectives, particularly in relation to development of an integrated training model, will be shared via a press release to be published for World Mental Health Day on 10th October 2019.

¹ Business in the Community (2019) 'Mental health toolkit for employers' Available at https://wellbeing.bitc.org.uk/sites/default/files/mental_health_toolkit_for_employers_-_small.pdf

Time to Change employer pledge

- 13 Work promoting the employer pledge is ongoing, and as outlined above, the workforce leads group will focus upon increasing engagement as a key objective in its agenda.
- 14 To coincide with World Mental Health Day 2019, Business Durham, Durham Community Action and Karbon Homes will be signing the employer pledge. These will be promoted internally within each organisation and DCC communications are currently looking at how we can support wider promotion through the press. All three organisations are significant players within their respective sectors and promotion of their engagement will set an example for other employers within the county.
- 15 It is worth noting that Time to Change (the organisation itself) commented upon the “excellent” plan submitted by Karbon Homes. It has been reported as an exemplar.

County Durham Time to Change Hub

- 16 Final plans are being agreed to publish a wide-ranging public perception survey across County Durham to find out people’s opinions and beliefs relating to mental health, stigma and discrimination. This will give us an excellent baseline upon which we can develop the work of the hub, and in particular, target those areas where intervention is most required. This will be launched on World Mental Health Day 2019 and will be supported by DCC communications team as it is rolled-out. Funding for the survey, its publication and analysis will be provided through from the mental health at scale budget.
- 17 The Time to Change Champions Fund has been launched and applications are currently being assessed. The successful bids will be announced by the hub on World Mental Health Day 2019.

Small and medium enterprises

- 18 Collaboration with Business Durham is ongoing regarding development of an equitable mental health training and support offer to SMEs across County Durham.
- 19 The ‘Framework for good workforce mental health in County Durham businesses’ has been drafted. It outlines a vision, mission and set of strategic objectives (and associated actions) which will be addressed to help employers promote and support the mental health and wellbeing of their employees. Recognising the importance of our people in the success of organisations operating in County Durham, the framework has adopted the recognised ‘Powered by People’ brand.

- 20 The concept and ambitions of this framework will be launched via DCC communications department in a press release timed for World Mental Health Day 2019.
- 21 Plans have been agreed and finalised for a public health advanced practitioner (mental health at scale) to work with Business Durham one day per week. This will ensure ongoing contact with Business Durham managers and advisors who will be instrumental in implementing the workforce mental health framework. This close working relationship will ensure that the work which is being progressed is informed, credible and authentic in terms of the cross-sector objectives which it seeks to achieve.

World Mental Health Day/Comms

- 22 Some of the events being held to mark WMHD 2019 are outlined above. These include:
- Launch of framework for workforce mental health
 - Outline of plans for integrated mental health training
 - Launch of public perception survey regarding mental health, stigma and discrimination
 - Employer pledge signing and promotion
- 23 The main press release from DCC will cover the launch and details relating to the integrated training plan. There will be further copy relating to those signing the Time to Change employer pledge.
- 24 Further coverage will include Councillor Henig's column in the Durham Advertiser which will be on the subject of mental health. Our communications team will also give support to events which are supported by Investors in Children and Time to Change (Waddington Street event and Champions Fund beneficiaries).
- 25 The mental health at scale pilot was covered at last year's County Durham Partnership event which was held on World Mental Health Day. At this year's event, which is taking place on 25th October 2019, Mike Brierley will be presenting an update on both the pilot and its progress into the work of the current mental health at scale initiative. Whilst at County Hall, Ann Hoskins from the Local Government Association (LGA) also completed a VLOG which will be published at this event.

LGA programme

- 26 The original LGA pilot is subject to a ‘one year on’ evaluation which is being undertaken by Ann Hoskins, Independent Consultant in Public Health. Ann attended Durham County Council on 24th September 2019, where she met with various mental health at scale stakeholders to canvass feedback, opinions and perspectives.

Budget

- 27 Total allocated mental health at scale budget is £476,000.
- 28 Immediate projected spend includes £21,000 to Time to Change hub to support this year’s WMHD campaign (survey) and costs associated with production and promotion of the workforce mental health framework (design, production and promotion – exact costs not yet provided).
- 29 Accountability for this budget is direct to Durham County Council ACTIV board. A summary of the plan for total projected spend is shown in the table below.

Description	Year 1	Year 2	Total
	£	£	£
Public Health Advanced Practitioner	60,000	60,000	120,000
2 Trainers / 1 Administrator	80,000	80,000	160,000
Programme Costs	30,000	30,000	60,000
Awareness Campaign	22,000	22,000	44,000
Key Campaigns / Promotions	21,000	21,000	42,000
‘Social Movement’ Support	25,000	25,000	50,000
Total Funding Required	238,000	238,000	476,000

Handover of Actions

- 30 The final meeting of the Mental Health at Scale Task and Finish Group was held on Wednesday 21 August 2019. A Handover of Actions Log was created to ensure that those actions are taken forward by the relevant groups. See Appendix 3.

Contact: Mick Shannon, Public Health Advanced Practitioner **Tel:** 260485

Appendix 1: Implications

Legal Implications

None

Finance

The ACTIV fund is supporting the delivery of the various elements of the project.

Consultation

Workforce leads and wider partners are engaged in this project.

Equality and Diversity / Public Sector Equality Duty

Public health actively seeks to address health inequalities.

Human Rights

Not impacted by current activity.

Crime and Disorder

Improved mental health may impact upon crime and disorder.

Staffing

Currently delivered through existing resource across Durham County Council.

Accommodation

Not required.

Risk

Culture change around mental health may be a long term commitment.

Procurement

Should additional capacity or specialist services be identified, these will be procured accordingly.

Appendix 2: Durham County Council Communications Plan WMHD 2019)

Durham County Council: World Mental Health Day Communications Plan

Activity	Task	Responsible	Timescale
Targeting			
Analysis	<ul style="list-style-type: none"> Analyse BHAWA needs analysis Analyse DCC absenteeism Explore best practice approaches to tackling mental health 	PH	June 2019 September 2019
Using existing direct communications mechanisms with patients / public			
Develop website page/s	<ul style="list-style-type: none"> Develop consistent web page on Time to Change, provide information on local approaches and support services where required 	Comms	October 2018
Social media	<ul style="list-style-type: none"> Promote Time to Change. Retweet world mental health day activity from key partners i.e. Mind. 	Comms	October 2019
Marketing communications			
Brand development	<ul style="list-style-type: none"> The Time to Change brand will be adopted to promote our efforts to tackle stigma and discrimination 	Comms	October 2019

Marketing materials produced and distributed	<ul style="list-style-type: none"> • Develop Time for Change County Durham materials. (Logo available and templates free to amend) • Develop activities to be shared with TTC Champions and promote staff wellbeing • Identify needs and develop materials accordingly i.e. posters, bannerstands, merchandise • Develop and distribute through depots and sites • Use health advocates and TTC Champions to achieve reach • Create materials required for Time for Change champions i.e. lanyards, activity sheets 	PH/Comms/D&P	October 2019
Media relations			
Press releases	<ul style="list-style-type: none"> • Promote Time for Change Employer activities in local newspapers. • Specific case studies collated and distributed locally where applicable. • 	Comms	October 2019
Internal communications and engagement			
Updating and informing staff	<ul style="list-style-type: none"> • Vlogs by CMT to promote World Mental Health Day and activity starting on October 7th using Time to Change and 5 ways to wellbeing as an approach. • Director and HoS vlogs also highlighting the importance of good mental health • Promote Time to Change champions • Challenge all line manager to discuss mental health • Article in Buzz magazine 	Comms	October 2019

	<ul style="list-style-type: none"> • 'Mind your language' activity sheet to be circulated to Time to Change champions and placed in service areas to encourage staff to think about the language used when referring to mental ill health and the impact this can have. 	<p>Tier 4/5 Managers</p> <p>TTC Champions</p>	
Intranet	<ul style="list-style-type: none"> • Use branded intranet site to promote Time to Change • Promote all preventative/resilience approaches available to staff • Highlight promotional activities occurring around 10th October • Promote current training and support approaches such as Employee Assistance Programme. 	Comms	October 2019
Ensure partner staff are informed	<ul style="list-style-type: none"> • Use the Mental Health at Scale/Workforce Leads group to align efforts around Time to Change. Use the Employer Pledge to achieve a consistent approach. 	PH	October 2019
Research and evaluation			
Research and evaluation	<ul style="list-style-type: none"> • Evaluate uptake of champions offer • Uptake of support services • Uptake of preventative services • Long term impact upon staff wellbeing 	PH	November 2019

Appendix 3: Mental Health at Scale Task and Finish Group – Handover of Actions Log September 2019

At the final meeting of the Mental Health at Scale Task and Finish Group meeting held on Wednesday 21 August 2019, final actions were identified along with the groups which now take responsibility to ensure they are implemented.

Agenda Item Number	Action	Lead officer	Responsible group	Date actioned
2	Circulate the Behavioural Insights report from Social Engine to the group.	Chris Woodcock/ Mara Thompson	Prevention Steering Group	30/09/19
3	LGA Evaluation report - will require feedback and one year follow up with this group. Identify appropriate members.	Clare Marshall/ Mara Thompson	Prevention Steering Group	Meeting arranged with Ann Hoskins for 24/9/19
3	Set up a meeting with key staff to discuss Place based working including Right Time Right Place, Place Standard for HWB, CYP Mental Health Group. To include; Gill O'Neill, Jo Murray, Chris Woodcock, Karen Davison	Amanda Healy/ Mara Thompson	Mental Health Partnership Board	30/10/19
3	AH to discuss a completion date for the MH INA with Michael Fleming	Amanda Healy/ Mick Shannon	Prevention Steering Group	30/10/19

3	Share the new Time to Change Action Plan template for new applicants	Chris Affleck/ Mick Shannon	Prevention Steering Group	30/09/19
3	Check who the CYP rep is on the RCG and link to Karen Davison.	Mick Shannon	Resilient Communities Group	30/09/19
3	Ensure this work is actively linked to that of the Suicide Prevention Alliance e.g. Time to Change, WMH day	Mick Shannon /Jane Sunter	Suicide Prevention Alliance	30/11/19
3	Prepare a report on the ACTIF funding for the RCG to ensure they take on the accountability for it.	Chris Woodcock/ Mick Shannon	Resilient Communities Group	
3	MS to share the write up of the current approaches to workforce mental health support audit and any outcomes coming out of the group	Mick Shannon	Resilient Communities Group	
3	Map what is happening for WMH Day.	Mick Shannon	Mental Health Partnership Board	
3	Coordinate and discuss WMH Day activities between Mick Shannon, Carol Gaskarth and Stella Hindson (comms lead) and Chris Affleck. Report back to the MH Partnership.	Mick Shannon	Mental Health Partnership Board	
5	Lots of links between Right Time, Right Place work and that of the RCG so need to bring those together	Carol Gaskarth/ Jo Murray/ Mick Shannon	Resilient Communities Group	

5	Need to ensure that communities are involved in the development of the Wellbeing Charter and that these are taken on board. Its implied in the umbrella terms but needs to be specific in the sub actions.	Carol Gaskarth /Mick Shannon	Resilient Communities Group	
5	Feedback form RCG will test the wellbeing approach with communities.	Carol Gaskarth /Mick Shannon	Resilient Communities Group	
7	An updated report of WMH day activities will be needed for MHP Board.	Mick Shannon/ Chris Affleck	Mental Health Partnership Board	
8	CDP event 25 October - Share agenda in due course.	Mara Thompson		30/09/19