

## Improving Mental Well-Being Update on Progress, December 2009

The purpose of this report is to update members of the Board on the progress of the 'Improving Mental Well-Being in Oxfordshire 2009-2012' strategy and action plan.

The key areas of this are:

1. Raising the profile of mental well-being in Oxfordshire
2. Individuals and communities
3. Age groups (children/young people, older people)
4. Settings (workplaces, schools, prisons)
5. Stigma and discrimination

Mental Health First Aid is a key success to be celebrated. However there are resource challenges around some actions in the plan, particularly work on stigma and discrimination. The Board is asked to advise on how these difficulties can be overcome.

### 1. Raising the profile of mental well-being in Oxfordshire

- The conference 'Improving the mental well-being of people living in Oxfordshire: knowledge for practice' is being planned for Thurs 11 March 2010. This will take place at Unipart. The conference will highlight changes in government policy and showcase successful projects.

### 2. Individuals and communities

- *Mental Health First Aid (MHFA)*. Twenty six professionals who work with vulnerable groups in Blackbird Leys/ Rose Hill have been trained as MH First Aiders. Further courses are being planned for March, June and October 2010. Initial feedback from courses is positive. A rigorous evaluation is underway.
- *Self Help Communications Campaign*. This will be an advertising campaign on simple steps individuals can take to improve their own mental well being. It will take place in Barton, Rose Hill, Banbury Grimsby/ Castle and Banbury Neithrop. A communications agency has been appointed. The campaign is due to launch in early 2010.
- *'Unwind Your Mind' books in libraries*. Oxfordshire Libraries Service is developing mental well-being self-help book collections in fourteen libraries in Oxfordshire – Abingdon, Banbury, Bicester, Cowley, Didcot, Henley, Oxford, Wantage, Witney, Benson, Carterton, Kidlington, Thame and Blackbird Leys. Collectively there will be more than 1,200 books on topics from self esteem, worry and depression, to bereavement, eating disorders and family difficulties. A launch is planned for early 2010.
- *Emotional Intelligence training for vulnerable adults*. This is for a pilot project on emotional intelligence around stress. The target groups are families of young children in Rose Hill, workers from one public sector organisation with high stress jobs, and volunteers working for small third sector organisations in Oxford city. This is being funded by The Department for Innovation, Universities and Skills 'Transformation Fund'. The training is due to launch in early 2010.
- *Programme to increase support for people with debt problems*. A LAA Reward Grant proposal to progress this work stream is unlikely to be successful and other sources of funding will be required to develop this work. However Oxford City Council has increased funding for support on debt by £30,000.

### **3. Age groups (children/ young people, older people)**

- The draft C&YP Plan 2009/2010 has been issued for consultation. There are three priority areas: keeping all children and young people safe, raising achievement, narrowing the gap for our most disadvantaged and vulnerable groups. Detailed delivery plans will be linked to each priority action area. All three areas have a strong influence on improving mental well-being.
- The Child & Adolescent Mental Health Services (CAMHS) Strategy group have agreed mental well-being will be a priority action area and an assessment of services required to help children, young people and families cope with relationship breakdown should take place. The needs assessment will inform potential future service redesign in this area and will take place in early 2010.

### **4. Settings (workplaces, schools, prisons)**

#### **Workplaces**

- *Mentally Healthy Workplaces* will be delivered by a joint programme of work looking at mental well-being, healthy eating/ physical activity and healthy ageing in the workplace. This project will progress once LAA reward grant funding has been agreed by the Board.
- Standards for mental well-being in contracts between PCT, Oxfordshire County Council, OBMH, Districts and their suppliers. These standards will ensure suppliers look after the mental well-being of their own staff. Progress on this work stream has been delayed.
- *Mental Health First Aid (MHFA)*. Fifteen managers/ supervisors from Oxford City Council's City Works and City Homes departments have been trained as MH First Aiders. These departments have higher than average levels of staff absence due to stress and other common mental health problems. Initial feedback from courses is very positive. A rigorous evaluation is underway. A course for staff at Oxfordshire PCT will be planned for early 2010.

#### **Prisons**

- *Mental Health First Aid (MHFA)*. Three members of HMP Bullingdon staff have been trained as MHFA instructors. The prison has agreed for four MHFA courses to be delivered to prison staff in 2009/2010. The first course will take place in December 2009.
- Huntercombe Young Offenders Institution has agreed that two members of staff can be trained as MHFA instructors and four courses will be delivered to prison staff in 2009/2010. A rigorous evaluation is being planned.

### **5. Stigma and discrimination**

- *Multi-agency campaign to change public attitudes/ behaviour towards people with mental health problems*. An LAA Reward Grant bid was submitted to the Health & Well Being Partnership Board to progress this work stream – this is the bid entitled 'Creating successful initiatives that result in people adopting healthy behaviours – mental well-being, healthy aging, tackling obesity'. However, this bid is now unlikely to be successful. A paper will be taken to the December H&WB Partnership Officers Group with a proposal to progress this by alternative means.

Becky Hitch,  
November 2009