

Improving Mental Well-Being Update on Progress, September 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

Some projects have been delayed due to limited financial and human resources within the Partnership. This has been compounded by swine flu. The Board is asked to advise on how these difficulties can be overcome.

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

- A conference is being planned for the first quarter of 2010. Public and community/voluntary sector workers who work on varied topics (i.e. not just those relating to mental health) will be invited. The conference will highlight changes in Government policy, update on the progress of 'Improving Mental Well-Being in Oxfordshire 2009-2012' and showcase successful projects within and outside Oxfordshire.

2. Individuals and communities

- Mental Health First Aid. Training has been commissioned for professionals and volunteers who work with vulnerable people in Rose Hill/Blackbird Leys and Banbury. Six courses will take place. The first course will be in Blackbird Leys/Rose Hill in October 2009.
- Self Help Communications Campaign. This will be an advertising campaign on simple steps individuals can take to improve their own mental well being e.g.: spend time with friends, keep active, get outside. The campaign will take place in four areas of deprivation within Oxfordshire. It will be launched in early 2010.

An LAA Reward Grant bid was submitted to the Public Service Board but unfortunately this was unsuccessful. A paper has been taken to the Mental Health Joint Management Group (which oversees spend in the mental health pooled budget). A response on funding is awaited.

- '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. £10k funding has been secured from the Department for Innovation, Universities and Skills 'Transformation Fund'. This is for a pilot project on emotional intelligence and stress awareness training for

vulnerable adults in one of Oxford's areas of deprivation and in one workplace. The training is due to launch in winter 2009.

- Programme to increase support for people with debt problems. An LAA Reward Grant bid has been submitted to the Health and Well Being 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'. A response on funding is awaited.

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

- Ensure mental well-being is a key priority in the C&YP Plan 2009/2010. The Plan is currently being re-drafted. The focus of work will be on three areas: safeguarding; raising achievement; narrowing the inequalities gap. All three areas have a strong influence on improving mental well-being.
- Ensure mental well-being is a key priority in the older people's prevention strategy. The strategy 'Promoting Independence 2008-2011' focuses on improving the mental well-being of older people by maintaining physical health, promotion independence and delaying the need for intensive services.

4. Settings (workplaces, schools, prisons)

Workplaces

- Mentally Healthy Workplaces programme. An LAA Reward Grant Bid has been submitted to the Health and Well-Being Board to progress this work stream. This for a joint workplaces programme looking at mental well-being, healthy eating/physical activity and healthy ageing. A response on funding is awaited.
- Standards for mental well-being in contracts between PCT, Oxfordshire County Council, OBMH, Districts and their suppliers. These standards will ensure suppliers looks after the mental well-being of their own staff. Progress on this work stream has been delayed.
- Mental Health First Aid. Training has been commissioned for Oxford City Council staff in the City Works and City Homes departments. Training will take place in November 2009.

Prisons

- Mental Health First Aid (MHFA). Three members of HMP Bullingdon staff have applied to the National MHFA Programme to train as MHFA instructors, to be able to deliver MHFA training to prison staff. Huntercombe YOI is considering a proposal for two members of staff to be trained.

5. Stigma and discrimination

- Multi-agency campaign to change public attitudes/behaviour towards people with mental health problems. An LAA Reward Grant bid has been 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'. A response on funding is awaited.

Becky Hitch,
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September 2009