

PUBLIC MENTAL HEALTH STRATEGY UPDATE (INCLUDING WIDER PROGRAMME UPDATES)

To: **Health Committee**

Meeting Date: **17th December 2015**

From: **Consultant in Public Health, Emma de Zoete**

Electoral division(s): **All**

Forward Plan ref: **Key decision: No**

Purpose: **To provide the Committee with an updated public mental health strategy and associated work.**

Recommendation: **To note and comment on the progress and work being undertaken in delivery of the Public Mental Health Strategy.**

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1. BACKGROUND

- 1.1 At any one time, at least one person in six is experiencing a mental health condition. This is costly to the individual, society and the economy. We also know that people who have a severe mental illness often have poorer physical health and are more likely to die earlier. In May 2015 a multi-agency Public Mental Health Strategy for Cambridgeshire was approved by Health Committee. The aim of the strategy is to promote mental health and prevent mental illness development.
- 1.2 This paper provides an update on CCC public mental health work, a number of the projects outlined below are funded through the public mental health strategy implementation. These projects include:
- Additional support for secondary schools to identify mental health needs and assistance planning school activity to meet these needs (1/2 day support).
 - Additional mental health materials for primary schools including units of work and review tools.
 - Production and promotion of an anti-bullying toolkit for secondary schools.
 - Pilot of ACAS training for employers to enable them to better support employees with mental illness(es).
 - Funding of an anti-stigma post that is based within MIND – the post focuses on building campaign work (particularly in children and young people) and targeting of the suicide prevention campaign and training to higher risk groups.
- 1.3 In addition to the Public Mental Health Strategy, a variety of other areas of work and strategies contribute to reducing mental illness and promoting mental health. There is ongoing work to draw together the common themes of these strategies and ensure there is coordination in delivery. In particular, there is close collaboration with the social care strategy for adults with mental health needs, and the annual update will be jointly reported in spring 2016.

2. CHILDREN AND YOUNG PEOPLE

Early Years

- 2.1 The public mental health strategy focuses on the need to ensure the early years workforce is equipped with the appropriate mental health skills. Work is currently underway to establish workforce development needs, for example identifying the most appropriate training for Family Workers based on the mental health issues they face in their roles. There are over 140 family workers employed by the local authority.

Whole School Approach to Promoting Mental Health

- 2.2 The local authority promotes a whole school approach to mental health, focusing on all aspects of the school and wider community in terms of promoting emotional health in pupils and staff. A range of cross-directorate work supports this approach as part of delivery of the public mental health strategy action plan.

Through public mental health strategy funding, additional support will be offered to all secondary schools for identifying mental and emotional health needs and assistance with planning whole school activity and curriculum to

meet needs. A half day of face-to-face support will be offered free to all secondary schools in the county from January 2016.

Mental and emotional wellbeing theme materials (including units of work on mental and emotional wellbeing and school review materials) will be provided to primary schools not subscribing to PSHE service (93 schools). These materials are currently being reviewed for distribution from January 2016.

This work is in addition to the funding provided by public health to the PSHE service to deliver a broad range of Personal, Social, Health and Economic education materials and support. This includes a support helpline for schools as well as curriculum materials around key public health areas. Schools can subscribe to the PSHE service enabling them to access a wide range of resources and support, however, the public health funded elements are offered free to all schools.

Anti-bullying work

- 2.3 A anti-bullying steering group has been set up with engagement from across the council and partner agencies to develop a strategic approach to provide support to schools and settings to prevent and reduce incidents of bullying and to support children and families affected by it. There will be a toolkit provided to support secondary schools in particular with a one day training course supporting implementation. The toolkit is currently being designed and will be distributed and promoted from January 2016.

Conference

- 2.4 To further promote the whole school approach to mental health a conference on resilience and emotional wellbeing in schools, 'Ordinary Magic, is taking place on 19th November 2015. Two key note speakers from Young Minds and Boing Boing (a social enterprise focusing on resilience research and promotion) will address the attendees, followed by a range of practical workshops illustrating ways in which to develop resilient and healthy students and staff. The conference, has reached capacity and will have over 80 attendees, primarily from school settings.

Training

- 2.5 A range of mental health training is funded for schools and provided by the mental health trust. A new prospectus was produced for the start of the Autumn term and there is regular promotion via the schools newsletter and other contacts with schools. 47% (120) schools/colleges have taken up at least one aspect of the training package since 2013. This may include having a whole school briefing delivered by the trainer, face-to-face training and/or online learning.

The training is also being offered to mental health champions as part of a pilot with Cambridge City secondary schools. A Mental Health Champion is an identified individual who takes a lead role in working with the Senior Management Team to ensure that the school is meeting their requirements relating to the mental health needs of students. They have a key role in promoting messages and assisting the school in adopting a whole school approach to mental health.

Local Support Offer to Schools

- 2.6 Following a workshop with schools and those working closely with children and young people, there was a clear need to clarify the local authority support available to schools in terms of mental and emotional health. A workshop was held in September with local authority colleagues mapping out the available support, and work is underway to collate this information in a way that can be clearly presented to schools.

Schools Newsletter

- 2.7 A newsletter is circulated from the local authority to schools on a weekly basis, this now has regular mental health contributions based on the whole school approach elements. There have been monthly bespoke contributions covering the Health Related Behaviour Survey, the mental health conference and a case study of a school attending the free training. The newsletter will also be publicising the new training prospectus on a regular basis.

Children & Young People's Mental Health Website

- 2.8 A multi-agency task and finish group, including CCC departments, Centre 33, Youthoria, Cambridgeshire and Peterborough Foundation Trust (CPFT) and local young people, have completed the content and design for a Children and Young Peoples Mental Health Website. This is being designed as a central point of information for children and young people, parents, teachers and other professionals. Students on the web-design and photography courses at Cambridge Regional College are now working on the development and design of this website. It is due to be launched and promoted in early 2016.

3. THE WIDER ENVIRONMENT AND MENTAL HEALTH

Mental Health Training for the Workforce

Local Businesses

- 3.1 Public health delivers Mental Health First Aid (MHFA) Lite training to local business as part of the Work Healthy Cambridgeshire initiative. This initiative offers support to workplaces on various aspects of health. MHFA lite training has been targeted in the areas of most need across the county with particular focus on businesses in the Fenland and Huntingdon areas. See Figure 1 showing the businesses that have been training, and their geographical location.

ACAS training has also been piloted with a Wisbech employer, this training enables employers to better support employees with a mental illness to stay in work. The training was positively received by the employer.

Training for Front Line Staff

- 3.2 A contract was established to provide access to quality mental health awareness and skills training to the adult services workforce of CCC and partner organisations. It followed an extensive mapping exercise to establish availability of existing MH training against identified need by staff and managers.
- 3.3 The primary focus of this contract is to upskill front line, tier 1 staff in mental health in order to enhance service delivery in response to growing need. Mental Health First Aid two day and ½ day Lite packages were decided upon

to best fulfil the wide and varied training needs of the workforce due to the evidence base and governance of this established training.

- 3.4 The contract is for a two year period from October 2014-October 2016. The annual target is to train 255 front line staff in full Mental Health First Aid and 126 staff from other groups in Mental Health First Aid Lite. To date 115 tier one staff from CCC and local DCs have been trained as Mental Health First aiders and 34 staff from other organisations including:

- Police
- Everyone Health
- Citizens Advice Bureau, Dhiverse
- Ormiston Trust
- Probation
- Health Staff
- Cambridge Cyrenians.

The staff trained included:

- Care managers and support workers (Looked After Children, Sensory Team, Physical Disabilities, Learning Disabilities)
- Housing officers
- Police officers
- Family support workers
- Residential workers
- Occupational therapists

54 staff from other groups (managers, admin, etc.) in CCC and local district councils have been trained in MHFA Lite and 8 staff from other organisations as above.

The slower start in terms of numbers trained has been due to challenges in promoting and gaining release of staff for attendance. Extra efforts to promote the courses are now proving effective and it is projected that targets will be achieved by the end of year two of the contract.

Suicide Prevention

Countywide Suicide Prevention Implementation Group

- 3.5 The Cambridgeshire and Peterborough Suicide Prevention Group implement the local suicide prevention strategy. The group is multi-agency and includes the police, CPFT and a variety of third sector organisations. Key areas of work have included:

- Production of a suicide audit of suicides in Cambridgeshire and Peterborough to inform the work programme. A public version will be available on Cambridgeshire Insight shortly.
- Work to improve the quality and quantity of suicide data collected and reported to give a better understanding of the at risk groups locally.
- Ensuring implementation of the Child Death Overview Panel lessons following suicides in young people.
- Ensuring that work is targeted at the most at risk groups, for example targeting ASIST suicide prevention training at those working with migrant workers.
- Promoting national literature and resources, for example ensuring a wide distribution of the 'Help is at Hand' booklet for those bereaved by suicide.

- Suicide prevention campaign – see below.

- 3.6 The Pathfinder Project forms part of the suicide prevention work, delivering a suicide prevention campaign that has been nationally recognised on a number of occasions. Initially funded by NHS England, Cambridgeshire and Peterborough Public Health Teams now share the funding. The campaign, StopSuicide, is being delivered by the three mental health charities, Mind in Cambridgeshire, Lifecraft and Peterborough & Fenland Mind, supported by the Cambridgeshire and Peterborough CCG and Cambridgeshire County Council Public Health teams.
- 3.7 The campaign seeks to empower communities and individuals across Cambridgeshire and Peterborough to stop suicides by recognising the warning signs, asking directly and non-judgmentally about suicide and helping those who are feeling suicidal to stay safe. The overall goal is to reduce the suicide rates in Cambridge city, Peterborough and Fenland to a level that is at or below the average rate in England by September 2017.

The campaign has several key elements;

- The pledge - In first 10 months 605 Personal Pledges and 33 Organisational Pledges have been achieved.
- Community engagement – This has resulted in over 1000 face-to-face conversations with members of the public.
- Resources – These have been designed by the team, are free to download and over 10,000 have been distributed across Cambridgeshire and Peterborough.
- Social Media Campaign using the web site, Facebook and Twitter which has had a significant impact.
- Training – The two day ASIST training has been delivered to 77 police officers, paramedics, charity workers, support workers, counsellors and members of the public. A two hour ASIST Suicide Talk has also been widely delivered and a bespoke ½ day training package designed and piloted.

Over the coming year, the campaign and training will be focusing particularly on higher risk groups including migrant communities and men (particularly in middle age) as well as working with a range of further and higher education institutions to promote key messages.

Campaigns and Anti-stigma

- 3.8 Campaign work plays a key role in challenging the stigma associated with mental illness, and promotes ways to promote and protect our mental health and wellbeing. For World Mental Health Day (10th October) Public Health worked with the Library service and Mind in Cambridgeshire to develop ideas on promoting wellbeing among children and young people. This information was shared through displays in libraries, organisational websites, blogs to staff and CCC twitter feeds. This work will be built on in 2016 to develop further campaign work on mental health for children and young people.

The public health pharmacy campaign in May 2016 will focus on mental health and will see information being disseminated to pharmacies around mental health awareness week. Campaign work will also be developed for Blue Monday (25th January), Time to talk day (February) and Depression Awareness week (April).

Building on the anti-stigma work of the pathfinder project, a post has been funded jointly with Peterborough that sits within Mind. The aim of this role is to expand anti-stigma work in Cambridgeshire and Peterborough with a particular focus on children and young people and using innovative new methods to reach people.

Crisis Care Concordat

- 3.9 The Mental Health Crisis Care Concordat is a national agreement between services and agencies involved in the care and support of people in crisis. It sets out how organisations will work together better to make sure that people get the help they need when they are having a mental health crisis. The Concordat was signed locally by partners in 2014.

Public Health have delivered, as part of the implementation of the Crisis Care Concordat action plan, two day Mental Health First Aid training to a number of Police Officers. Initially a pilot is being conducted and a group of new police recruits undertook the training in October 2015. Following this session, the training is being adapted in readiness for delivery to a more experienced team of Police Officers in February 2016. The training will then be reviewed in light of both sessions to best adapt to the specific needs of the police.

Hoarding Behaviour

- 3.10 Through the consultation for the public mental health strategy, it became clear that hoarding behaviour was a significant challenge for district councils, but also a range of other services. Hoarding behaviour can pose a risk to individuals and those around them in terms of the increased risk of injury or death from fires. A multi-agency group has been established to write and implement a new countywide protocol in terms of hoarding based on best practice from elsewhere in the country. The new protocol will be taken to the December Adult Safeguarding Board from which it will be approved for adoption by agencies. Public Health are also undertaking an evidence review for interventions to intervene early in hoarding behaviour and to prevent recurrence of the behaviour.

4. PHYSICAL HEALTH AND MENTAL HEALTH

The physical health of those with Severe Mental Illness (SMI)

- 4.1 A group, led by CPFT, has been established focusing on improving the physical health of those with severe mental illness. In particular this group will focus on ensuring that physical health assessments are conducted as appropriate for those with SMI. The work that is undertaken as part of the public mental health strategy will link closely with this group in developing an action plan. It will focus on key public health areas of diet, physical activity and smoking in particular, ensuring there is a linkage between service delivery and health assessment work.

5. ALIGNMENT WITH CORPORATE PRIORITIES

5.1 Developing the local economy for the benefit of all

The strategy work has potential benefits on the workplace and wider economy.

5.2 Helping people live healthy and independent lives

The strategy work aims to support mental health and prevent mental illness.

5.3 Supporting and protecting vulnerable people

Much of the work to implement the strategy focuses on the health of particularly vulnerable people, for example improving the physical health of people with severe mental illness.

6. SIGNIFICANT IMPLICATIONS

6.1 Resource Implications

An update on the budget decision is to follow. There are implications from business planning budget setting processes for 2016/17.

6.2 Statutory, Risk and Legal Implications

There are no significant implications within this category.

6.3 Equality and Diversity Implications

The work within this paper sets out a number of ways it may address equality and so prevent mental illness and promote mental health.

6.4 Engagement and Consultation Implications

None. During development to the public mental health strategy that guides this work there was a six week consultation. Annual progress will be publicised.

6.5 Localism and Local Member Involvement

There are no significant implications within this category.

6.6 Public Health Implications

This paper updates on progress to promote mental health and prevent mental illness amongst those living in Cambridgeshire.

Source Documents	Location
<i>Public Mental Health Strategy for Cambridgeshire</i>	http://www.cambridgeshire.gov.uk/site/custom_scripts/cons_details.aspx?ref=361
<i>Cambridgeshire and Peterborough Suicide Prevention Strategy 2014-2017</i>	http://www.cambridgeshire.gov.uk/downloads/file/2941/suicide_prevention_strategy

FIGURE 1- Geographical location of businesses trained in Mental Health First Aid Lite

MHFA Lite Training Delivery - September 2015

