



**Healthy London
Partnership**

Thrive LDN: A citywide movement to improve the mental health and wellbeing of all Londoners

London Health & Wellbeing Board Chairs Network 15th June 2017

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London's NHS organisations include all of London's CCGs, NHS England and Health Education England

Thrive LDN is supported by The Mayor of London, Sadiq Khan, and is led by the London Health Board, along with many public, private and charitable organisations. It has been developed with the support of Londoners, including people with lived experience of mental health.

Thrive LDN has **five thematic areas** these include:

- Improving people's understanding of mental health
- Thriving Communities
- Children and young people
- Employment
- Suicide prevention

What is Thrive LDN?

Collective identity

- Thrive LDN is a collective identity for mental wellbeing in the capital.
- This identity aims to resonate with both the diversity of the system and diversity of London's communities.
- It will offer people the opportunity to join around and localise a collective purpose for mental wellbeing in London.


Citywide movement

- Thrive LDN is a citywide movement to improve the mental wellbeing of all Londoners.
- It aims to energise and mobilise Londoners to think, talk and act more about mental wellbeing.
- Through this intention, it will offer people the opportunity to coproduce thriving communities with London's public, private and charitable sectors.

System partnership


- Thrive LDN is a systems partnership of London's public, private, charitable and community sectors to identify and deliver actions once for the whole of London.
- It aims to bring a broad range of competing initiatives together to look at what is best done at a citywide level.
- It is an opportunity to galvanise leaders from different parts of the system around areas of mutual interest and action.

The development of Thrive LDN began in April 2016 and has involved many conversations with a range of people and organisations.



A range of activities were held to establish the scope of Thrive LDN, engaging with over 200 people from a variety of different backgrounds.

The Mayor of London formally launched his intention for Thrive LDN in December 2016.



The five thematic areas consisted of task and finish groups working with professionals and those with lived experience; these groups recommended outputs for each area.

There is a recognition that many activities that influence health and wellbeing happen locally, with both public sector and charitable organisations often operating at a borough level.

There are, however, times when working at a London level is an advantage to help ensure consistency, and guarantee good work is recognised and shared.

The complexity of partnership working cannot be underestimated. A city wide approach leverages both political support and status to our work and **increases the impact to galvanise the system and Londoners to step up.**

Within London there is a strong history of collaboration in recent years. For example:

- The London Health Board (LHB) and other partners have developed ten ambitions for London to help **our capital become the world's healthiest city**
- Local Government and the NHS are working at borough level to better integrate care and support for local people
- We are also seeing sub regional and regional integration. Devolution principles of subsidiarity and additionality align to Thrive LDN's principles

Task and Finish Groups were set up for each of the thematic areas, the following provides the key tangible outputs from them.

Improving Understanding of Mental Health

- Whole community campaigns, school based interventions, individual training programmes and websites with information.
- Mental health first aid training as part of individual training programmes.
- School based Interventions linked with Mind's initiative Time To Change (TTC) children and young people (CYP) work.

Community Resilience

- Social prescribing has potential to reduce the gap: supporting work opportunities and 49% of CCGs supporting social prescribing.
- 20% of patients presenting to a GP have a social problem, lack of job or other. Identify how Thrive LDN can support social prescribing and other enabling mechanisms to connect the world of formal health and care services with local communities.
- A healthy good job is a sustainable health outcome.

Children and Young People

- School based mental health literacy campaigns linked with TTC CYP work.
- Reduction in the arrest and charge rates of looked after children.

Employment

- Work with SMEs and extend the Individual Placement and Support (IPS) as part of the devolution work.
- Work with the DWP work and health programme for those with a long-term condition and long-term unemployed.
- TTC Employers pledge can feed into the broader Mayors Healthy Workplace Charter, perhaps with it being a component of it. The proposed pledge to be considered with the TTC pledge in mind so as not to duplicate.
- Thrive LDN will use the launch in July to help promote the TTC Hub application process, and will have discussions with areas they know which may have a strong case for a hub, potentially using STP footprint areas as well as/rather than borough level

Suicide Prevention

- Links with local suicide prevention plans to reduce number of suicides.
- Child Death Overview Panel (CDOP) work across London to link in with 0-18 aged avoidable deaths.
- Suicide prevention through reducing access to medication as a means working with Primary Care, taking an approach similar to the HLP Asthma Campaign.

Prevention Opportunities (in alignment to STPs and Devolution)

Working at a London level to **galvanise public health to spread and scale primary interventions** which could add value and help prevent mental illness.

Plus having a **targeted approach** towards populations at high risk of mental ill health or those who experience higher levels of stigma could help **reduce the level of prevalence of mental illness** within these cohorts.

Moreover by supporting the Time to Change campaign we can help **reduce the level of mental health related stigma across London**

Establishing links with local suicide prevention plans to **reduce number of suicides in London**

Social prescribing:

The Thrive LDN movement can help support social prescribing and other enabling mechanisms to **connect the world of formal health and care services with local communities.**

One of the Health Inequality Strategy's key objectives is to **mainstream social prescribing across London**, by supporting the community and voluntary sector, thereby increasing volunteering opportunities, improving health literacy, and communities' ability to engage in social action.

Suicide and Thrive LDN:

London will commit to and **promote a 'zero suicide aspiration'** whilst supporting the system to deliver against the 10% reduction of suicide rates as required by the MHFYFV.

System-wide action to improve data gathering so we can better understand why people complete/attempt suicide which will help inform and improve prevention and interventions.

Working with coroners to develop a 'true picture of London' to explore how we can better inform Londoners about where to go for support and how this can be improved.

The overall aspiration is to ensure that London is provided with education-based resources that can be deployed across sectors **to deliver age appropriate and culturally sensitive suicide and prevention awareness and education sessions.**

The London Health Board committed to explore the potential for a 'mental health roadmap' for London in December 2015 which has through a process of stakeholder engagement become Thrive LDN.

Mental health and wellbeing is prominent in the Mayor's manifesto:

- A commitment to greater support for mental health
- Leadership of a campaign to break down the stigma of mental illness
- Improvements in the availability of information and support
- Encouraging better joint working between boroughs, health services, police, transport and voluntary sectors when dealing with people with mental health issues

Mental Health is a priority of the Health Inequalities Strategy (HIS) which is due to go out to consultation in July 2017.

Community engagement through the launch of Thrive LDN (4 July) will allow public, private and voluntary sectors to work more collaboratively.

Thrive LDN will only succeed by **working with people across London and continuously developing plans based on their feedback.**

Therefore, how we communicate about Thrive LDN and **how we include people and communities in its development is a key component** of Thrive LDN's purpose

The official launch for Thrive LDN is the 4th July. The Mayor (alongside LHB partners) will launch Thrive LDN's first publication, detailing the work of the Task and Finish Groups and setting out our plans for next year.

Over the summer period **Thrive LDN aims to reach 2 million Londoners**, and have approximately 100,000 interactions across the city.

These interactions include a TfL poster campaign, Problem Solving Booths across London, and utilising the Talk London platform.

A “Collaboration with Londoners” will be launched to build the movement throughout the summer and encourage all Londoners to take action to improve their mental wellbeing and support local initiatives that improve others' mental wellbeing.

We want to work with London Boroughs and have a tailored approach for local areas depending upon the needs of the community

- Between September-October we will hold sub-regional events with at least one representative from each political group.
- We have previously engaged with Cllr Mental Health Champions, therefore this engagement will look to build on this, with the aim to involve as many Councillors as possible.
- The dates of the sub-regional events will be circulated once the details have been confirmed.

- *What is your vision for the future of mental health in London?*
- *How can HWB Chairs do to help engagement?*
- *Are Thrive LDN's ambitions aligned to those in your local area?*
- *How can Thrive LDN add value to existing mental health initiatives?*
- *What are the barriers/critical success factors?*



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**For further information about
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London's NHS organisations include all of London's CCGs, NHS England and Health Education England