

	<b>Health and Wellbeing Board</b> <b>28<sup>th</sup> March 2019</b>
<b>Title</b>	<b>Maintaining mental health and wellbeing and building resilience</b>
<b>Report of</b>	Director of Public Health
<b>Wards</b>	All
<b>Status</b>	Public
<b>Urgent</b>	No
<b>Key</b>	No
<b>Enclosures</b>	Appendix A - Briefing slide deck – Maintaining mental health and wellbeing and building resilience
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## Summary

This report recognises the priority afforded to mental health in national and local policy and provides an update on the development of a local mental health campaign building on the Thrive London campaign and the Good Thinking digital support programme for mental health.

Local campaigning is intended to raise awareness and tackle the stigma associated with mental health and promote access to sources of support. Action is also underway to make Barnet a more dementia friendly borough and to ensure the coordination of local suicide prevention activity.

## Recommendations

1. That the board note the development of a mental health campaign to tackle mental health stigma and promote access to support
2. That the board note planned action to make Barnet a more dementia friendly community
3. That the board note planned action to coordinate suicide prevention activity in the borough

<b>4. That board members provide advice and support to direct and maximise the impact of this work</b>
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## **1. WHY THIS REPORT IS NEEDED**

- 1.1 Improving Mental Health is identified as priority within national policy, most recently the NHS Long Term Plan (2019), and locally in the Health and Wellbeing Board Strategy.
- 1.2 One in four people experiences a diagnosable mental health problem each year and impact of mental illness on individuals, communities and society is significant.
- 1.3 Thrive London is a city-wide campaign that aims to tackle stigma and discrimination resulting from mental illness, to maximise the potential of children and young people by building resilience, promoting a happy, healthy and productive workforce and preventing suicides. As such it resonates very strongly with local action.
- 1.4 Good thinking is a digital mental health support programme that provides Londoners with access to safe, proactive early intervention tools aimed at those experiencing the four most common mental health and well-being concerns - depression (low mood), stress, sleep, and anxiety. It uses social media advertising to reach people and provides a range of online support – web and app-based, as well as links to face to face and peer-to-peer provision.
- 1.5 Data indicates that the programme has reached well over 5,000 Barnet residents and that over 1,500 have gone on to access to self-help resources.
- 1.6 Building on these initiatives, a mental health campaign is under development locally that is intended to run throughout the 2019/20 financial year with a special attention around World Mental Health Day in October 2019.
- 1.7 The planned campaign aims to adopt an approach developed by the Thrive London team delivering mental health focused events in community settings and generating social media engagement by capturing the views and experiences of local residents in short video postings which in turn create further campaign engagement.
- 1.8 Community wide action is also planned through re-establishing a Local Dementia Action Alliance to promote action on the creating a more dementia friendly community.
- 1.9 In addition to the suicide prevention activity conducted by Thrive London, an annual borough action plan is produced by a multi-agency working group and this is on the process of being reviewed and refreshed. A report was presented to the Health Overview and Scrutiny Committee in February 2019 and is expected to return in July.  
<https://barnet.moderngov.co.uk/ieListDocuments.aspx?CId=179&MIId=9510&Ver=4>
- 1.10 Particular progress has been made during the past year in reviewing safety planning at the point of discharge from Accident and Emergency following

self-harm. A local post-vention action plan is also in development and the expansion of bereavement support provision is being explored across North Central London. A London wide alert system that will make information available to diverse partners has also been commissioned.

## **2. REASONS FOR RECOMMENDATIONS**

The improvement of mental health awareness, prevention and care requires cultural change and the involvement of a wide range of partners. The health and wellbeing board is ideally placed to provide direction to these coordinated efforts.

## **3. ALTERNATIVE OPTIONS CONSIDERED AND NOT RECOMMENDED**

- 3.1 None

## **4. POST DECISION IMPLEMENTATION**

- 4.1 The development of a local campaign will progress informed by partners suggestions.

## **5. IMPLICATIONS OF DECISION**

### **5.1 Corporate Priorities and Performance**

- 5.1.1 The Barnet Health and Wellbeing Strategy 2015-20 reflected the priority of mental health and the Health and Wellbeing Board priorities for 2019-24 include - encouraging residents to lead active and healthy lifestyles and maintain their mental wellbeing, and supporting residents across the life course to maintain and improve their mental health and wellbeing by raising awareness, tackling stigma and discrimination and making mental health everyone's business.
- 5.1.2 The Corporate Plan includes a commitment to ensure that people with mental health issues receive support in the community to help them stay well.
- 5.1.3 The Joint Strategic Needs Assessment identifies rates of mental illness, dementia and suicide in Barnet and compares these with national rates. Prevalence of mental illness and rates of suicide are below the national average but rates of diagnosed dementia are higher.

### **5.2 Resources (Finance & Value for Money, Procurement, Staffing, IT, Property, Sustainability)**

- 5.2.1 Financial resources to support London wide initiatives (Thrive London and Good Thinking) and local campaigning have been identified from within the public health grant.
- 5.2.2 The suicide prevention action plan is delivered within existing staffing and financial resources in Public Health and its partner agencies. It is not possible to isolate expenditure specifically for suicide prevention because a range of NHS, Local Authority, Police, Voluntary and Community sector organisations contribute to the agenda funded from diverse sources and for a wide range of purposes.

### **5.3 Social Value**

- 5.3.1 Local campaign plans are being developed in consultation with local community sector organisations. It is likely that additional expertise will be required, particularly in support filming for the production of social media content and the potential to share this in order to build local capacity is being explored.

### **5.4 Legal and Constitutional References**

- 5.4.1 The terms of reference (Responsibility for Functions – Annex A) of the Health and Wellbeing Board are set out in the Council's Constitution and include:

- To work together to ensure the best fit between available resources to meet the health and social care needs of the whole population of Barnet, by both improving services for health and social care and helping people to move as close as possible to a state of complete physical, mental and social wellbeing.
- To promote partnership across all necessary areas.

### **5.5 Risk Management**

- 5.5.1 The effectiveness of different campaigns obviously varies. Thrive and Good Thinking are London wide initiatives and by developing a local campaign drawing on these existing resources we capitalise on significant regional investment and research.
- 5.5.2 The campaign concept shared above has been developed and refined in dialogue with local voluntary and community sector organisations who are supportive of its aims.
- 5.5.3 The scope and delivery of the actions outlined in the suicide prevention action plan are dependent on partners' willingness and capacity as there is no statutory authority for councils to require partners to take action. The Health Overview and Scrutiny Committee will give focused attention to local action with partner agencies invited in July.

### **5.6 Equalities and Diversity**

- 5.6.1 Equality and Diversity issues are a mandatory consideration in decision making in the Council pursuant to the Equality Act 2010. This means the Council and all other organisations acting on its behalf must fulfil its equality duty when exercising a public function. The broad purpose of this duty is to integrate considerations of equality and good relations into day to day business, requiring equality considerations to be reflected into the design of Policies and the delivery of services.
- 5.6.2 The specific duty set out in s149 of the Equality Act is to have due regard to need to: Eliminate discrimination, harassment, victimisation and any other conduct that is prohibited by or under this Act; Advance equality of opportunity between persons who share a relevant protected characteristic and persons who do not share it; Foster good relations between persons who share a relevant protected characteristic and persons who do not share it.
- 5.6.3 The relevant protected characteristics are – age; disability; gender reassignment; pregnancy and maternity; race; religion or belief; sex; sexual

orientation. Health partners as relevant public bodies must similarly discharge their duties under the Equality Act 2010 and consideration of equalities issues.

- 5.6.4 Rates of mental illness vary across different groups including those as defined by protected characteristics. The campaign proposed seeks to directly challenge the stigma associated with mental health and to raise awareness and promote access to sources of support.

## **5.7 Corporate Parenting**

- 5.7.1 No concerns identified.

## **5.8 Consultation and Engagement**

- 5.8.1 The campaign concept outlined above has been developed and refined in consultation with local voluntary and community sector groups.

## **5.9 Insight**

- 5.9.1 Mental health priorities are informed by local data, particularly the Joint Strategic Needs Assessment.

## **6. BACKGROUND PAPERS**

- 6.1 The HOSC received a report on suicide prevention in February:  
<https://barnet.moderngov.co.uk/ieListDocuments.aspx?CId=179&MId=9510&Ver=4>