

MEETING	B&NES HEALTH AND WELLBEING BOARD
DATE	19/11/2014
TYPE	An open public item

<u>Report summary table</u>	
Report title	Time to Change – tackling mental health stigma in B&NES
Report author	Paul Scott, Assistant Director of Public Health
List of attachments	‘Time to Change’ Action Plan for B&NES Health & Wellbeing Board
Background papers	<p>Closing the Gap: Priorities for essential change in mental health (Department of Health, 2014) www.gov.uk/government/publications/mental-health-priorities-for-change</p> <p>Time to Change programme www.time-to-change.org.uk/</p>
Summary	<p>Since 2008, national research shows that discrimination has slightly reduced and social attitudes have improved towards people with mental health problems. However, many people are still afraid to seek help and can face discrimination and negative attitudes when they do. Time to Change is England's biggest programme to challenge mental health stigma and discrimination. The Department of Health's ambition is that all Government departments and NHS organisations sign the Time to Change pledge.</p> <p>The enclosed report sets out an action plan to tackle the stigma associated with mental health problems in B&NES. This is part of the work taken forward within the Health and Wellbeing Strategy's objective of improving wellbeing and supporting recovery for people living with mental health problems.</p> <p>If agreed by the Board, the pledge and plan will be signed and submitted to the national Time to Change programme.</p>
Recommendations	<p>The Board is asked to agree that:</p> <ul style="list-style-type: none"> • The enclosed plan is implemented in B&NES • The plan is submitted on behalf of the Board as its pledge to the Time to Change programme • An update on progress is provided to the board as part of the 6-monthly Health and Wellbeing Strategy delivery report

	on mental health.
Rationale for recommendations	The production of the plan was agreed at the September 2014 Health and Wellbeing Board. It contributes directly to the Health and Wellbeing Strategy which has a specific priority to improve wellbeing and support recovery of people living with mental health problems.
Resource implications	There is no requirement for additional financial resource arising from this plan. Campaign resources are available from the national Time to Change programme. The action plan will be led from existing resources and personnel within the public health division of B&NES Council, in partnership with colleagues from across the Council, the CCG and other local organisations.
Statutory considerations and basis for proposal	People experiencing severe mental illness have a significantly shorter life expectancy than the general population, are less likely to find employment and to live in settled accommodation. Tackling the stigma and discrimination associated with mental illness will contribute to reducing these inequalities. The plan is not mandatory, but the Department of Health have set out their aspiration for all Government departments and NHS organisations to sign the Time to Change organisational pledge.
Consultation	In preparing this headline action plan there have been discussions with colleagues from B&NES CCG, B&NES Council, Sirona Care and Health and the Time to Change national programme. In designing and implementing actions within the plan we would seek to work with local organisations advocating for and representing people living with mental health problems in B&NES.
Risk management	A risk assessment related to the issue and recommendations has been undertaken, in compliance with the Council's decision making risk management guidance.

Please contact the report author if you need to access this report in an alternative format

‘Time to Change’ Action Plan, B&NES Health and Wellbeing Board

November 2014

“We pledge that we will work to reduce the stigma associated with mental health problems in Bath and North East Somerset (B&NES) by taking a range of actions in our own organisations and providing information to local residents that challenges myths and provides information about sources of support.

We will be running a campaign through our community pharmacies, creating a social norms project with our local college students, working to complete the Workplace Wellbeing Charter and using local media to normalise seeking help from our services.

The work will be led by the council’s Public Health division and overseen by the B&NES Health and Wellbeing Board”.

Activity	Internal lead	Timescale	Time to change resources required	Performance indicator (optional)
<p>Use this plan to progress the anti-stigma component of the B&NES Joint Health and Wellbeing Strategy priority of 'Promoting Wellbeing and Supporting Recovery'. This ensures joint-work between the CCG, Children's Services, Adult Social Care and Public Health and provides overall governance of the work, with sponsorship from senior leaders in the council and NHS.</p>	<p>Paul Scott Public Health, B&NES Council</p>	<p>November 2014 for sign-off and 6-monthly for reporting progress</p>	<p>N/A</p>	<p>Performance reports on mental health for the Health and Wellbeing Board will include updates on the progress of the Time to Change action plan.</p>
<p>Ensure the detail of the work becomes embedded in the forthcoming B&NES Mental Wellbeing strategy.</p>	<p>Paul Scott Public Health, B&NES Council</p>	<p>March 2015</p>	<p>N/A</p>	<p>Anti-stigma work is explicitly set out in the objectives and outcomes of the strategy.</p>
<p>Work with schools to use the range of local resources and programmes available to promote staff and pupil mental health and to tackle stigma and negative attitudes. These include resources for both primary and secondary school and are supported by the DPH Award programme which offers specialist advice and support to all schools in B&NES.</p>	<p>Kate Murphy, Drug & PSHE Consultant, School Development, B&NES Council</p>	<p>On-going programme.</p>	<p>Locally created resources will be used.</p>	<p>School health survey results indicating levels of pupil wellbeing and self-esteem</p> <p>Number of schools using the Positive Mental Health Resources and feedback on impact</p> <p>Numbers of schools with E-Teams (Equality teams) to help promote inclusion and challenge stigma</p>

<p>Work in partnership with the B&NES Workplace Wellbeing programme to support their work on improving mental health and reducing stigma in workplaces, including B&NES Council itself.</p>	<p>Paul Scott and Cathy McMahon, Public Health, B&NES Council</p>	<p>December 2014 to have established links. On-going work thereafter</p>	<p>Variety of resources including postcards, leaflets, event boxes, etc.</p>	<p>B&NES Council will have successfully signed up and completed the Workplace Wellbeing Charter, including the Mental Health component.</p> <p>The number of businesses across B&NES who are engaged with our Workplace Wellbeing programme (eg. through regular attendance at good practice events).</p>
<p>Complete the Time to Change Workplace Health Check self-assessment for the council and the CCG in B&NES, if sufficient funding is available for the national programme to continue in 2015/16.</p> <p>If the Time to Change Workplace Health Check programme is unable to operate in 2015/16 then we will look to undertake something similar, to complement the staff surveys we are already undertaking locally.</p> <p>Use these results and learning from other areas strengthen our organisational approach to improving and supporting staff mental health.</p>	<p>Paul Scott and Cathy McMahon, Public Health, B&NES Council and a representative from B&NES CCG</p>	<p>March 2015 July 2015</p>	<p>Advice and support from the Time to Change Health Check team, including self-assessment materials.</p>	<p>The findings from the Health Check self-assessment are included in the next annual refresh of the Time to Change Action Plan and can support the Workplace Wellbeing programme and organisational development work.</p>
<p>Run a case study in Council Connect magazine (delivered to every home in B&NES) with a case study about the journey of someone</p>	<p>Paul Scott, Public Health and B&NES Council Communications</p>	<p>Spring 2015</p>	<p>Time to Change media and reporting guides</p>	<p>Work with a local service in the month after the article has been published to record the number of people who site the article as a</p>

<p>who sought help for a problem and their positive experience as a result. Could be a council or NHS employee and could focus on work retention and good management as well. Key services focused on could be local Psychological Therapies Service or a local employment support, housing or social care service, etc.</p>	<p>Team</p>			<p>source for how or why they contacted these services.</p>
<p>Run a marketing programme across local pharmacies in B&NES normalising the high prevalence of mental health problems and the range of local services available, using case studies where possible to mirror the work done on smoking cessation in recent years (along the lines of ‘...it’s an illness not a weakness’ and that services are effective and free).</p>	<p>Paul Scott and Paul Sheehan, Public Health, B&NES Council</p>	<p>Planning: October – December 2014</p> <p>Delivery: March 2015</p>	<p>Variety of resources including postcards, leaflets, etc.</p>	<p>To develop outcome indicators during the planning phase in autumn 2014.</p>
<p>Meet with Bath City College to explore potential of creating a social norms social marketing programme aimed at improving knowledge about mental health problems and reducing the stigma associated with them.</p>	<p>Paul Scott Public Health, B&NES Council</p>	<p>Exploratory discussions by March 2015</p> <p>If feasible, work to occur by March 2016</p>	<p>May need a variety of postcard and leaflet resources to start discussions but ultimately the project should build on this to create local materials as well.</p>	<p>A project has been undertaken funding 2015/16.</p> <p>Change in knowledge and attitudes of a sample of college students, before and after the project.</p>