

## Cardiff Mental Health Promotion Action Plan 2007 - 2008

This plan currently fits with the revised adult mental health National Service Framework *Adult Mental Health Services: Raising the Standard* (2005). It will be adapted in line with the final Welsh Assembly Government *Mental Health Promotion Action Plan for Wales*, when this is published.

Please note that actions towards supporting the emotional and mental health of children are highlighted in a separate document, but form part of a wider approach to mental health promotion in Cardiff. Pertinent action for older people is being delivered through Cardiff's Ageing Well Action Plan.

The National Service Framework for Mental Health lays down standards for mental health promotion under **Standard 1: Social Inclusion, Health Promotion and Tackling Stigma**, the overarching aim of which is: 'To actively promote good mental health for all, tackle stigma relating to mental illness and to promote social inclusion of people with mental health problems'. Standard 1 comprises 3 Key Actions, each of which has a number of objectives, as follows:

### Key Action 1

Authorities and agencies will:

- Strengthen inter-authority/agency arrangements to adopt a coherent approach to mental health promotion
- Foster the development of life-skills, which help promote good mental health, e.g. in healthy schools, good parenting and workplaces and lifelong learning schemes

### Key Action 2

Authorities and agencies are to seek to raise public awareness and understanding of mental health issues and help combat stigma. They are to:

- Increase the public's awareness and understanding of mental health problems, and the range of social issues interacting with mental health
- Educate key opinion formers such as the media, local authority members and officers, criminal justice and health professionals
- Raise awareness of the rights of people with mental health problems under the Disability Discrimination Act 1995, Race Relations Amendment Act 2000 and Human Rights Act 1998 to be treated without discrimination.

### Key Action 3

Authorities are to promote social inclusion by:

- Taking fully into account the needs of people with mental health problems when developing, reviewing or implementing policies across the full range of their responsibilities
- Establishing supportive, empowering and healthy communities in rural and urban areas that ensure opportunities for participation of vulnerable groups including those with mental health problems. For example, tenant participation schemes could be tailored to include representation of mental health needs
- Meeting the needs of specific vulnerable people who have a mental health problem and are already at risk of exclusion e.g. individuals from ethnic minorities, individuals with disabilities, parents who have mental health problems, and people who are homeless.

Objective	Links with NSF key actions	Actions planned for 2007/2008	Target group/setting	Lead agency & partners	Financial sources/implications	Measures of success
<p><b>1.To raise awareness and promote understanding of mental health issues, in order to reduce the stigma associated with mental illness</b></p> <p><i>Evidence</i> Mass media campaigns supported by community activities can have a measurable impact on knowledge, attitudes and behavioural intentions.</p> <p>There is evidence to suggest that simple, practical approaches can be taken to overcome social exclusion experienced by people with mental health problems, involving human contact - taking part in social activities and developing relationships.</p>	1	<p><b>1. Support &amp; promote World Mental Health Day through:</b></p> <ul style="list-style-type: none"> <li>Organising activities/an event on the issue of trans cultural mental health (the impact of culture on mental health) for October 2007 (World Federation for Mental Health theme)</li> <li>Write press release aimed at raising awareness &amp; combating stigma - highlight activities for World Mental Health Day</li> </ul>	Mental health professionals/mi minority ethnic communities	NPHS - LHB/Trust/LA /vol orgs	<p>Funding from Joint Working Special Grant (JWSG) mental health promotion funding</p> <p>Staff time (HP Officer (JWSG funding), partners)</p>	<p>Amount + range of activities profiled – further details to be established</p> <p>Press coverage obtained</p>
	1.	<p><b>2. Explore opportunities to promote the WAG journalist information pack at the local level</b></p>	Media providers	NPHS - LHB/Trust/LA/ Vol orgs	Staff time (HP Officer (JWSG funding), partners)	Not yet established

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<b>1.To raise awareness and promote understanding of mental health issues, in order to reduce the stigma associated with mental illness</b>	1	<b>3. Repeat small grants scheme</b> <ul style="list-style-type: none"> <li>• Write evaluation report of 2006– 07 scheme &amp; disseminate to partners</li> <li>• Administer repeat scheme 2007 – 2008</li> </ul>	Public & specific communities	NPHS - LHB/LA/Trust/ vol sector	Joint Working Special Grant for mental health promotion – amount to be established  HP Officer time (JWSG funding)	Evaluation report written & shared with partners  Repeat scheme offered in Dec 2007  Numbers of organisations & community groups receiving grants  Range & focus of activities using effective ways of reducing stigma  Numbers of people involved in activities

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<p><b>2.To promote education &amp; skills which help people stay free of, or minimise the effects of mental health problems at stressful times in their lives, and survive mental health problems</b></p> <p><i>Evidence:</i> Bibliotherapy recommended as part of a stepped care process for the treatment of depression and some of the anxiety disorders in the December 2004 NICE guidelines on Anxiety Disorder and Depression.</p>	1	<p><b>1. Continue to co-ordinate and improve the implementation of Cardiff Book Prescription Scheme</b></p> <ul style="list-style-type: none"> <li>• Seek new opportunities to promote the scheme to GPs</li> <li>• Provide information and support to prescribers and library staff, including bi-annual newsletters</li> <li>• Promote the scheme to the public via community projects, libraries, leisure centres, pharmacies &amp; other venues</li> <li>• Explore the opportunity to carry out local service user evaluation and detailed analysis of library data</li> <li>• Link with Children &amp; Young People's Book Referral Scheme</li> </ul>	Adults with mild to moderate mental health problems	Trust/LHB/LA	<p>WAG funding for materials stock until July 2007</p> <p>HP Officer time to co-ordinate the scheme (JWSG funding)</p>	<p>Ongoing distribution system in place for materials – prompt response</p> <p>Bi-annual newsletters produced for prescribers &amp; library staff</p> <p>Increased numbers of prescribers in Cardiff</p> <p>WAG evaluating success of scheme between 2005 – 2007 (in conjunction with libraries – ‘numbers of borrowed books as part of the scheme’ is the key indicator)</p>

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<p><b>2.To promote education &amp; skills which help people stay free of, or minimise the effects of mental health problems at stressful times in their lives, and survive mental health problems</b></p> <p><i>Evidence ctd.</i> Lifeskills training programmes have been shown to be effective in children, young people and adults. These include: programmes to raise self esteem and self confidence; communication and relationship skills; assertiveness training; problem solving and coping skills, and ways of handling stress.</p> <p>Within schools, approaches that combine changes in the school culture, environment and family/community involvement are the most effective. This should include strong anti-bullying policies.</p> <p>Psychological therapy (cognitive behavioural therapy and non directive counselling) is as effective in treating depression as usual GP care in the short term.</p>	1	<p><b>2.To develop a service model to sustain and develop the Stress Control course across Cardiff as part of wider approach to primary care development</b></p> <ul style="list-style-type: none"> <li>• Provide three courses in West Cardiff in 2007 – 08</li> <li>• Continue to explore opportunities for investment</li> </ul>	Adults with mild to moderate MH problems	Trust/LHB	<p>Staff time – Trust Primary MH Liaison worker (MH Directorate), Lecturer/Practitioner (Nursing Directorate)</p> <p>Investment required to extend provision beyond West Cardiff</p>	<p>Number of people completing course in a one-year period</p> <p>Analysis of pre-and post evaluation of participants</p> <p>Identification of mechanism to expand this service beyond West Cardiff</p>

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<p><b>2.To promote education &amp; skills which help people stay free of, or minimise the effects of mental health problems at stressful times in their lives, and survive mental health problems</b></p> <p><i>Evidence ctd:</i> Vocational assessment is highlighted as essential in the NICE guidelines for schizophrenia</p>	1	<p><b>3.Promote existing purposeful vocational activities &amp; opportunities in lifelong learning</b></p> <p>Continue to provide accredited courses involving a range of partners</p> <p>Advocate for the early implementation of the vocational profile as the tool to capture vocational needs in mental health services client groups as part of the Care Programme Approach and Unified Assessment</p>	Adults with mild to severe MH problems	Trust – Occupational Health/LA/vol orgs/Dept. for Work & Pensions	Staff time (Trust/DART/vol orgs)	<p>Amount &amp; range of accredited courses provided</p> <p>Uptake of services – numbers attending &amp; completing courses</p> <p>Vocational profile used as routine tool to capture vocational needs in mental health services' client groups</p>
	1	<p><b>4. Develop a co-ordinated approach to rolling out the WAG mental health first aid course in Cardiff</b></p>		Vol orgs/NPHS – LHB/LA/Trust	<p>Partner organisations' time (to be identified)</p> <p>HP Officer support to partners (JWSG funding)</p>	Numbers of professionals trained

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<p><b>3.To promote improved access to all services, amenities &amp; opportunities (both voluntary &amp; statutory) for all cultures, age ranges &amp; geographical areas</b></p> <p><i>Evidence:</i> Social exclusion is a risk factor for the development/exacerbation of mental health problems and mental disorders.</p> <p>Socially inclusive activities work to combat stigma. For example, participation in community based arts projects can result in a wide range of social benefits, including increased confidence, community empowerment, improved local image and greater social cohesion.</p> <p><b>(Sharing information on mental health issues and services, for service users, voluntary and statutory agencies, is essential to facilitate access to sources of help.)</b></p>	1	<p><b>1. Support the maintenance of current information on mental health for service users, carers and mental health professionals</b></p> <p>Monitor use of newly published <i>Directory of Mental Health Services in Cardiff &amp; Vale of Glamorgan</i></p>	Service users, carers and professionals with a role in providing mental health services	NPHS/LHB/T rust/vol sector – Mental Health Development Project (MHDP)/LA	Depends on actions identified.	Still to be identified

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<b>3.To promote improved access to all services, amenities &amp; opportunities (both voluntary &amp; statutory) for all cultures, age ranges &amp; geographical areas</b>	1	<b>2. Carry out an evaluation of the new information resource within adult Community Mental Health Teams</b>	Adults with moderate to severe mental health problems	Trust/NPHS – LHB/MHDP	HP Officer (JWSG funding) & partners time	Use of resource as routine part of service provision  Positive feedback from target group
		<b>3. Support the development of a co-ordinated approach to primary mental health service provision</b> <ul style="list-style-type: none"> <li>• Support the development of Primary Care Development Manager and Community Mental Health Liaison Worker roles</li> <li>• Set up task group to look at self help, gaps in provision and ways to support &amp; encourage service delivery</li> </ul>	Primary care providers  Vol & community organisations	Trust/NPHS – LHB/LA/vol sector	Resource implications not yet identified          Staff time – HP Officer (JWSG funding) & partners time	Yet to be established



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<p><b>4. To promote the establishment of befriending schemes for isolated people</b></p> <p><i>Evidence:</i> Supportive relationships are protective factors against the development of mental health problems and mental disorders. Social support is effective, including programmes that target vulnerable people, for e.g. carers, the unemployed, adults experiencing separation and divorce, people experiencing bereavement.</p> <p>For older people, involvement in voluntary work increases mental well being in those who volunteer, &amp; also reduces depression in older people who receive services (eg visits and peer counselling) from an older volunteer.</p>	3	<p><b>1. Support the development of a quality and standardised approach to the provision of befriending initiatives to vulnerable people</b></p> <ul style="list-style-type: none"> <li>• Continue to co-ordinate Cardiff Befriending Forum and to publicise the forum to organisations in Cardiff</li> <li>• Provide at least one training session on a key befriending topic</li> <li>• Link with proposed all-Wales befriending network</li> </ul>	Vulnerable adults, and people with mild to severe MH problems	NPHS - LHB/LA/Trust/ Vol orgs	<p>HP Officer (JWSG funding) &amp; partners time</p> <p>JWSG funding for training provider/training costs</p>	<p>Forum provided quarterly with positive feedback from participants</p> <p>One training session provided for 15 participants, with positive evaluation</p>

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<b>5.To promote the development of specific opportunities for physical activity &amp; community involvement</b>	2 & 3  Also links with Cardiff Health & Active Lifestyles Framework	<b>1. Explore potential to enhance physical activity support provided to targeted groups from the Exercise Referral Project</b>	People with mild to moderate mental health problems	Exercise Referral Project Steering Group – LA/Trust/NPHS – LHB/vol orgs	Additional resource may be required  LA Exercise Referral Team & HP Officer (JWSG funding) time	To be established

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<b>6. To support the provision of employee assistance schemes in workplaces</b>  <i>Evidence:</i> Enhancing social support within the workplace for people in stressful occupations and environments can reduce mental health problems. Systemic, organisation wide approaches are the most effective.		<b>Complete the telephone audit of major employers, to assess the level of workplace support for mental health</b>  <ul style="list-style-type: none"> <li>• Analyse results of questionnaire administered to major employers and distribute report with results &amp; recommendations</li> <li>• Consider next steps</li> <li>• Explore options to feed into all Wales 'Healthy Minds at Work' project</li> </ul>	Employers & employees	Trust – Psychology Directorate	£1,500 from JWSG for mental health promotion received Feb 07 to complete research  Future resource requirements not yet established	Completion of telephone audit, analysis & dissemination of results  Identification of next steps

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<p><b>7.To promote the development of culturally sensitive services, which impact on mental health, with and for Black and Minority Ethnic (BME) communities</b></p> <p><i>Evidence:</i> Tackling racism is likely to be the most effective route to improving the mental health of Black and Minority Ethnic Groups.</p> <p><b>Mental health promotion can contribute centrally to re-thinking and re-developing acceptable and culturally sensitive services and to increasing awareness of the mental health impact of how services are developed and delivered.</b></p>	1, 2 & 3	<p><b>1. Build on experience of BME peer counselling work to</b></p> <ul style="list-style-type: none"> <li>• Continue to provide peer counselling course</li> <li>• Support accessibility of BME communities to talking therapies</li> <li>• Support previous &amp; current course participants access training and opportunities in the field of counselling</li> <li>• Explore opportunities to influence current academic counselling courses and consider other approaches to self help</li> </ul>	BME communities	Cardiff University/Trust/ LHB 'Barefoot Community Health Researchers (until Sept 07)	To be established  Potential JWSG for mental health promotion funding to support course participants visit successful projects elsewhere in UK	To be established
		<p><b>2.Promote development of interpreter services to enable access to all</b></p>	BME communities	BME communities/ LHB/LA/Trust /VAC/Sure Start	Existing sources of funding	

**Evidence taken from the following documents:**

Department of Health (2002) *Making It Happen: A guide to delivering mental health promotion* London: DoH

Health Education Authority (1997) *The Effectiveness of Mental Health Promotion Interventions* London: HEA

Health Education Authority (1997) *Mental health promotion: a quality framework* London: Health Education Authority

*Mentality* website: [www.mentality.org.uk](http://www.mentality.org.uk). Mentality was a national charity dedicated solely to the promotion of mental health but has since closed

Mentality *Mental Health Promotion with Black and Minority Ethnic Groups* ([www.mentality.org.uk](http://www.mentality.org.uk) accessed 11/12/02)

National Institute for Clinical Excellence (2004) *Depression: Management of Depression in Primary and Secondary Care* London: NICE

National Institute for Clinical Excellence (2004) *Anxiety: Management of Anxiety (Panic Disorder, with or without Agoraphobia, and Generalised Anxiety Disorder) in Adults in Primary, Secondary and Community Care* London: NICE

University of York (1997) 'Mental health promotion in high risk groups' *Effective Health Care Bulletin* Vol 3 (3) York: NHS Centre for Reviews and Dissemination