

SLOUGH BOROUGH COUNCIL

REPORT TO: Slough Wellbeing Board **DATE:** 26 September 2018

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WARD(S): All

PART I **FOR INFORMATION**

#NOT ALONE CAMPAIGN UPDATE

1. Purpose of Report

1.1 To note the preparations that have been made in respect of the Wellbeing Board's third social media campaign, #NotAlone, which is due to launch on 10 October 2018, to coincide with World Mental Health day.

2. Recommendation(s)/Proposed Action

2.1 The Board is requested to note and comment on any aspects of the report.

3. The Slough Joint Wellbeing Strategy, the JSNA and the Council's Five Year Plan

3a. Slough Joint Wellbeing Strategy Priorities

The #NotAlone campaign directly contributes to the delivery of the Slough Joint Wellbeing Strategy's 'Improving mental health and wellbeing' priority. It aims to improve mental health and wellbeing outcomes for all residents in Slough.

3b. Joint Strategic Needs Assessment (JSNA)

The campaign is being planned using data and intelligence from the JSNA and Public Health Berkshire colleagues to tell the mental health story of Slough, including:

- the demography of Slough
- the differing needs of communities in Slough
- the services currently available to slough residents

3c. Council's Five Year Plan Outcomes

The campaign contributes to the delivery of each of the following 2018 - 2023 Five Year Plan outcomes:

1. Slough children will grow up to be happy, healthy and successful
2. Our people will be healthier and manage their own care needs

4. Other Implications

(a) Financial – No financial implications arise from this report.

(b) Risk Management - This report is for information only and there are no immediate risks to be considered.

(c) Human Rights Act and Other Legal Implications – No human rights implications arise.

(d) Equalities Impact Assessment – There are no equality issues arising from this report.

(e) Workforce – No work force implications arise from this report.

5. Summary

This report provides an update on the preparations that are being made in respect of the Wellbeing Board's third social media campaign, #Not Alone, which is due to launch on 10 October 2018, to coincide with World Mental Health day.

6. Supporting Information

Planning for 3rd campaign

6.1 A Small Task and Finish Group (TFG) Lead by Geoff Dennis, Head of Adult and Older Persons Mental Health Services and supported by Liz Brutus, Consultant in Public Health Berkshire, Sandy Dhaliwal, Slough Borough Council's Communications team and Amanda Renn, Slough Borough Council's Policy team, was established to oversee the planning and roll out of this campaign.

6.2 The TFG has followed the same approach adopted for the first and second Wellbeing Board campaigns, but with more emphasis on how the campaign might build on a number of successful initiatives within mental health and reach a wider group of residents.

6.3 The campaign will include both media/communication dissemination and more importantly a coproduced action plan developed with the help and support of targeted groups within our community. It is hoped that this approach, starting small and expanding across the town, will reach more people and with meaning.

6.4 The campaign will utilise Peer Mentors, Trail Blazers and others involved in the Mental Health Partnership Forum. These groups and individuals are well placed in our diverse community to ensure the campaign message gets embedded.

6.5 The TFG are working on a range of campaign materials including downloadable factsheets, which will include infographics that tell the story of Slough Mental Health in our community. These will inform residents and partners and raise

knowledge and awareness of the issues, as well as provide information on the range of services and community activities that are available locally. Clear instructions will be given to Board members prior to the launch regarding their role in the campaign. Members will also be invited to share these materials with their employees and client groups to help with the internal and external promotion of the campaign and to ensure social media messaging remains consistent and relevant.

6.6 The campaign will also include a communication plan, dedicated webpage, social media messages and booklet case studies.

6.7 The campaign will also build on some of the successful work that has already been delivered across Slough and in particular, with regard to Mental Health Service users and the Recovery College network. Additionally, Mind's 'Five Ways to Wellbeing' will be promoted within the online content and in the downloadable resources.

6.8 The campaign will start with the dedicated webpage and materials going live and being circulated to members on 9 October. The official launch will be on 10 October in order to coincide with World Mental Health Day. The launch will be followed by a co-production conference on the 12 October. This conference will include clear messages from Peer Mentors and Service Users who will be presenting at the conference about their own personal journeys and what they have now achieved. Board members will be invited to the co-production conference. There will also be a press release to coincide with the launch and to promote activities during World Mental Health Week.

6.9 As the campaign progresses, the TFG will keep the momentum going by regularly posting updates on the council's social media platforms and internal communication platforms. We hope members and partners will join us in promoting the campaign in this way to ensure there is unified messaging across the board.

6.10 The campaign's success will be measured via responses to social media coverage and audience reach. A further conference in 2019 focussing on the impact that the campaign has had on our community is being considered.

7. Comments of Other Committees

7.1 This report has not been presented to any other committees.

8. Conclusion

8.1 The campaign will help support the delivery of the following outcomes:

- The delivery of the Wellbeing Strategy priorities
- Improved public awareness of the Wellbeing Board
- The development of mentally healthy communities and places through local programmes that promote improved mental health literacy and capacity for self management within communities.
- The opportunity to increase knowledge of services and schemes via multidisciplinary working

- Encourage individual responsibility for health and lifestyle and related behaviour change

9. **Appendices**

None

10. **Background Papers**

None