

SLOUGH BOROUGH COUNCIL

REPORT TO: Slough Wellbeing Board

DATE: 14 January 2019

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Wards: All

PART I **FOR COMMENT & CONSIDERATION**

MENTAL HEALTH: REVIEW OF IMPACT OF THE #NOT ALONE CAMPAIGN AND SHAPE OF THE NEXT STAGE OF THE CAMPAIGN

1. Purpose of Report

To provide the Slough Wellbeing Board with a progress report on the #Not Alone campaign and shape of the next stage of the campaign.

2. Recommendation/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 uses 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** - 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 the Board with:

- a) Opportunity to review recent campaign activity;*
- b) Assess the impact the campaign is having and on whom;*
- c) Review the schedule of forthcoming activity and events planned for Spring 2019; and*
- d) Consider next steps.*

6. Supporting Information

Background

- This campaign launched on 10 October 2018 to coincide with World Mental Health Day 2018.
- The campaign is designed to raise awareness of mental health in Slough and the need for people of all ages and situations to ensure they take time to look after their mental health. This message is being communicated through the promotion of Mind's Five Ways to Wellbeing: <https://www.mind.org.uk/workplace/mental-health-at-work/taking-care-ofyourself/five-ways-to-wellbeing/>.
- All of the campaigns materials can be accessed from the following landing page: <http://www.slough.gov.uk/health-and-social-care/not-alone-campaign.aspx>

Key messages

- The campaign seeks to remind the community they are 'not alone' and they can seek support and help if they need it; as well as signpost people to organisations and charities that can offer assistance or advice. Or if someone thinks they know someone who needs assistance, they can use this information to pass on.

Campaign materials

- The campaign's landing page provides details about the importance of looking after your mental health and how to spot potential signs of someone suffering with an issue.
- It also includes details on the four most common types of mental illness, tips and advice about following the five ways to wellbeing (downloadable versions of this content are on this page too) and useful links to community organisations.
- Social media content, including graphics linked to the five ways to wellbeing and emotive imagery associated with feelings and mental health have also been made available.

Recent activity – campaign events

- **Event (1) World Mental Health Day on 10 October 2018, at The Curve:** Mental Health Services hosted this event and there were nineteen local providers in attendance with information stalls for the public. One hundred and fifty people came along to support the event and to learn about mental health and wellbeing. The event continued with the theme of breaking down barriers and stigma around mental health, the Slough Community Mental Health Team are creating partnerships with other local providers and organisations, to celebrate World Mental Health Day by bringing people together from the local community. People from the community were invited to take the opportunity to come along and take a look at the various stalls with information on the local services that continue to promote good mental health and wellbeing for the community of Slough. There was also a special performance from the Hope College choir 'The Vibe Tribe'.
- **Event (2) Slough CMHT's Stronger Together event held at The Curve on 12 October 2018:** To mark this year's World Mental Health week, Slough Borough Council, in partnership with the Slough Wellbeing Board, officially launched the #NotAlone campaign at this event to raise awareness about the importance of looking after your mental health. The event was a joint collaboration between the council and Berkshire Healthcare NHS Foundation Trust, and saw mental health professionals and residents affected by mental health come together to commemorate and raise awareness of the national day. Over a hundred people were in attendance, including Tan Dhesi, MP for Slough. Participants heard from a range of speakers who shared moving accounts of their personal journeys in mental health and how to access services in Slough, as well as the opportunity to mentor others, and which had helped them to address their own situations.

The event also showcased the work of students from Hope Recovery College, including artwork put together in partnership with the Slough charity Art Beyond Belief. Students were encouraged to find their artistic voice and explore their own creativity in a number of different mediums, including painting, poetry and spoken word, digital software, photography and more. Other students presented research projects on varying topics including, loneliness and isolation, bullying, cyberbullying, depression, mental wellbeing in the workplace and dealing with mental illness from a minority background.

Mr Dhesi commended the speakers for sharing their work and experiences with attendees, as he recognised how difficult it can be getting up and talking to an audience, especially about something so personal. He also praised them for helping to break the silence and stigma around mental health, by being brave enough to tell their stories; as he felt that hearing real stories from the community and actively engaging in the topic was the perfect way to get the word out across the borough; not only of the good work happening in this field, but to also inform residents who might need help with a mental health issue.

- **Event (3) Co-production event held at Wokingham Town hall on 27 November 2018:** This was a Berkshire wide service user engagement event led by Slough services, Peer mentors from Slough's EMBRACE. Hope College presented the Slough model of Stronger Together and #NotAlone campaigns to an audience of forty service users, carers and health professionals from across Berkshire.

- **Event (4) Slough CMHT's Coaching and Wellbeing Service** (the service works with mothers who are in touch with Slough Children's Trust) **held a Christmas party for clients and their children at the Kings way Church on 1 December 2018:** There were forty adults and thirty-four children in attendance at the party and was a brilliant example of Stronger together and #NotAlone campaign and how it can work across the town.
- **Event (5) Suicide Prevention conference in Reading on 4 December 2018:** Slough services (ASSiST and Slough CMHT) were invited to present the Slough model to an audience of one hundred and forty people from across Berkshire at the Suicide Prevention conference. ASSiST created an intervention which included a particular method of working with potentially suicidal people and which focuses on working with loneliness and isolation in the community.
- **Event (6) National conference on The Isle of Man, titled 'Strength-based practice from across Europe' on 6 December 2018:** This conference brought together thought leaders and highly experienced Practitioners to explore best relational practice. Slough Mental Health services were invited to be key note speakers because of the model they have developed in Slough. A team of service users from EMBRACE went along to present our work and our philosophy of 'being and belonging' to our community, and how this promotes a sense of ownership and challenges isolation and loneliness.
- **Event (7) Hope Recovery College open morning at the Arbour Vale Sports Centre on 14 December 2018:** Over one hundred service users, carers, students and members of the public attended this event. This event gave people an opportunity to take a look at the courses and workshops the college will be running during the Jan- March 2019 term, meet the courses facilitators and Peer Mentors and to enrol on to the new courses. There was an opportunity to take part in taster sessions and the Hope College Choir 'The Vibe Tribe' performed on the day and received rapturous applause too.

The open morning proved to be a great success and was widely promoted on BBC Radio Berkshire throughout the day. This included a live interview on BBC radio Berkshire, with the 'Drive time programme interviewing Geoff Dennis Head of Mental Health Services for Slough, about Hope College and how it benefits people and helps to alleviate loneliness and Isolation and promote wellbeing for all.

- **Event (8) EMBRACE Christmas event on 18 December 2018:** the event was a huge success and with forty participants attending from past groups, presents members and visitors from different organisations too. During the celebration Jennie, who recently completed the EMBRACE programme donated £500 which Jennie raised by completing a sky dive and wanted the funds to be used for EMBRACE and the excellent service user engagement work we do in Slough.

A compilation of photographs taken at some the above events are attached at Appendix A to this report.

Recent activity – new campaign content

- The following additional campaign content has also been published on the council's website:

- A webpage outlining advice, resources and information for employers at www.slough.gov.uk/health-and-social-care/advice-for-employers-.aspx
- Information about the services that are available for children and young people at <http://www.slough.gov.uk/health-and-social-care/links-for-young-people.aspx>, carers at <http://www.slough.gov.uk/health-and-social-care/links-for-carers.aspx> and adults and families at <http://www.slough.gov.uk/health-and-social-care/links-for-adults-and-families.aspx>.
- 5 ways to wellbeing poster at <http://www.slough.gov.uk/downloads/Five-ways-to-wellbeing-poster.pdf>
- 5 ways to wellbeing leaflet at <http://www.slough.gov.uk/downloads/Five-ways-to-wellbeing-leaflet.pdf>
- 5 ways to wellbeing social media graphics at <http://www.slough.gov.uk/downloads/Five-ways-to-wellbeing-social-media-graphics.pdf>
- Not alone social media graphics at <http://www.slough.gov.uk/downloads/Not-Alone-social-media-graphics.pdf>
- A link to the little blue book of sunshine at <http://www.slough.gov.uk/downloads/Little-blue-book-of-sunshine.pdf>

Recent twitter activity

- There have been 11 campaign tweets since 20 November 2018 - these are reproduced at Appendix B.

Campaign feedback and impact

- The campaign aims to transform the state of resident's mental health so that Slough's communities can thrive.
- To bring about positive change we need to raise mental health literacy and normalise help seeking and encourage everyone to see the importance of taking care of their wellbeing.
- We know that when people come together and take power, people power works.
- To date the campaign has been extremely successful in bringing people from diverse backgrounds together to share their experiences and find common ground.
- Each of the above events have been well attended and we estimate that we have had direct face to face contact with approximately six hundred and forty four people from different groups across our communities. This is a remarkable achievement and while we do not have any outcome data from the media campaign that we can measure yet, this will become clearer over the next few months of the New Year.

Next steps

- 1) A bespoke website particular to Mental Health is currently being developed to support the campaign in the year ahead.
- 2) An Oxford University Doctoral Clinical Psychologist is undertaking a research project on The Slough Model, (Hope College, ASSiST and EMBRACE).
- 3) We are implementing a co produced action research project focusing on Loneliness and Isolation and Being and Belonging. This is being commissioned over the next few months.
- 4) To keep the momentum on this campaign going, it would be helpful if partners could:

- a) Support all the initiatives above and actively get involved in some of the events that will be taking place throughout the year;
- b) Share the new campaign materials with their employees, partners and stakeholders; and
- c) Continue to publicise and promote the campaign through their media channels.

7. **Comments of Other Committees**

7.1 This report has not been shared with any other committees.

8. **Conclusion**

8.1 The meeting provides Slough Wellbeing Board with an opportunity to review the effectiveness of the campaign to date and consider how members can best support the next phase of the campaign.

9. **Appendices attached**

'A' - A compilation of event photographs

'B' - Campaign tweets

10. **Background papers**

1. Campaign Proposals for the Slough Wellbeing Board on the following wicked issues: Obesity, Poverty and Social Isolation (linked to mental health) - 15 November 2017

<http://www.slough.gov.uk/moderngov/documents/s49332/SWB%20campaigns%20report%20diagrams%20FINAL.pdf>

2. #NotAlone campaign update - 26 September 2018

<http://www.slough.gov.uk/moderngov/documents/s52820/Report.pdf>

3. Slough Wellbeing Board Social Media Campaign Updates – 20 November 2018

<http://www.slough.gov.uk/moderngov/documents/s53725/Combined%20Campaign%20Report.pdf>