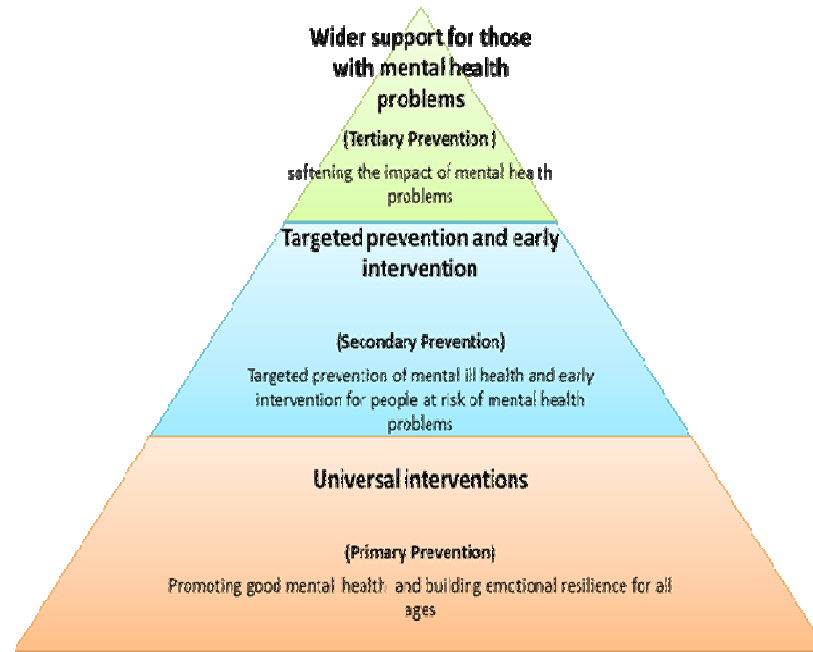


Better Mental Health for All

Rotherham's Strategy to promote the mental health and wellbeing of Rotherham people

Action Plan for 2017-2020

This action plan contributes to Aim 3 of the Health and Wellbeing Strategy



Tier 1	Whole Population
Tier 2	Targeted approach
Tier 3	Wider support for people with mental health problems

RAG rating

GREEN	Complete
AMBER	On track
RED	Not likely to be completed on time/issues or concerns
BLUE	Not yet started

Tier 1: Whole population								
Better Mental Health for All Commitment	Action/s	Lead/s	Resources	Timescale	Outputs	Outcomes	Progress to date	RAG
1. To increase mental health awareness (mental health literacy) amongst the population by taking the Five Ways to Wellbeing and adopting it for Rotherham.	To write a business case to develop and launch a social marketing campaign (Feel Good Rotherham) which is about people feeling good for example, 'Get Active- Feel Good', 'Connect- Feel Good'. This campaign will use the Five Ways to Wellbeing messages in a format that Rotherham people can identify with (Get Active, Connect, Give, Take Notice and Keep Learning). Representative groups of the population will market test the initial concept and design for the campaign.	Ruth Fletcher-Brown, RMBC, working with Champions and Communication Leads from H&WbB Partners.	Partner organisations to contribute to the business case, design and roll out of "Feel Good Rotherham"	01/11/2017.	Campaign developed, market tested and launched.	It will contribute towards: PHOF 2.23 Self-reported wellbeing		
	Each H&WbB partner to take one of the Five Ways to Wellbeing themes and lead a promotional campaign on behalf of the partnership: Get Active, Connect, Give, Take Notice and Keep Learning. Partners to work in collaboration with other member organisations of the Health and Wellbeing Board.	Identified champion from each H&WbB Partner.	Partners to lead on; Get Active- RMBC, Give- Voluntary sector, Take Notice- RDaSH, Connect- NHS, Keep Learning to be identified	July to October. Launching work in Nov 2017.	Partners have a theme to lead on. Programme of work agreed. Partners to lead on one campaign in a 12 month period.	as above		
	To produce guidance relating to the campaign which can then be shared with community groups, local businesses and sports clubs encouraging them to use the campaign branding when promoting their activities.	Ruth Fletcher-Brown, RMBC Identified lead from each H&WbB Partner promoting to community groups, sports clubs and sporting governing bodies.		01/11/2017.	Guidance produced and shared with communities, businesses and sports clubs.	as above		
2. To promote opportunities in Rotherham for people to participate in, which will help them feel better, improve their mental wellbeing and increase their emotional resilience.	To conduct a mapping exercise to scope current mental health promotional activity at a universal, targeted and wider support level.	Ruth Fletcher-Brown, RMBC, working with champion leads from H&WbB Partners.	Non expected.	01/07/2017.	Mapping complete.	as above		Green
	To use the mapping exercise to look for gaps in promoting mental wellbeing at a universal level.	Ruth Fletcher-Brown, RMBC, working with champion leads from H&WbB Partners.	Non expected.		Gaps identified and actions to address these agreed.	as above		
	To produce a checklist for projects in order for them to maximise the reach in supporting/promoting positive mental wellbeing. (Mental health in all projects).	Ruth Fletcher-Brown, RMBC working with Champions from H&WbB Partners.	Non expected.			as above		
	Social isolation and loneliness is an identified area of need with social prescribing initiatives. As such the further development and promotion of Rotherham Gismo as the web resource is necessary to work alongside the Five Ways to Wellbeing messages, as a tool for practitioners to promote to patients/customers and clients. To promote to the people living and working in Rotherham.	Ruth Fletcher-Brown, RMBC working with Champions from H&WbB Partners & Kate Green, RMBC (Isolation and Loneliness)	To identify.			as above		
3. To provide Mental Health First Aid Training for people living in Rotherham.	6 Youth Mental Health First Aid courses offered to parents/carers.	Trish Sharp, Rotherham Adult Community Learning with support from Partners of the H&WbB to promote the courses and recruit to the training.	£1500 per course, plus venue and refreshment costs. Costs met by Adult Learning Fund but minimal contribution from participants.	Aug 2017 -July 2018.	6 courses (96 people) delivered and evaluations collated.	as above		
	6 Adult Mental Health First Aid courses offered to the general public.		£1500 per course, plus venue and refreshment costs. Costs met by Adult Learning Fund but minimal contribution from participants.		6 courses (96 people) delivered and evaluations collated.	as above		
	To explore opportunities to increase Mental Health First Aid Instructor capacity.	Ruth Fletcher-Brown, RMBC working with Champions from H&WbB Partners	To identify	Mar-18		as above		

Tier 2: Targeted Approach

Better Mental Health for All Commitment	Action/s	Lead/s	Resources	Timescale	Outputs	Outcomes	Progress to date	RAG
1. To improve the mental health of the working population of Rotherham	To lead by example: all Health and Wellbeing Board Partners signed up to the Public Health England (PHE) Workplace Wellbeing Charter and can evidence actions to; (i) tackle the causes of work-related mental health problems, (ii) promote good mental wellbeing for all staff, and (iii) support staff currently experiencing mental health problems.	Public Health to lead.All partners to get involved.	PH Staff time and leads with workplace champions within organisations.	01/01/2018.	All H&WbB Partners signed up to the Charter.	It will contribute towards: PHOF 2.23 Self-reported wellbeing and Depression recorded prevalence (QOF): % of practice register aged 18+		
	To continue to promote the PHE Workplace Wellbeing increasing the number of workplaces signing up to the charter.	All	PH Staff time	In 2018 25 companies/ organisations will have been accredited through the Workplace Wellbeing Charter.	In 2018 25 companies/ organisations will have been accredited through the Workplace Wellbeing Charter.	as above		
	H&WbB Partners to ensure that as part of the procuremnt process organisations are working towards the PHE Workplace Wellbeing Charter.	All Partners. Jacqui Wiltschinsky, Phil Spencer and Colin Ellis, Public Health to provide updates working with partner leads.	Met by Partner organisations.	Sept 2018.	Evidence from H&WbB Partners that this is a requirement in procurement process.	as above		
2. Take action to reduce loneliness and isolation.	Implement Making Every Contact Count (MECC) for loneliness and social isolation. Developing new training package and have in place pathways for referral. To include a timeframe for when all existing staff have updated their training.	Giles Ratcliffe, Public Health and 5 Partners: TRFT, RMBC, RDaSH, Fire Service, SYP	PH staff time	100% of existing staff trained 2018/19		It will contribute towards: PHOF 2.23 Self-reported wellbeing and Depression recorded prevalence (QOF): % of practice register aged 18+		
3. To launch a mental health awareness campaign for young people, STILL. (Stop, Think, take Interest, Listen and Live)	To launch the young people's mental health campaign, STILL	Ruth Fletcher-Brown, RMBC, working with schools, colleges, C&YP services, voluntary scetor and RDaSH CAMHS.	costs to be met by organisations.	Launch July 2017.	Campaign launched.	It will contribute towards: PHOF 2.23 Self-reported wellbeing. Other outcomes measures to be explored.		
	Marketing and communications programme delivered throughout the year to maintain profile of the STILL campaign	Ruth Fletcher-Brown, RMBC, working with schools, colleges, C&YP services, voluntary scetor and RDaSH CAMHS.	Costs for any additional resources to be met by organisations.	01/07/2018.	Evidence of events using the campaign. Young people, partents/carers and practitioners aware of campaign .	It will contribute towards: PHOF 2.23 Self-reported wellbeing. Other outcomes measures to be explored.		

Tier 3: Wider support for people with mental health problems

Better Mental Health for All Commitment	Action/s	Lead/s	Resources	Timescale	Outputs	Outcomes	Progress to date	RAG
1. To take action to reduce mental health stigma and discrimination with Rotherham workplaces	All partners of the H&WbB to sign up to Time to Change Employer Pledge; https://www.time-to-change.org.uk/get-involved/tackle-stigma-workplace/get-your-workplace-involved . Evidence of anti stigma activity in each organisation.	Champions within each H&WbB Partner organisation.	Met within each organisation.	By Dec 2017.	H&WbB partners all signed up to Time to Change. Evidence of anti stigma activity.	It will contribute to the PHOF 1.08iii - Gap in the employment rate for those in contact with secondary mental health services and the overall employment rate (Persons) & PHOF 2.23 Self-reported wellbeing.		
	As part of the PHE Workplace Wellbeing Charter organisations signing up to Time to Change Employer Pledge: https://www.time-to-change.org.uk/get-involved/tackle-stigma-workplace/get-your-workplace-involved .	Workplace Wellbeing Leads in organisations.	Met within each organisation.	Monitored Quarterly.	In 2018 25 companies/ organisations will have been accredited through the Workplace Wellbeing Charter.	As above		
2. To tackle mental health stigma and discrimination across the borough	6 Adult Mental Health First Aid training courses running in 2017/2018 for the general public.	Trish Sharp, Rotherham Adult Community Learning with support from Partners of the H&WbB to promote the courses and recruit to the training.	£1500 per course, plus venue and refreshment costs. Costs met by Adult Learning Fund but minimal contribution from participants.	Aug 2017 -July 2018.	96 people trained in Adult Mental Health First Aid.			
	6 Youth Mental Health First Aid courses running for parents/carers in 2017/2018.	Trish Sharp, Rotherham Adult Community Learning with support from Partners of the H&WbB to promote the courses and recruit to the training.	£1500 per course, plus venue and refreshment costs. Costs met by Adult Learning Fund but minimal contribution from participants.	Aug 2017 -July 2018.	96 people trained in Adult Mental Health First Aid.	It will contribute towards: PHOF 2.23 Self-reported wellbeing		
3. social prescribing scheme	To explore the opportunity of developing a stepped social prescribing model which supports universal, targeted and specialist needs providing options for diversion, crisis and discharge.	Kate Tufnell, RCGG Janet Wheatley, VAR Dianne Graham, RDaSH Jo Painter, RDaSH.	To be confirmed.	Proposals July 2017 Begin pilot September 2017.	Link into social prescribing project especially for identified social isolation and loneliness.	It will contribute towards: PHOF 4.09i - Excess under 75 mortality rate in adults with serious mental illness and PHOF 2.23 Self-reported wellbeing		