

**1 September 2021****Agenda Item: 9****REPORT OF THE CHAIR OF THE HEALTH AND WELLBEING BOARD****AN APPROACH TO PUBLIC MENTAL HEALTH PROMOTION TO IMPROVE  
AND MAINTAIN MENTAL WELLBEING IN NOTTINGHAMSHIRE****Purpose of the Report**

1. This report seeks to confirm actions for the Health and Wellbeing Board to take on mental health promotion to improve and maintain mental wellbeing, reduce the incidence of poor mental health across all ages in Nottinghamshire, and ensure all people are supported to achieve good mental health throughout their lives.

**Information****Background**

2. The Health and Wellbeing Board is well positioned as a partnership in leading change for better mental health and wellbeing in Nottinghamshire. It is estimated that 1 in 4 people will experience poor mental health at any one time, costing the English economy around £105 billion every year<sup>1</sup>, and is responsible for the largest burden of disease in England (23% of total burden, compared to 16% for cancer and 16% for heart disease).<sup>2</sup>
3. At a previous workshop in 2019, the Board and partners considered the impact of good mental health and mental health resilience on people of all ages in Nottinghamshire, and what could be achieved to support the promotion of mental health through the partnership.
4. In March 2019, the Board approved the following practical local actions to demonstrate leadership and a commitment in the prevention of mental illness and the promotion good mental health. These actions included:
  - a. Signing up to [The Prevention Concordat for Better Mental Health](#) to increase the focus on the prevention of poor mental health and the promotion of good mental health at a local level.
  - b. Signing up to the [Time to Change](#) campaign to support ending stigma and discrimination around mental health (to note: The campaign ended in March 2021).
5. Since 2019, Nottinghamshire County Council, Gedling Borough Council, and Rushcliffe Borough Council have become signatories of the Prevention Concordat, with indication from Ashfield District Council that they also intend to sign up to the Prevention Concordat. Broxtowe

<sup>1</sup> MHFA England, Mental Health Statistics, Available at: [Mental health statistics - MHFA England](#)

<sup>2</sup> JCPMH, 2016. *Ten Key Messages for Commissioners. Public Health Services*. Available at: <https://www.jcpmh.info/wp-content/uploads/10keymsgs-publicmentalhealth.pdf>

Borough Council is in the process of becoming a signatory and has applied to Public Health England in July 2021, with Newark and Sherwood District Council also undergoing work on the Prevention Concordat.

6. Since 2019, numerous local health and wellbeing strategies and initiatives have been developed by partners that include a focus on mental health promotion. Those plans that contain a strategic focus on mental health promotion include, but are not limited to;
  - [Nottingham and Nottinghamshire ICS Mental Health and Social Care Strategy \(2019-2024\)](#)
  - Nottingham and Nottinghamshire ICS Depression and Anxiety Clinical and Community Services Strategy (2021)
  - [Nottingham and Nottinghamshire ICS COVID Mental Wellbeing Rapid Assessment \(2020\)](#)
  - [Nottingham and Nottinghamshire Suicide Prevention Strategy and Action Plan \(2019-2023\)](#)
  - [Local Transformation Plan for Children and Young People Emotional and Mental Health \(2016-2021\)](#)
  - [Broxtowe Borough Council Mental Health Action Plan 2021 – 2024](#).
7. A scoping exercise was undertaken on local strategies and plans and found a strong common objective to shift the focus from reactive treatment models to upstream prevention emerged, supporting the focus on mental health promotion. Key objectives that emerged included:
  - Ensuring residents and communities have access to self-care advice and information to support good mental wellbeing and resilience.
  - Addressing the wider determinants of good mental health and wellbeing, including financial vulnerability, un-employment and loneliness and isolation.
  - Ensuring that individuals who need more support know where and how to get help.
  - Embedding Make Every Contact Count (MECC) across the workforce and supporting with training to ensure the workforce are competent and confident to discuss mental wellbeing, identify poor mental health and wellbeing, and signpost into appropriate services.
  - Addressing inequalities in mental health with a particular focus on vulnerable communities, for example BAME communities, asylum seekers and LGBTQ+ communities.
  - Addressing inequalities in life expectancy and healthy life expectancy between people with poor mental health and the general population.
  - Reducing the stigma around poor mental health.
  - Ensuring parity of esteem between mental and physical health.
  - Working with business and industry to improve the mental wellbeing of workforces across Nottinghamshire.
  - Supporting the recovery from Covid-19 pandemic and help residents of all ages to achieve good mental health throughout their lives.
8. These objectives continue to underpin Nottinghamshire County Council's approach to mental health promotion, and form the underlying principles to further action on mental health promotion proposed to the Health and Wellbeing Board within this report.

## **Impacts of Covid-19 on Mental Health and Communities in Nottinghamshire**

9. The Covid-19 pandemic has had a huge impact on the health, wellbeing and vulnerability of our residents and has, and will continue to, exacerbate the prevalence of poor mental health within communities. According to the [COVID-19: mental health and wellbeing surveillance](#)

[report](#) published by national government, evidence suggests that self-reported mental health and wellbeing worsened during the first national lockdown of the Covid-19 pandemic, with psychological distress, anxiety and depressive symptoms appearing to peak in April 2020, and then again between October 2020 and January 2021.<sup>3</sup>

## Health and Wellbeing Workshop on Mental Health (July 2021)

10. Given the pressures and stress experienced by our local communities in the last 18 months, the Board met in July 2021 to better understand the impact the Covid-19 pandemic has had on mental health, and to re-establish a set of actions to improve and promote good mental health in Nottinghamshire. A summary of the workshop is included in **Appendix 1**, with the identified impacts, both positive and negative, on people's mental health during the pandemic outlined in the table below.

Positive Impacts	Negative Impacts
Strength of community activities and development of volunteer hubs and mutual aid groups.	Increase in mental ill health, loneliness and isolation (particularly for people living alone).
Benefit of volunteering for individual's mental wellbeing.	Loss of routine or direction, and feeling of lack of control or agency for individuals.
Extension of neighbour and community networks.	Bereavement and loss, as well as people experiencing post-traumatic stress.
Recognition and appreciation of the benefits of nature and time outdoors.	Exacerbation of digital exclusion, and the unequal impact this has had on communities.
Change in the stigma associated with mental health and expression of feelings.	Increase in health inequalities and need to access to support services.
A catalyst for a focus on staff wellbeing, more flexible ways of working and health/self-care in general.	Negative impact on those living in care homes and their residents, and those living alone.
The light shone on food poverty by the pandemic, and work undertaken to address this need.	Financial impact (e.g. increasing need for food banks) and increase in un-employment.
The hard work and dedication of the social prescribing link workers.	Work-related stress, blurring of working hours, 'make do' work environments and health related implications.
The successes of the Local vaccination programme.	The national response has been confusing and impacted on local delivery. Changes to transport arrangements have affected more marginalised communities.

11. On reflection on the impacts of Covid-19, attendees at the workshop discussed actions to be considered as part of the Board's approach to mental health promotion in Nottinghamshire.
12. Based on these discussions, actions for recommendation have been themed into 3 areas: **Communities, Children and Young People, and workforce and leadership.**

<sup>3</sup> 29.5% of adults in April 2020 reported clinically significant levels of distress, as a result of initial lockdown and pandemic this has now returned to pre pandemic levels.

<b>Communities</b>	1. Undertake training on Community Organising Approach, and encourage community organising approaches to engage people in community initiatives that contribute to reducing isolation and improving mental wellbeing.
	2. Support a consistent approach to mental health promotion messages and communication campaigns, including sign posting to support and services available for local communities.
<b>Workforce &amp; Leadership</b>	3. Increase workforce knowledge in skills in mental health promotion and mental illness prevention demonstrating a year on year increase in the number of staff who are Mental Health First Aid trained (or equivalent accreditation).
	4. Undertake training to improve understanding and confidence in mental health and suicide prevention awareness in contacts with citizens, including attending the free suicide prevention training for Members in Autumn 2021 (commissioned by NCC from Harmless).
	5. Sign up to the Prevention Concordat demonstrating leadership for a prevention-focused and whole system approach to Mental Health, and work in partnership to improve the public's mental health and ensure a valuable contribution to achieving a fairer and more equitable society.
	6. Adopt the principles of Time to Change to support stigma and discrimination reduction activities that focus on sustained behaviour change.
	7. Identify a mental health champion in each organisation.
	8. Encourage and participate in Place based approaches and staff exchange (PCNs, District/Borough Community partners) and working with Nottingham and Nottinghamshire integrated Care System on addressing inequalities in mental health.
<b>Children &amp; Young People</b>	9. To monitor and support the delivery of the recommendations outlined in the Joint Strategic Need Chapter on <a href="#">Emotional and Mental Health of Children and Young People (2021)</a> :
	<ul style="list-style-type: none"> <li>a) Commissioning should be planned as integrated multi-agency services, ensuring that services meet the needs of the 0-25 age group.</li> <li>b) Expand universal and selective parent education and training programmes to support preventative work around mental health and wellbeing.</li> <li>c) Ensure that mental health and emotional wellbeing are considered in all policies relating to both staff, service users and pupils.</li> <li>d) Embed a whole family approach to tackling children and young people's mental health needs, including qualitative work with parents.</li> <li>e) Community assets need to be mobilised in order to generate multigenerational networks of interpersonal support, capitalising on initiatives such as lifestyle interventions, volunteering and social prescribing.</li> <li>f) Undertake further work to understand the impact of Covid-19 on children and young people's mental health and identify appropriate steps to address these.</li> </ul>

13. It is proposed that members of the Health and Wellbeing Board prioritise 4 actions for 2021/2022, with progress monitored every 6 months with a 'check in' report provided to the Health and Wellbeing Board via the Chairs' Report.

## Priorities for 2021/2022

14. **Action 1: Support a consistent approach to mental health promotion messages and communication campaigns, including suicide prevention and awareness, reducing stigma and sign posting to support and services available for communities in Nottinghamshire.**
15. Nottinghamshire County Council Public Health will work with partners across Nottingham and Nottinghamshire ICS and Bassetlaw to develop evidence based communication campaigns and resources that will:
  - Promote actions everyone can take to look after their mental health and wellbeing and increase resilience.
  - Promote positive messages of hope to raise awareness of suicide and promote and support help-seeking for those experiencing suicidal thoughts.
  - Reduce stigma in relation to mental health and suicide.
  - Support people and communities to know where, how and when to get help through sign-posting to services and support.
  - Make best use of digital resources.
  - Consider inequalities in relation to mental health and suicide and deliver a targeted approach to communications.
16. Members will be provided with these communication resources as they are developed and board members are recommended to share these resources within their organisations and communications teams, and as part of a reciprocal arrangement, share any additional resources for circulation with partners. It is recognised that partners have consistently and continually supported and promoted local and national mental health promotion campaigns.
17. As part of the delivery of this action, the Nottingham and Nottinghamshire Suicide Prevention Strategic Steering Group (SPSSG) will provide updated suicide awareness and prevention resources for circulation with the Board to ensure a consistent and up to date approach. This group has oversight of the new Suicide Prevention Stakeholder Network, to be established in the Autumn, which amongst a variety of responsibilities, is tasked with promoting suicide and mental health prevention campaigns and dissemination of communications within own and partner organisations, and to the public as appropriate.
18. The network is being established in recognition that everyone has a role to play in suicide prevention. The Suicide Prevention Stakeholder Network will report into the SPSSG and membership includes;
  - Nottingham City and Nottinghamshire County Council Communications leads
  - Nottinghamshire County Council – Adult Social Care & Health
  - Nottingham City Council – Adult Support & Health
  - Nottinghamshire County Council – Children, Family and Cultural Services
  - Nottingham City Council – Children and Family services
  - Nottinghamshire Healthcare Foundation Trust – Adult and Young People Directorate
  - Nottingham Universities
  - Nottinghamshire Healthcare NHS foundation Trust
  - Nottingham University Hospitals NHS Foundation Trust (NUH)
  - Sherwood Forest Hospitals NHS Foundation Trust (SFH)

- Community and Voluntary Sector / not for profit organisations
  - Nottinghamshire Police
  - Nottinghamshire Fire and Rescue Service
  - Network Rail
  - HMP Nottingham. Lowdham, Ranby, Whatton
  - District Council – Community Safety Partners
  - Department of Work and Pensions (DWP)
  - Community & Voluntary Sector perspective (e.g. Samaritans)
  - Carer/Family perspective (e.g. Survivors of Bereavement by Suicide – SOBS)
  - Public Health Commissioned services
  - HMP Nottingham, Lowdham, Ranby, Whatton
  - District Council HWB Leads
  - District Council – Community Safety Partners
  - Further Education Colleges
  - Education Psychology Leads
19. A more detailed report on the work and progress of the Suicide Prevention Strategic Steering Group will be provided to the Board in the Autumn, to further outline the wider approach to suicide prevention in Nottinghamshire.
20. **Action 2: Commit to further improving the knowledge, competencies and skills of the workforce in relation to mental health promotion and suicide prevention.**
21. It is recommended that Board Members seek to increase the proportion of their workforce that are trained in mental health awareness (for example Mental Health First Aid or an equivalent) and suicide awareness and prevention.
22. Nottinghamshire County Council will be working with local partners to commission a provider to undertake a mental health and suicide awareness training needs assessment across the system. It is recommended that Board Members support their organisation to engage with the training needs assessment. Recommendations from the training needs assessment will be shared with Board Members to support improvements in training across their organisations.
23. Some mental health and suicide awareness training will be commissioned to address gaps in training across the system where this cannot reasonably be provided by organisations. Information on training will be shared with Board Members who may wish to promote uptake of training where appropriate.
24. It is recommended that Board Members identify a named mental health champion within their organisation. It would be beneficial if Board Members are able to share the name and contact details of mental health champions with Nottinghamshire County Council Public Health to create a network of mental health champions and enable useful resources and information relation to mental health promotion and suicide awareness to be shared across organisations.
25. It is recommended that Board Members review the support available to staff within their own organisations who may be experiencing poor mental health. Nottinghamshire County Council Public Health will be able to share resources and guidance to support workforce mental health with Board Members and nominated mental health champions in the coming months.

**26. Action 3: Sign up to the Prevention Concordat and further develop a place based approach to mental health promotion.**

27. As stated above, a number of board member organisations have already signed up to the Prevention Concordat and the eligibility is extended to include Health and Wellbeing Boards and Integrated Care Systems and other statutory health partnerships. It is proposed that the remaining members consider signing up to the prevention concordat, as part of the Board's renewed approach to mental health promotion.

28. This commitment does require a 12 month prevention and promotion action plan and signing the consensus statement. The public health team are available to support members' in submitting their applications if required and to help ensure place based plans are aligned, where appropriate, with Nottinghamshire County Council and Nottingham and Nottinghamshire ICS priorities.

29. Alongside this consideration for member organisations to re-commit to signing up to the Prevention Concordat, it is proposed that the Nottinghamshire Health and Wellbeing Board considers signing up to the Prevention Concordat as part of the refresh of the Joint Health and Wellbeing Strategy, and that this is included in proposals for possible priorities for the new strategy.

30. Nottinghamshire County Council Public Health will explore options with District Councils to share learning and good practice to support improvements in mental health promotion across the County.

31. Nottinghamshire County Council Public Health will work with [Community Friendly Nottinghamshire](#) and the Place Department to support the promotion of a Community Organising Approach in relation to supporting good mental health across communities. It is recommended that Board Members consider how this can be supported within their organisations and communities.

**32. Action 4: Endorse mental health as a key priority for the Joint Health and Wellbeing Strategy.**

33. Mental health is one of the 14 priorities listed within the Healthy and Sustainable Places ambition of the Joint Health and Wellbeing Strategy 2018-22, and this report proposes it should be a key focus for the refresh of the Joint Health and Wellbeing Strategy for 2022 – 2026.

34. It is recommended that the Health and Wellbeing Board adopt a vision which will contribute to achieving the above actions:

*“To make Nottinghamshire a County where everyone is supported to achieve good mental health throughout their lives, with delivery focused on the most vulnerable via a place based approach to mental health promotion.”*

**Conclusion**

35. The workshop in July re-emphasised how partners and members of the Board recognised the benefit of supporting people to develop resilience to avoid mental illness, to improve health and wellbeing in Nottinghamshire, and reduce the need for mental health services. Prevention of



poor mental health and promotion of better mental health and wellbeing will be a key part of Nottinghamshire's recovery from the Covid-19 pandemic.

36. In recognition of the complex mix of environmental, social and financial factors that influence people's mental health, addressing this need using a joined up and place based approach is the best way that collective partners can strengthen communities, encourage co-production between services (including staff exchanges), and deliver the Board's aim to ensure all people are supported to achieve good mental health throughout their lives.

### **Reason/s for Recommendation/s**

37. The recommendation aims to support continued partnership working and its statutory duty to promote integrated working to improve health and care services, and improve the health and wellbeing of residents in Nottinghamshire.

### **Statutory and Policy Implications**

38. This report has been compiled after consideration of implications in respect of crime and disorder, data protection and information governance, finance, human resources, human rights, the NHS Constitution (public health services), the public-sector equality duty, safeguarding of children and adults at risk, service users, smarter working, sustainability and the environment and where such implications are material they are described below. Appropriate consultation has been undertaken and advice sought on these issues as required.

### **Financial Implications**

39. There are no financial implications arising from this report.

### **RECOMMENDATION(S)**

Members of the Health and Wellbeing Board are asked-

- 1) To consider and undertake the actions proposed within this report on mental health promotion, aiming to reduce the incidence of mental health problems across all ages in Nottinghamshire. Proposed actions include;
  - a. Supporting a consistent approach to mental health promotion messages and communication campaigns, including suicide prevention and awareness, reducing stigma and sign posting to support and services available for communities in Nottinghamshire.
  - b. Committing to further improving the knowledge, competencies and skills of the workforce in relation to mental health promotion and suicide prevention.
  - c. Signing up to the Prevention Concordat and further develop a place based approach to mental health promotion.
  - d. Endorsing mental health as a key priority for the next Joint Health and Wellbeing Strategy.



- 2) To provide updates on progress on this agenda every 6 months within the Chair's Report, and to receive a report on the work undertaken by the Suicide Prevention Steering Group in the autumn.

**Cllr John Doddy**

**Chair of the Nottinghamshire Health and Wellbeing Board**

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**Constitutional Comments (AK 18/08/2021)**

40. This report falls within the remit of the Health and Wellbeing Board under its terms of reference.

**Financial Comments (DG 18/08/2021)**

41. There are no direct financial implications arising from this report.

**Background Papers and Published Documents**

Except for previously published documents, which will be available elsewhere, the documents listed here will be available for inspection in accordance with Section 100D of the Local Government Act 1972.

[Health and Wellbeing Board Actions in Developing Public Mental Health Prevention Approaches in Nottinghamshire](#)

Report to Nottinghamshire Health and Wellbeing Board (March 2019)

[Chairs Report](#)

Report to Nottinghamshire Health and Wellbeing Board (March 2021)

**Electoral Division(s) and Member(s) Affected**

- All