

Wales Mental Health in Primary Care
Bursary Application

CATEGORY FOR WHICH BURSARY IS SOUGHT: 5
IS THE ORGANISATION SUBJECT TO THE STANDARDS OF THE
NATIONAL SERVICE FRAMEWORK FOR MENTAL HEALTH IN
WALES? YES
DOES THE APPROPRIATE MANAGER WITHIN THE ORGANISATION
APPROVE THIS APPLICATION? YES

Recognition

One of the greatest barriers to social inclusion for people with mental health problems is discrimination and oppression. The respondents to the Social Inclusion Unit's consultation in 2003 said that prejudice and lack of understanding make it difficult for people to work, access health services, participate in their communities and enjoy family life. 83% identified stigma as a key issue and 55% identified it as a barrier to employment.

The revised National Service Framework for Adult Mental Health Services in Wales included social inclusion as one of its key themes. There are also a number of policies under development that are directly related to the promotion of mental health and wellbeing and stigma reduction, including

- Our Healthy Future: A Public Health Strategic Framework to 2012
- The Mental Health Promotion Action Plan for Wales
- Talk to Me: the suicide and self-harm prevention Action plan for Wales

The Conwy & Denbighshire Information Group is a multi-agency and multi-disciplinary team that has seen success in its innovative approach to information management around mental health. The Conwy & Denbighshire information website and CD Rom offers information on common mental health problems as well as informing service users, carers and professionals how to contact local organisations that can help. The project received a special award at the Welsh in HealthCare Awards, where the fully bi-lingual (written and spoken) material was commended. The group has also developed crisis cards for Service Users and posters and leaflets, 'Help yourself to Mental Health' to be displayed in GP surgeries. Following on from these successes, the group is keen to tackle stigma, having supported people suffering from mental health problems yet seen the barriers mental health service users face in either staying in employment or returning to paid work after serious illness. Partners in the Information Group are: Unllais, Vale of Clwyd Mind, Conwy & Denbighshire Adult Mental Health & Social Care Partnership, North Wales NHS Trust (Central Area).

PROJECT TITLE: RECOGNITION

A 12-month project to develop and launch a workplace toolkit, promoting a positive attitude towards mental health in the media and employing organisations.

Recognition has two main themes:

1 Media Watch and advice

Local Mind Associations across North Wales will provide a local press cutting service to better inform editors of the impact of negative journalism concerning mental illness. We are seeking permission of Shift (Department of Health anti-stigma campaign) to use their letter to journalists (guidance notes on how best to cover mental health).

2 A campaign to raise awareness of mental health and well-being in the workplace, piloted in local organisations.

A fully bi-lingual toolkit, website and associated publicity materials will be developed, providing information to employers and employees on mental health and wellbeing and associated good employment practice. The toolkit will be launched at a press conference, pilot sites will be identified and activities promoted through the period through local publicity campaigns.

Evaluating the Impact of the Website

The website will be evaluated using the following criteria:

- Is the information credible and accessible to employers and employees?
- Is it easy to navigate? Are there clear directions? Is the design user friendly?
- Will users return to this site? Will users recommend it to others?
- How resourceful is it? Is the information organized in a manner that is useful to employers and employees?

Evaluation will be carried out through:

- Online forms - requesting anonymous information on accessibility, targeting, design etc.
- Monitoring of website hits and search words used by users to find the site
- Email and phone contact with employers and employees who identify themselves as website users

Linkage with Primary Care

The primary mental health service in Conwy & Denbighshire NHS Trust was established in 2002. Since its development the team, who are attached to GP surgeries, have been striving to bring mental health and wellbeing into the primary care domain. One of the key ways we have been doing this has been through the sharing of information. Information about mental health, and about the various treatment options available to the people in our locality. This information is shared with our allied professionals e.g. GP's, Health Visitors, District nurses, and also directly with the general public by providing resources within GP surgeries. The Information Task group has been key in helping us provide these valuable resources. This bid extends this work to the media and to the workplace.

Sustainability of Costs

The information group has access to a variety of funding streams, due to its membership from both voluntary and statutory sector organisations. Evaluation of the project will be used to measure the success of the website and associated activity which will in turn be used to attract further funding to sustain and develop the project. In addition, contacts with local businesses and economic development agencies will create further opportunities for sponsorship and partnership working beyond the traditional sources of funding for this type of project.

Strategy for engagement with users and other relevant organisations/websites

The multi-agency element of the Information Group supports engagement with existing service users, carers and health and social care organisations. All projects undertaken by the group have full service user involvement, due to service user membership of the group, and the group makes use of excellent local structures which support effective service user and carer engagement. Membership of existing networks, such as the All Wales Mental Health Promotion Network, will be exploited to develop new contacts and for benchmarking activities. The project will act as a catalyst to reach out to new audiences, through making contacts with the business community, thus breaking down traditional barriers between mental and physical health.

Outcomes

With a more positive approach to mental health in the workplace and in the media, people suffering from mental health problems will experience less stigma associated with them; wellbeing will be promoted with support for people to maximise their mental health

DRAFT BUDGET:

Web Site Design
Web Site Costs (1st Year)
Literature Design & Print
Tool Kit Development
Translation costs
CD Rom production

Funding: while the Information Group currently has some money available to support the development of this project, if the full amount is not available from WaMHinPC, it may be necessary to review the scope of the project.