

Report for: Adults and Health Scrutiny Panel, 3rd March 2022

Title: Great Mental Health Programme Update

Report authorised by: Dr Will Maimaris, Interim Director of Public Health

Lead Officer: Dr Chantelle Fatania, Consultant in Public Health
Chantelle.fatania@haringey.gov.uk

Ward(s) affected: All

Report for Key / Non Key Decision: Non Key Decision

1. Describe the issue under consideration

- 1.1 Haringey's Great Mental Health Programme is an ambitious and innovative wellbeing programme. It is designed to reduce widening mental health inequalities by targeting at-risk and vulnerable groups and minority ethnic communities. It comprises of seven different programmes of activity including face-to-face and digital support for residents of all ages. Activities include parenting support, befriending groups, outreach work, community-based wellbeing and social activities and tailored support for vulnerable residents. Some of the activities are focussed in the central and east parts of Haringey where risk factors for poor mental health are greatest.
- 1.2 The overarching programme is being delivered by several local partner organisations. The funding for the one-year programme was secured from the Better Mental Health Fund. This is part of the government's Mental Health Recovery Action Plan 2021/22 and levelling up agenda. The funding provided sought to ensure the mental health impacts of COVID-19 were rapidly addressed, services were able to respond quickly and pressures on the NHS were reduced. Funding for the programme was received in June 2021 and Haringey launched its Great Mental Health Programme on 10th October 2021, to symbolically coincide with World Mental Health Day.
- 1.3 The programme supports residents with their mental health and wellbeing, enabling those who need additional support to access appropriate services in a timely manner with a focus on prevention and earlier intervention. The programme empowers individuals to achieve their version of great mental health recognising that residents are unique and different support is needed for individuals. For those individuals who wish to build new social connections or try activities, there are a number of opportunities to do this as part of this programme. Building on existing community assets, services and partnerships is core to the ongoing success of this programme.
- 1.4 This paper provides an update on key successes to date including the creation of a local Great Mental Health Day, which then became a London wide initiative.

1.5 On 28th January 2022, Haringey held its inaugural Great Mental Health Day. Key successes of the campaign include the following:

- More than 18 events were held across Haringey in the lead up to and on the 28th January 2022. A wide range of activities were available for people of all ages. These included face-to-face and online activities.
- Over 337 Haringey residents interacted with the physical and virtual Great Mental Health Day activities.
- Haringey councillors undertook Thrive London Mental Health training in lead up to campaign and the campaign was strongly supported by Haringey's Mayor and the Cabinet Member for Health, Social Care and Wellbeing.
- Good Thinking launched sleep resources and there was wider promotion of our digital package of wellbeing support, which includes Kooth and NHS Go.
- A successful communications campaign was developed. A YouTube video was produced where Haringey residents of different ages shared how they achieve good mental health.
- The campaign resulted in more residents accessing the Great Mental Health [Resource Hub](#) which offers information about how to access wellbeing and mental health services.
- There has been extremely positive feedback about the campaign from senior leads, organisers of activities and residents. It was described as being much needed, helpful, fun and timely. Many residents stated that it really was a great way to start the year and requested it to be held annually.
- The campaign visibly demonstrated to residents that Haringey Council and partners across Haringey are committed to supporting Haringey to be a mentally healthy borough.

1.6 Originating in Haringey, the initiative spread and became a London wide day supported by the Mayor of London, London councils, NHS and other London boroughs.

- The Great Mental Health Day saw organisations and individuals across Haringey come together to host a range of activities designed to boost mood and improve resilience, as well as providing an opportunity to connect with neighbours and friends. With exciting activities designed for a range of age groups, there was something for everyone to get involved in.
- Haringey's programme of activities were promoted locally through [Haringey's GMHD Webpages](#) and centrally through Thrive's [campaign page](#). Webpage views on Haringey's site doubled to 2,280 in the lead up to and immediately after the Great Mental Health Day, a trend which was replicated on Thrive LDN's site. GMHD proved the second highest ever single day of traffic to the Thrive LDN website where encouragingly, 82% of traffic was from new visitors to the website (9,833 views 21st December 2021 - 16th February 2022).

2. Background information

2.1 Mental Health in Haringey remains a priority due to projections of Common Mental Health disorders are forecast to increase by 10.5% over the next 14 years, not accounting for the impact of COVID-19 which has which disproportionately affected certain groups within our community.

2.2 This pandemic has brought health inequalities into sharp focus, particularly amongst the BAME community, and there is a call to create 'resilient, engaged and cohesive communities capable of withstanding and thriving despite the upcoming challenges.

2.3 Haringey's Health and Wellbeing Strategy focuses on improving the mental health and wellbeing of our residents. Over recent years, there has been a greater emphasis on improving services, tackling stigma and discrimination, and a focus on prevention to improve the overall mental health state of the people living in the borough. We now need to scale up our ambition and work together to transform mental health and wellbeing services locally.

2.4 The Great Mental Health Programme is a cross-partnership response, which seeks to address the causes of poor mental health, promote positive mental health and resilience, tackle stigma and discrimination, offer early help and engage fully with those affected by mental ill-health, their families and communities. It builds on and complements existing wellbeing initiatives.

2.5 This ambitious and innovative programme consists of 7 mental health prevention and promotion programmes of work, co-designed and led by local voluntary and community organisations, empowering residents to achieve their version of good mental health and wellbeing. Face-to-face, telephone and digital support tackles key issues such as bereavement, social isolation and domestic violence. The 12-month project prioritises specific populations in Haringey, focusing largely on the east of the borough where local data indicates mental health needs, deprivation and Black, Asian and Minority Ethnic (BAME) populations are greatest. The 7 programmes are detailed below.

2.6 Community Protect is the largest programme in this suite, run by grassroots organisations to encourage local communities to interact with mental health messages. 7 priority groups are being supported via community events such as coffee mornings and dance classes, and by dissemination of information by local ambassadors and targeted leaflet drops. Translations of materials into community languages promote Haringey's existing mental health services accessibly. The digital inclusion workstream also offers access to digital self-help support such as Kooth, NHS Go and Good Thinking.

The 7 priority groups for targeted work are:

- BAME
- Residents whose first language is not English
- Homeless people and rough sleepers
- Low-income households
- People with autism and learning disabilities
- Older people
- Young people who are NEET

- 2.7 [Mind in Haringey](#) similarly, offers one of the most multifaceted offers of support. Inside this programme, there are 6 projects each which ultimately aim to support the bereaved residents of Haringey. Mind's bereavement programme is a stepped service of support, increasing levels of support are available from Peer Bereavement Support Groups to Grief Workshops and MHFA Training, 1-2-1 telephone support and 10 weeks of free counselling.
- 2.8 [Connected Communities](#) have recruited 5 new community navigators who will provide support in Northumberland Park. They will work with individuals to help them achieve their goals and support individuals to take greater control of their own health. The community navigators act as a link worker using local knowledge and resource directories to match residents with activities and local organisations. An accessible and sustainable Befriending Network is also being established to support socially isolated residents, building connections around common interests such as gardening and reading.
- 2.9 Digital mental health organisation, [Good Thinking](#), has co-created culturally appropriate mental health resources with local faith leaders and Haringey residents. A suite of mental health resources are being developed, translated and evaluated. All London residents will then be able to access the materials and resources via Local Authority websites and through various channels including download and print.
- 2.10 A targeted communications campaign designed to increase reach and equity of local mental health services and resources is the fifth project inside the GMH programme. Mental Health messages are displayed as a digital advert on websites and social media channels. Residents' click through to the relevant page on the Haringey [Resource Hub](#) signposting to existing, local mental health services, resources and further support.
- 2.11 [Nia](#) is Haringey's Domestic Violence provider and through the GMH programme offers a service available to women experiencing mental ill health and 'at risk' of domestic abuse. The caseworker delivers interventions to identify and support victim/survivors offering information and advocacy on a range of issues such as housing, welfare, benefits, legal rights and child protection. Co-produced training is also available for health professionals to increase understanding of domestic violence, equipping attendees with tools to support disclosures of abuse.
- 2.12 The final project in Haringey's Great Mental Health Programme is [ABC Parents](#). ABC parents provides psycho-educational training to equip parents with techniques, tips and confidence in an attempt to reduce A&E attendances in children under 5 years of age. Lifesaving skills, recognition of childhood illnesses, injury prevention and first aid are offered to parents from the borough.

Community ambassadors work to engage key groups in this project such as single parents, father groups, breastfeeding mothers and parents who speak limited English.

2.13 Qualitative and quantitative data from each of these projects are collected, evaluated and submitted to OHID. Haringey Council has also partnered with the National Institute of Health Research (NIHR) who will be assisting with the evaluation, an opportunity that has not been afforded to all OHID grant recipients. This is particularly exciting given NIHR's prominent academic standing.

2.14 A limitation of this programme is that whilst it focusses on maintaining mental wellbeing, prevention and early intervention, it cannot adequately meet the needs of those residents with more serious mental health issues. In addition, some of the wellbeing activities are focussed in the east or central parts of Haringey where needs are greatest. Some of the initiatives would benefit more residents if they could be rolled out in other parts of the Borough.

3. Recommendations

3.1 That the Adults and Health Scrutiny Panel notes progress on the Great Mental Health Programme and the ongoing multiagency working led by Public Health in Haringey.

3.2 That the Panel notes that this is an externally funded programme for only 1 year and a number of the programme activities will cease in August 2022. We are looking at ways to ensure sustainability and legacy of the programme

3.3 That the panel considers how we can sustain and build on the work of the Great Mental Health Programme to embed prevention, early intervention and wellbeing initiatives.

4. Reasons for decision

4.1 N/A

5 Contribution to strategic outcomes

The Borough Plan 2019-2023, NHS Long Term Plan, Haringey's Community Strategy and the Better Care Fund.

6 Statutory Officers comments (Chief Finance Officer (including procurement), Assistant Director of Corporate Governance, Equalities)

6.1 Finance and Procurement

This is an update report for noting and as such there are no direct financial implications associated with this report.

6.2 Legal

This is an update report for noting and as such there are no recommendations for action that have a direct legal implication.

6.3 Equality

The Great Mental Health Programme uses a multi stranded, multi-sectorial approach and will allow inequalities and isolation issues related to protected characteristics to be addressed. The implementation of the programme will have a prevention-based approach to proactively identify high risk and hard-to-reach communities, in particular older people, those living with disabilities and people from BAME communities. A range of activities are occurring across the borough and in areas with high deprivation, health inequality and poor life expectancy.

7 Use of Appendices

N/A

8 Local Government (Access to Information) Act 1985

N/A