

# Communities Committee

Item No.

<b>Report title:</b>	<b>Mental health campaigning</b>
<b>Date of meeting:</b>	<b>7 March 2018</b>
<b>Responsible Chief Officer:</b>	<b>Dr Louise Smith, Director of Public Health</b>
<b>Strategic impact</b> <p>Mental health and mental wellbeing is a public health priority as stated in the Norfolk County Council's Public Health Strategy which demonstrates its commitment to taking a multi-agency approach to achieve the greatest impact. Good mental health is also vitally important to our quality of life and the capacity to cope with life's challenges. It is an important protective factor against physical illness, social inequalities and unhealthy lifestyles.</p> <p>There are a number of national strategies that set out a range of evidence-based approaches to promote mental wellbeing, building resilience, reducing stigma and prevent mental illness that support local authorities, clinical commissioning groups and partners to address these issues locally, these include :</p> <ul style="list-style-type: none"><li>• Five Year Forward View for Mental Health (2016)</li><li>• No Health Without Mental Health (2011)</li><li>• Better Mental Health For All – A public health approach to mental health improvement (2016)</li></ul> <p>Local strategies:</p> <ul style="list-style-type: none"><li>• Sustainability and Transformation Plans</li><li>• Health &amp; Wellbeing Board</li><li>• Norfolk County Council<ul style="list-style-type: none"><li>○ Social Care - People with mental health conditions</li><li>○ Public Health – Norfolk Living Well 2016- 2020: Improving population mental health, wellbeing &amp; resilience</li><li>○ Working with commissioners of NHS Mental Health Services</li><li>○ Supporting Vulnerable People</li></ul></li></ul>	

## Executive summary

As a country, the UK is facing significant problems with mental health and wellbeing. Nationally, prescriptions for anti-depressants have increased year on year for the four years up to 2016.

Locally, Norfolk has one of the highest suicide rates in England. In 2016 we saw 12.5 suicides per 100,000 residents, compared to the England average of 9.9. The prevalence of long term mental health problems in the county is 8.8% vs the national average of 5.2% [GP Patient survey 2015/16].

With all this in mind, it is essential that local authorities consider approaches which focus on prevention, self-care and raising awareness to reduce stigma and tackle issues earlier. Norfolk County Council has worked with a number of partners including Norwich Theatre Royal, Voluntary Community Sector, health/NSFT and the police to deliver a range of events including a number of productions and workshops to help reduce stigma surrounding men's mental wellbeing and to prevent further suicides in Norfolk.

Aims of the mental health campaign and suicide prevention work:

1. To reduce stigma and encourage people to adopt positive attitudes towards their wellbeing including their mental health
2. To raise awareness of mental health issues and the support / tools available to help men tackle it (both for professionals and service users)
3. To encourage men to proactively take up available support for their mental health and wellbeing
4. Deliver a campaign to raise awareness and reduce stigma, and;
5. Develop a web resource to support people in crisis, their family and friends and professionals, have been very well received by partners and public.

**Recommendations:**

1. **Members to note the work that has been undertaken to date.**
2. **Members to endorse the use of engagement with the arts to improve both physical and mental health and wellbeing in future campaigns and projects**

## 1. Proposal

- 1.1. This paper presents a summary of mental health campaign initiatives and activities undertaken throughout 2017/18. The mental health campaign activities focused on two areas; Reducing Stigma and Suicide Prevention.

### 1.2. Reducing Stigma

Talking about mental health or seeking support can be very difficult for people for a number of reasons, families, friends and employers may not understand, what to say or do to help so people may choose to stay silent which may lead to issues escalating.

To start to address this NCC Public Health initiated a Reducing stigma that included promoting wellbeing, 'feeling good, and functioning well'.

### 1.3. Creative Matters – Norwich Theatre Royal

A range of partners from NCC public health, police, the arts, NSFT & health, and the voluntary & community sector worked together to identify the best approach and model to achieve the main aims.

To ensure maximum impact the group developed a programme that included performance, workshops, craft, art and film that would appeal to the widest demographic possible and would facilitate a two-way dialogue between players and the audience. It also provided the opportunity to have a discussion through social media; to raise awareness, support signposting to local services and a media campaign based on local activities and community participation.

Norfolk County Council worked in partnership with Norwich Theatre Royal (NTR) to deliver a month-long programme of productions, workshops and special events to help reduce stigma surrounding men's mental wellbeing underneath NTR's 'Creative Matters' umbrella.

NCC Public Health provided expertise and insight to shape the programme to ensure it targeted those who were most in need and ensured development of a comprehensive communications strategy to promote the events, encourage participation and raise awareness of the local issues surrounding mental health and wellbeing.

NTR was also able to secure the support of nationally acclaimed local comedian Karl Minns who agreed to share his story about his battle with anxiety for the first time on stage.

- 1.4. **Creative Matters Outcome 1:** *To reduce stigma and encourage people to adopt positive attitudes towards their wellbeing including their mental health*

- Six film & theatre performances attended by 564 people
- Five workshops, attended by 232 people
- One drop-in craft event attended by 34 people
- Theatre courses attended by 225 people
- Karl Minns, a prominent member of the region's entertainment community, one-half of the popular Nimmo Twins, performer and comedy-writer for the likes of Have I Got News For You carried out an exclusive performance created specifically for this project. Karl shared his experiences of battling anxiety in an intimate setting to 224 people across two sessions
- A short video of Karl Minns talking about his battle with mental health issues was created (10,000 views to date)
- Stephen Fry tweeted about the season which generated 2,387 engagements, 155 re-tweets and 629 likes
- A printed evaluation questionnaire, designed and evaluated by the University of East Anglia, was completed by 89 participants and audiences during January. An online questionnaire was completed by 76 people on the NTR mailing list.
- The results of surveys are still being analysed, but early indications show:
- 70% audience members / participants agree/strongly agree that they would feel comfortable talking about their mental health with friends and family
- 97% strongly agree that anyone can have a mental health problem
- 79% strongly agree they would know where to go if they thought they had a mental health problem
- 85% agree / strongly agree that someone with mental health should have the same right to a job as anyone else
- One audience member emailed feedback after watching 'Had a Black Dog', saying: "Haven't been that moved in a long while. You all do an amazing job, and it was lovely to see from attendees, how real it can affect so many walks of life. I knew this already, but found it very comforting for an hour or so, knowing I wasn't alone in real time, rather than reading about people, or watching a documentary about the issue for a change. I could've sat in the theatre for hours."

1.5. **Creative Matters Outcome 2:** *To raise awareness of mental health issues and the support /and available to help men tackle it (both for professionals and service users)*

- Double page spread in Theatre Royal's *What's On* brochure (160,000 copies)
- Leaflet distributed via theatre, Arts Round-Up (5000 copies)
- All events listed on Theatre Royal website including link to NCC suicide prevention webpage (4,000 unique visitors daily)
- E-shot on Power of Performance to targeted bookers with a male bias (15,000 people)
- E-shot on Creative Matters January season (130,000 people)
- E-shot to NCC news subscribers (18,000 residents)
- NCC Suicide Prevention posters put up at strategic locations across the theatre and on digital screens
- An animated video produced by Mind Norfolk signposting help and support provided by Norfolk County Council showed during screenings,

- performances and workshops
- Media coverage included:
  - 9 pieces of regional print coverage including four double page spreads in the county's two largest daily papers - Eastern Daily Press and Norwich Evening News
  - 8 online pieces
  - 8 broadcast pieces
  - Total pieces of coverage: 25
  - Total reach/readership: 1,437,407
- Purpose built NCC website to signpost to mental health services was promoted on literature and at performances and workshops etc. (2,444 page views throughout January)
- NCC Social media campaign generated 83,545 impressions and 441 engagements on Facebook and 27,470 Impressions and 342 engagements on Twitter
- NTR Social media campaign on Open Mic Night reached 13,728 people

To increase the overall reach that the activities put on at the Theatre Royal a legacy video was created containing the best bits of all the performances, workshops and discussions. Once the campaign finished in January the video material and content will be shared with men's wellbeing and mental health groups such as Men's Shed and Walnut Project as well as being promoted on social media and our mental health web pages.

1.6. **Creative Matters Outcome 3:** *To encourage men to proactively take up available support for their mental health and wellbeing.*

When the campaign was live throughout January, we saw 659% increase in the number of people visiting the Norfolk County Council mental health page which sign posted users to mental health services. In November there was just 322 page views compared to 2,444 in January 2018

1.7. **Time to Change (TTC) – Time to Talk Day - 1st Feb 2018**

The 'Norfolk Time to Change Organic Hub' is a multiagency partnership, membership includes Norfolk County Council, Norwich & Central Norfolk Mind and Menscraft. The hub has coordinated a campaign, which centred on re-engaging Time to Change Champions (volunteers) and a variety of Time to Talk Day activities to raise awareness of mental health and to reduce stigma, including, at the Forum: TTC champions sharing our recovery stories; an interactive 'mood and food' stand, led by the Joy of Food and MIND; and Retro games to get people talking from Menscraft. Across the city, TTC champions will be:

- Challenging stereotypes at Riverside Leisure Centre.
- Starting conversations in unexpected places e.g. Barbers shops and cafés.
- Attending our workplace health event, to promote mental wellbeing in the workplace.
- Leading a 'Run and Talk' event at Catton Park - Park Run telling recovery stories on our running vests to launch the new 'Pace of Mind' running group.

The partnership are developing plans to continue building engagement of TTC champions with the public, and rolling out campaigning activities across the county, to include running their own events in communities, such as in libraries,

workplaces, pubs and many other local venues.



### ***Time to Change (TTC) Outcomes***

- 28 TTC champions engaged
- Press release
- Sponsored Facebook post
- Twitter feed
- Plasma screens – Forum & Libraries
- Resources including posters, banners, t-shirts

#### **1.8. *Suicide Prevention – ‘I am (really not) okay’***

Reduce suicide across Norfolk, particularly within the men's age group 40-75.

The campaign objectives are to:

- Raise awareness of the resources and support that is available across the county via the [www.norfolk.gov.uk/iamokay](http://www.norfolk.gov.uk/iamokay) web pages - To reduce stigma and encourage disclosure of feelings of hopelessness
- Raise awareness of suicide with professionals – what to watch out for and where to go for support
- Raise awareness of families and friends of people in high risk groups – what to watch out for and where to go for support
- Link into ‘In good company’ campaign to ensure that nobody in Norfolk has a lonely day if they do not want.
- Provide information and advice to people affected by suicide

### **Suicide Prevention outcomes**

The suicide prevention webpages [www.norfolk.gov.uk/iamokay](http://www.norfolk.gov.uk/iamokay) went live at the beginning of September, and have been very well received by partners and the public, with 3867 unique visits to the website, 285 unique visits to the family and friends page and 249 unique visits to the professionals page. A social media campaign ran over four weeks in December and January, attracting additional interest in the website with a further 1765 clicks recorded.

## **2. Evidence**

- 2.1. As a country, the UK is facing significant problems with mental health and wellbeing. Nationally, prescriptions for anti-depressants have increased year on year for the four years up to 2016.

Locally, Norfolk has one of the highest suicide rates in England. In 2016 we saw 12.5 suicides per 100,000 residents, compared to the England average of 9.9. The prevalence of long term mental health problems in the county is 8.8% vs the national average of 5.2% [GP Patient survey 2015/16].

- 2.2. *Parity of esteem' - valuing mental health equally with physical health.*

Prevention of mental illness is achieved more effectively when programmes aim

to promote mental wellbeing at population level. Unhealthy lifestyles, chronic illness and social inequality are underpinned mental wellbeing, therefore the universal promotion of mental wellbeing supports all of these public health agendas.

2.3. *Feeling good, functioning well*

1 in 4 people experience a mental health problem every year. Half of them say that the associated isolation and shame is often worse than the condition itself. Norfolk County Council has a lead role in reducing this stigma and promoting wellbeing.

2.4. Creative matters

In July 2017 the All-Party Parliamentary Group on Arts, Health and Wellbeing Inquiry Report concluded that ‘engaging with the arts has a significant part to play in improving physical and mental health and wellbeing.’ One case study found that after engaging with the arts, people in deprived communities of London showed:

- 79% ate more healthy
- 82% enjoyed greater wellbeing
- 77% engaged in more physical activity

The report concludes with recommendations that NHS England and the Social Prescribing Network support clinical commissioning groups, NHS provider trusts and local authorities incorporate arts on prescription into their commissioning plans and to redesign care pathways where appropriate.

The National Endowment for Science, Technology and the Arts (NESTA) and the Health Foundation also recommends the use of ‘person- and community-centred ways of working across the system, using the best available tools and evidence’ and estimates up to £4.5bn in annual savings. It also acknowledges that creative group activities could aid mental health and help people to fulfil their potential.

Additionally it is widely accepted that drama and theatre can provide a medium for the message itself. As mental health can be a difficult subject to talk about and one which many people feel uncomfortable with, we were very keen to use drama and performance to convey messages about mental health, to normalise it and get people talking openly about the subject. We also felt that if we could get a well known and loved local figure to share their own take on mental health, and how they have been impacted themselves this would be a powerful way to encourage conversation and help local people appreciate that anyone can be touched by mental health issues.

“For a specific group of audience who have defective well-being but are embarrassed to share the issues they are facing with those they feel may not understand, watching a story which recognises and understands their problems and circumstances is itself sufficient to alleviate pain and combat isolation. Theatre can illustrate a shared experience of many within the same community and provides a de-isolating effect making people realise they are not alone in their struggles and they are being understood by others.” Pearly Wong, Theatre for social change.

2.5. *Time to Change*

Time to Change is England’s mental health anti-stigma programme run by the Charities Mind and Rethink Mental Illness and funded by the Department of

Health, Comic Relief and Big Lottery Fund.

2.6. *Time to Talk Day*

This is the campaign's largest public event, which involves hundreds of volunteers sharing their experience of living with mental health conditions to improve public attitude and behaviour in relation to mental health. Time to Talk Day offers the opportunity to bring people who don't have mental health problems into social contact with those who do, which a recent study has shown to be one of the most effective ways of breaking down stigma and discrimination

2.7. *I am (really not) okay*

There is a national expectation that Public Health departments lead local Initiatives on suicide prevention, supported by the multi-agency Suicide Prevention Implementation Group. Norfolk County Council are leading Campaigning activity for Suicide Prevention.

When people decide to take their own lives, there are complex variables which can influence actions. In attempting to reduce stigma, making tools more accessible and promote a consistent approach across and within organisations, we intend for resources to be available for professionals and members of the public. The safeguarding adults board will help promote suicide prevention principles, and other departments such as the fire and rescue service are active members of the partnership. Measuring the impact of our actions and whether they contribute to reducing the number of suicides in the county will be difficult.

Where activities are targeted, including engaging better with men, and farming communities, the evidence is provided by the local suicide prevention audit, which identifies the groups most at risk and the factors which influence them. The intention is to encourage all professionals to take a strengths based approach to safety planning.

Suicide prevention activities are designed to support vulnerable people, and our local plan with targeted approaches to reduce health inequalities for men will have a positive impact on gender equality.

Reducing stigma around mental health will evidently have a positive impact on disability equality.

### **3. Financial Implications**

3.1. Campaign work is funded through the public health budget.

### **4. Issues, risks and innovation**

4.1. Promoting mental well-being will remain a priority across a number of strategic boards in Norfolk in 2018 – 19 and public health will continue to work with partners to develop initiatives and programmes that will impact and improve mental wellbeing and resilience of Norfolk's residents

Good mental health is strongly linked to financial success, therefore as the current economic climate continues there may be an increase in the challenges faced by individuals, families and employers to be able to provide adequately for their families or employment. Further analysis and development work will be necessary to help us to plan and address these challenges as they arise.

## **5. Background**

- 5.1. Norfolk County Council, Norfolk Living Well: Public Health Strategy 2016 – 20  
[public-health-strategy](#)  
The suicide prevention webpages [www.norfolk.gov.uk/iamokay](http://www.norfolk.gov.uk/iamokay)  
Five Year Forward View for Mental Health (2016).  
<https://www.england.nhs.uk/mental-health/taskforce/>  
No Health Without Mental Health (2011).  
<https://www.gov.uk/government/publications/no-health-without-mental-health-a-cross-government-outcomes-strategy>  
Better Mental Health For All – A public health approach to mental health improvement (2016). <https://www.mentalhealth.org.uk/publications/better-mental-health-all-public-health-approach-mental-health-improvement>  
All Parliamentary Group on Arts, Health and Wellbeing Inquiry, Creative Health, Arts for Health and Wellbeing 2017.  
<http://www.artshealthandwellbeing.org.uk/appg-inquiry/>

## Officer Contact

If you have any questions about matters contained in this paper or want to see copies of any assessments, eg equality impact assessment, please get in touch with:

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