

Westminster Health & Wellbeing Board

Date:	14 September 2017
Classification:	General Release
Title:	Mental Wellbeing Campaign
Report of:	Cabinet Member for Adult Social Care and Public Health
Wards Involved:	All
Policy Context:	<i>City for All Director of Public Health's Annual Report Health & Wellbeing Strategy</i>
Financial Summary:	N/A
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1. Executive Summary

- 1.1. This report outlines the proposed direction of travel for developing a campaign to promote awareness of mental wellbeing in response to the recommendations of this year's Director of Public Health's annual report.

2. Recommendations

- 2.1. The Board is invited to:
 - Consider how the campaign could complement your priorities and local services
 - Note the next steps in developing the campaign and opportunities for further detailed co-design with partners and the community

3. Key Matters for the Board

- 3.1. City for All 2017/18 commits the council to the launch of a campaign to tackle the stigma associated with mental health and promote awareness of the wider issues related to mental wellbeing. This commitment aligns with the recommendations

of this year's Director of Public Health's annual report and the priority in our Health & Wellbeing Strategy to improving mental health through prevention and self-management.

3.2. This year's Director of Public Health's annual report highlights that poor mental wellbeing can affect anyone at any time.

- **Young people** who are **bisexual** are over three times more likely to report low life satisfaction compared to those who are heterosexual (Public Health England, 2016)
- 50% of lifetime mental health problems are established by **age 14**; 75% by **age 17**; yet 1 in 4 **children** who need treatment receive it
- In the later years of retirement, **74 and older**, anxiety stays continuously high, but happiness, life satisfaction and feeling worthwhile decrease. (Wellbeing by protected characteristics 3 years to 2015, Annual Population Survey (ONS))
- Support for mental wellbeing is one of the most often found needs amongst **BME communities** in Westminster
- More **adults** Westminster live with anxiety than the London average (Anxiety, annual population survey 2016)
- 2M Londoners will experience mental ill health this year (Thrive LDN)

3.3. To communicate the findings of the Director of Public Health's annual report and promote awareness of mental wellbeing, we are developing a campaign that will:

- Communicate the key messages and actions in the Director of Public Health's Annual Report, namely that we should all take the time to look after our mental wellbeing, we can take small steps to maintain our mental wellbeing, and we can achieve this through the 'five ways to Wellbeing'
- Deliver a programme that will help residents improve mental wellbeing so that they can make the best of their lives and to thrive in the heart of London, whatever their background
- Increase awareness of mental health services amongst children and vulnerable groups, to make sure those who need help receive it

3.4. The campaign will be underpinned by a core narrative based on the following key messages:

- Mental wellbeing is everyone’s business
- Poor mental wellbeing can affect us at any point in our lives, and is fundamental to all aspects of our lives
- There are things all of us can do to support our own wellbeing as well as those around us, as demonstrated in the five ways to wellbeing
- To help build the resilience of our local communities we need to know more, building our local understanding of mental wellbeing of residents
- We can achieve this by working together and considering our mental wellbeing when commissioning and evaluating services

3.5. These messages will be communicated through three distinct areas of focus:

Strategy	Intended outcome
<p>EXPLAIN: Focus on recommendations of the Director of Public Health’s Annual Report and the ‘five ways to wellbeing’</p> <ul style="list-style-type: none"> • Prioritise groups that are at the most at risk (young people under 17, older people over 65, BME and LGBT groups) • Tailor key messages from the report and identify the right council channels and partner organisations to engage these groups • Use JSNA resources and Westminster City Council services as a clear call to action and drive traffic to these websites 	<p><u>Outcome:</u> Priority groups can learn about how to look after their mental wellbeing and are aware of the resources available to help them</p>
<p>INVOLVE: Promote existing activities and resources in people’s local neighbourhoods through the ‘road to wellbeing map’ and involve priority groups through local events held in partnership with community and voluntary groups.</p> <ul style="list-style-type: none"> • Engage with partners to provide monthly round-up of events that can be promoted via council channels • Create a calendar of national campaigns and awareness days and use to promote key messages and services that are relevant to residents on Council channels 	<p><u>Outcome:</u> Residents are equipped with where and how they can maintain their wellbeing and are encouraged to participate in local events</p>

<p>CHANGE BEHAVIOUR: Deliver a focussed behaviour change campaign for a particular audience (to be co-designed with partners and the community).</p>	<p><u>Outcome:</u> Improved self-management of mental wellbeing for a particular target group (to be identified with partners)</p>
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3.6. Planning is still at an early stage and this paper is intended to give the Board an early view of the emerging strategy and objectives for the campaign. The Cabinet Member for Adult Social Services and Public Health will be hosting a stakeholder conference on 21 September to further co-design the specific elements of the campaign with partners and the community ahead of a phased launch from Mental Health Awareness Day on 10 October.

4. Legal Implications

4.1 None at this time.

5. Financial Implications

5.1 None at this time.

If you have any queries about this Report or wish to inspect any of the Background Papers please contact:

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APPENDICES:

None

BACKGROUND PAPERS:

None