

Brief: Public Mental Health and Wellbeing in Kent County Council.

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1. Introduction:

This briefing contains work currently ongoing via Kent Public Health to support and Facilitate good population wide mental health and well being. Kent's pioneering work has had national recognition both for it's suicide prevention strategy and it's programme for public health and has contributed to the development of the national mental health prevention concordat. This briefing outlines Kent's programme and outlines future areas for development in 2018/19. The work outlined in this breif is primarily focused on adults and further briefs will be produced to outline the considerable prevention work taking place for adolcesents and children in Kent.

2. Update on Release the Pressure Suicide Awareness Campaign.

The 2015-2020 Suicide Prevention Strategy highlighted that middle-aged men, not known to secondary mental health services are a high risk group in Kent. To address this, KCC Public Health developed and launched the Release the Pressure social marketing campaign.



2.1 The campaign deliberately avoided using the words 'mental health' as most stressed men don't believe that what they are suffering is a mental illness. In addition, the campaign used the experiences of real men to make other men aware of a 24/7 charity helpline (already commissioned by KCC) and actually make a call.

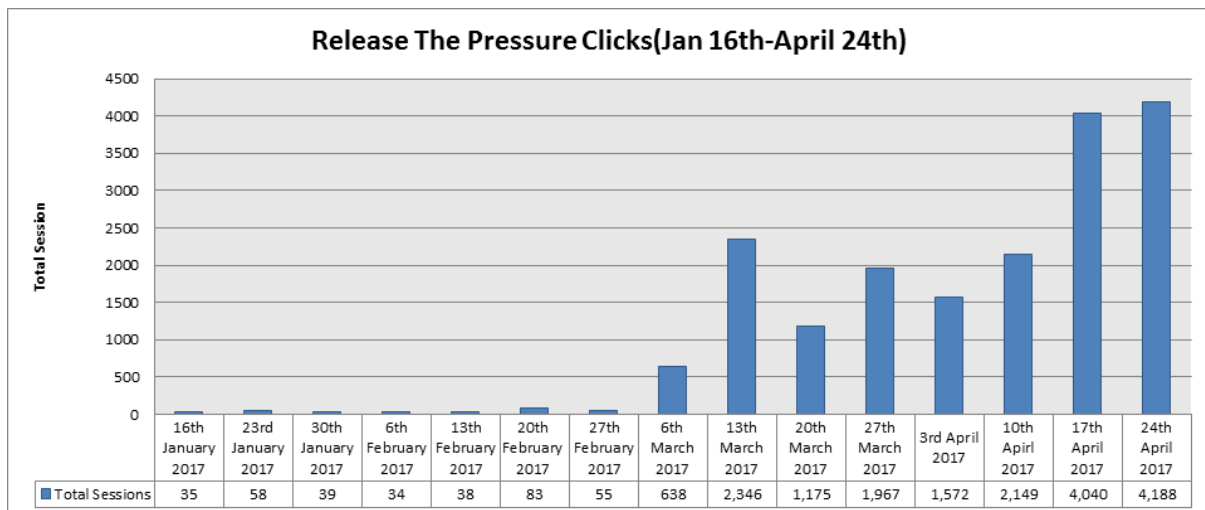
2.2 The impact has been strong, in the first seven months of the campaign:

- a total of 10,583 people called the helpline
- of which 3,385 were men
- the helpline received nearly 500 male callers a month which is a 56% increase on before the campaign launched (this is nearly 200 extra calls from men every month)
- total number of calls per month (including men and women) are up 30%.

2.3 Six month update since January 2017: Release the Pressure

In March 2017, Public Health launched Phase 2 of the Release the Pressure social marketing campaign with a mix of radio, online, outdoor and (new for 2017) digital TV adverts . It has already had a big impact on calls to the helpline (over 1,700 a month) and visits to the campaign website. The chart figure 3 shows that there were over 4,000 calls a week to the helpline.

Figure 1.



2.4 The impact that the helpline can have is demonstrated by quotes from two recent callers;

‘Your service has kept me alive, I would have killed myself otherwise if it wasn't for you people on the phone

I'm so glad I called, I had no idea it would leave me feeling so positive just by talking to you

2.5 KCC Public Health has identified the following actions as priorities for 2017:

- i. In-depth analysis of coroner verdicts
Public Health and the Kent Coroner Service have agreed to work together on a more in-depth analysis of coroner verdicts than not has previously been possible. The purpose will be to identify any common patterns or trends that are not possible to spot through analysis of top level statistics. This aspect of the strategy was tested in December 2016 when there was a suspected 'cluster' of suicides in Kent and the partnership was mobilised quickly and to good effect e.g intelligence was shared appropriately and judgement was used regarding mitigation, support and training provided to key stakeholders.
- ii. Release the Pressure – phase two
Another wave of publicity has been launched, starting in spring 2017 to reinforce the awareness created by the 2016 social marketing campaign. Training monies have also been secured via Health Education England to support the campaign and to work closely with the Kent and Medway Partnership Trust (KMPT).
- iii. Better support for bereaved families
This is currently a priority within Kent and Medway Suicide Prevention Strategy but it is an area that could be developed. Public Health will work with charities, CCGs and the Kent Coroner Service to strengthen the support available

3.0 Wider Public Mental Health Programme in KCC to support the Reduction in Suicides and Promote Good Mental Wellbeing

3.1 Kent Public Health:

- **High Quality Data and Needs Assessments** that serve the whole Kent health and social care system have been developed. These include recent needs assessments on children's mental health, perinatal mental health, personality disorder, eating disorders, self-harm and depression. All of these needs assessments have clear recommendations and data to assist local commissioners in service development and improvement.
- **Kent Data Integration and Linked Data:** This programme of work has been used to advance the provision of equitable bed use in Mental Health Acute Hospitals and in understanding and supporting the police and NHS in tackling those vulnerable people picked up on the police section 136 (Crisis Care Concordat).
- **Kent Wellbeing Index:** Kent public health have developed an innovative wellbeing index which can describe local strengths, assets and challenges for each ward in Kent and compare local wellbeing index with the Kent average. This assists in local community shaping and planning and can assist local partnership groups and voluntary sector groups.
- **Drugs and Alcohol Strategies and Commissioning:** Kent public health leads the commissioning of services for drugs and alcohol with a budget of approximately £13 million. Approximately 70 to 80% of sufferers of addictions to drugs and alcohol have co-current mental health and addiction problems. Ensuring that the services treat the most vulnerable and complex patients and link with NHS services is a vital aspect of

commissioning. At the same time taking a proactive and preventative approach in delivering messages, community action and campaigns is also embedded in the public health business plan.

- **Parity of Esteem:** People with mental health problems die – on average - 25 years earlier than those with good mental health. The deaths occur from COPD, cancer and other long-term physical health conditions. Therefore it is vital that all public health services are trained in delivering services to people with mental illness. The Kent public health “One You” service is equipped and targeted to deliver public health outcomes for people with mental health problems.
- **Headstart & Children’s Emotional Wellbeing and Starting Well:** Kent public health budget directly supports provision of school nurses, health visitors, children’s centres and the preventative programme Headstart.
- **Sexual Health:** There are many links between sex, relationships and good mental health. The public health budget supports ‘Positive Relationships’ – a service for young vulnerable women. The sexual health commissioners in public health are also ensuring high quality psychosexual counselling is available and supporting sexual assault and referral work commissioned by NHS England.
- **Domestic Violence:** The public health budget contributes to the provision of IDVA (Independent domestic violence advisors) and trained health visitors to provide support. The IDVA service is being redesigned to equip a variety of front line workers skills in tackling and signposting issues of domestic violence.
- **Health Inequalities:** The large gap in health and social outcomes between those who are wealthy and those who are the poorest in Kent is likely to lead to greater feelings of stress and shame in those who are struggling. Creating equity and equality and developing and empowering communities has a mitigating impact on consequences of poverty. The public health inequalities strategy contains practical steps for the most deprived communities in Kent. The principle of developing and empowering deprived communities and reducing the disparities in health outcomes as well as enhancing the local assets in communities where there are high levels of deprivation is called ‘Social Capital’. The Health Inequalities Strategy points to improvements in local social capital may have good impact on local well being and increase social cohesion which can lead to increased social and emotional wellbeing.
- **Mental Wellbeing Promotion/ Kent Sheds:** This is a programme of empowerment and support that vulnerable men provide for each other. The Kent Men’s Sheds are small scale community development projects running across the whole of Kent that provide safe spaces, opportunities for skills sharing, volunteering and returning to employment while providing mutual support and care. Kent has recently received a considerable research grant as contributor to a large scale International Men's Shed's programme which will start in 2018 and will enhance and strengthen the work for men's mental wellbeing in Kent.
- **Mental Wellbeing Promotion/ Mental Health Awareness Training:** Kent Public Health have received £150,000 from Health Education England to work alongside KMPT (mental health trust) to commission and provide mental health awareness/ suicide prevention training to key workforce groups in Kent.

- **Making Every Contact Count (MECC):** The public health budget is enhanced via Health Education England to co-ordinate the key workforces across Kent to feel equipped to ask 'difficult' questions and provide basic health and support and signposting on a range of public health issues including issues about poor wellbeing.

3.2 Kent County Council – examples of delivery of Mental Wellbeing across KCC Directorates

- **Adult Social Care:** Works directly with domestic violence, LGBT mental health, offenders, learning disabilities and currently piloting social work in primary care.
- **Children/ Children in Care and leaving Care:** Links to Emotional Wellbeing Strategy for Kent.
- **Older People's Services:** tackling social isolation via commissioning of community and voluntary sector infrastructure, grants, dementia cafes, supported housing and workforce.
- **Adult Social Care and Public Health: Live Well Service:** Innovative commissioning alongside CCGs of community mental wellbeing wraparound services including Time to Change Campaign, employment, social prescribing, advice and signposting, befriending and community support via voluntary sector.
- **Growth, Environment and Transport:** Countryside Management Partnerships are part of the Live Well network with Porchlight and Shaw Trust, using parks and greenspaces to deliver mental health interventions.
- **Community Wardens** play an important role supporting vulnerable people and reducing social isolation.
- **The Heritage team** are working on strategies to use engagement with heritage projects to improve wellbeing of volunteers and participants.
- **Kent Libraries** have wellbeing hubs where wellbeing books are kept and people supported via 'Books on Prescription'.

3.3 The Strategic Transformation Plan (STP) for Mental Health in Kent.

Kent Public Health, alongside Kent Social Care, are actively involved in shaping the STP for Kent and Medway. This involves high quality data and modelling, taking a co-ordinated preventative approach that builds on Live Well Kent, working with other local care systems to integrate mental health and well being into the heart of local health care systems and integrating Drugs and Alcohol services into the core of mental health services. This work is ongoing and also involves building a resilliant and sustainable workforce.

3.4 Within the PHE Guidance, there are three main areas of responsibility for local authorities:

- i. Building a partnership approach
KCC Public Health facilitate and chair the Kent and Medway Suicide Prevention Steering Group with extensive membership from statutory agencies, public sector partners, voluntary sector groups, mental health charities, academics and individuals. The Steering Group meets quarterly.

- ii. Making sense of national and local data
The Kent Public Health Observatory produces an annual audit of suicide statistics using data from the Primary Care Mortality Dataset. Local media monitoring is undertaken on an ongoing basis and all partners regularly share information between meetings if unusual suicide activity is identified.
- iii. Developing a suicide prevention strategy and action plan
With strong input from the Steering Group, KCC Members and the public, Public Health published the 2015-2020 Kent and Medway Suicide Prevention Strategy and Action Plan in Sept 2015. The Action Plan is monitored and updated at every quarterly Steering Group meeting. In addition the action plan covers wider public mental health prevention including the Live Well service and initiatives such as Kent Sheds, Six Ways to Wellbeing and workplace wellbeing.

4.0 Recommendation

Corporate Management Team is asked to note the contents of the report and make comments and suggestions on the progress update.

5.0 Attached documents

Letter from the Secretary of State for Health Nov 2016



Sec of State Letter
Suicide Prevention Pl

6.0 Contact details

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Appendix 1

Mental Well Being Index Tool

<http://www.kpho.org.uk/health-intelligence/disease-groups/mental-health/kent-mental-health-and-wellbeing-index>

KENT PUBLIC HEALTH
OBSERVATORY

New to the tool?
Launch our short
helpguide

Kent Mental Health & Wellbeing Index Local Wellbeing Tool

The Kent Mental Health & Wellbeing Index is constructed from 70 measures of a wide range of individual, household and area aspects of wellbeing. It has been constructed at a ward-level, and provides an assessment of the relative assets and vulnerabilities of an area in respect of the mental health and wellbeing of the population within it.

Select district and ward:

1. District

Canterbury

Dartford

2. Ward

East

Elkendon

Reset Filter

Assets and Vulnerabilities: Benchmarked against Kent - Aylesford Green

Legend: Aylesford Green (Green), Ashford District (Orange), Kent (Red)

Overall Wellbeing Index: Aylesford Green

Ranked 262nd Overall

Select indicator number below to see details:

22

Percentage of pupils achieving 5+ A*-C GCSEs (including English & Maths) at the end of Key Stage 4, 2014. Source: KDC, MU.

Assets and Vulnerabilities: Summary - Aylesford Green

Self	<ul style="list-style-type: none"> Education Material Wellbeing Health Life Self Satisfaction
Supports	<ul style="list-style-type: none"> Strong & Stable Families Facial Capital
Systems & Structures	<ul style="list-style-type: none"> Enabling Infrastructure Local Economy Effective Public Services Crime

Asset (within upper quartile in Kent)
 Vulnerability (within lower quartile in Kent)
 Average (within interquartile range in Kent)

Useful links

Data Sources

- [KPHO Health & Social Care Data](#)
- [KCC Business Intelligence Area Profiles](#)
- [Public Health Evidence Local Health](#)
- [Health & Social Care Action Plan for Kent - Analytical Review](#)

Other Links

- [Local Wellbeing](#)

Combining Ward-level data on a range of health and social care needs.
Combining a range of social and economic data at Ward-level.
Combining health information, including interactive maps and reports, at small area level.
Analysing data to provide greater understanding of the true nature of the health inequalities in Kent.
Duration of the prompts better utilises and ensures health for all of the residents in Kent and the duty, and to help people connect with support in their local communities.