

# Social Inclusion for Mental Health in Gloucestershire: Our Action Plan for 2010 - 2011

## Background

One in every four people in Gloucestershire experiences mental ill-health. However, this group of people are amongst the most socially excluded in our county.

In 2009 many agencies in Gloucestershire signed up to ensure that Social Inclusion becomes a reality for people who are vulnerable to mental ill-health.

### The aim is to:

Reduce the mental health inequalities that people experience and to improve opportunities for people to connect with their own communities.

### This will be achieved by:

Everyone in Gloucestershire working together to engage with individuals and communities and gaining and taking action to improve quality of life.

The specific areas to be tackled are:

- Encouraging Participation
- Working towards Recovery
- Tackling health inequalities
- Ensuring equal access to services
- Considering housing and related support
- Building financial security
- Attending to work, leisure and lifelong learning
- Ensuring workplaces are mental health fit
- Tackling stigma and discrimination
- Prevention of mental ill-health and promotion of good mental health
- Empowerment of people
- Partnership across agencies, communities and with individuals
- Ensuring that services are personalised



For further information please look at the website:  
[www.2getherinclusion.nhs.uk](http://www.2getherinclusion.nhs.uk)

## Aims

### 1

Encourage people in our communities to understand, value and promote their emotional well-being and that of others.

### 2

Demonstrate that statutory and other mental health services are part of a strong, supportive and responsive community

### 3

Support people who experience mental ill health to engage in their communities as part of recovery

## Action

- Build partnership work across the statutory, voluntary, community and commercial organisations in each district in Gloucestershire to deliver a social marketing campaign about the importance of emotional wellbeing.
- Enable more workplaces in Gloucestershire to become Mindful Employers and to deliver Mental Health First Aid training for employees.
- Encourage the local media to publish articles which promotes emotional wellbeing and illustrate the achievements and contribution that people with experience of mental ill health and their carers can and do make.
- Develop the opportunity for Gloucestershire residents to have their mental health needs addressed at the earliest possible point and to support individuals & their carers to continue with their day-to-day self care, work and leisure roles
- Pilot an evaluation tool that can be used by service users and carers to assess the socially inclusive nature of local organisations
- Develop information and marketing materials in order that organisations can reach people who have traditionally found it difficult to seek mental health support/be informed about opportunities.
- Pilot person-centred planning and personalised budgets for and with mental health service users and carers to enhance choice, community engagement and opportunities for work, leisure and lifelong learning.
- Commission work, education and leisure oriented services to ensure that people experiencing mental ill health can take steps and gain support to achieve meaningful roles.
- Make stronger links between mental health service providers and accommodation/household support providers so that people have a wider range of suitable housing and support options.



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Aims	Action	Aspiration	Champion
<p><b>1</b></p> <p>Encourage people in our communities to understand, value and promote their emotional well-being and that of others.</p>	<ul style="list-style-type: none"> <li>• Build partnership work across the statutory, voluntary, community and commercial organisations in each district in Gloucestershire to deliver a social marketing campaign about the importance of emotional wellbeing.</li> <li>• Enable more workplaces in Gloucestershire to become Mindful Employers and to deliver Mental Health First Aid training for employees.</li> <li>• Encourage the local media to publish articles which promotes emotional wellbeing and illustrate the achievements and contribution that people with experience of mental ill health and their carers can and do make.</li> </ul>	<p>Run at least one collaborative social marketing event in each District area during 2010 / 11.</p> <p>Double the amount of Mindful Employers (currently n = 9) and Mental Health First Aid Training in Gloucestershire by March 2011</p> <p>The local newspaper/radio will have at least one good news story each week during 2010.</p>	<p>Jane Melton – <sup>2</sup>gether Bill Wragge – CDC Richard Gibson - CBC</p> <p>Hannah Williams – Gloucestershire First. Sally Lewis - GCC</p> <p>Bren McInerney– LINK Gavin Davies – <sup>2</sup>gether</p>
<p><b>2</b></p> <p>Demonstrate that statutory and other mental health services are part of a strong, supportive and responsive community</p>	<ul style="list-style-type: none"> <li>• Develop the opportunity for Gloucestershire residents to have their mental health needs addressed at the earliest possible point and to support individuals and their carers to continue with their day-to-day self care, work and leisure roles</li> <li>• Pilot an evaluation tool that can be used by service users and carers to assess the socially inclusive nature of local organisations</li> <li>• Develop information and marketing materials in order that organisations can reach people who have traditionally found it difficult to seek mental health support / be informed about opportunities.</li> </ul>	<p>6,400 people using the Let's Talk service during 2010 / 11</p> <p>Commence research process to validate the Include Me tool for dissemination across organisations by December 2010</p> <p>Produce materials into appropriate formats to meet the needs of those with reading challenges by March 2011.</p>	<p>Stephen Davies - <sup>2</sup>gether Mike Brereton – <sup>2</sup>gether</p> <p>Jane Melton – <sup>2</sup>gether Sue Cunningham – GL Communities</p> <p>Kevin Lee – GCC Sola Aruna - NHSG</p>
<p><b>3</b></p> <p>Support people who experience mental ill health to engage in their communities as part of recovery</p>	<ul style="list-style-type: none"> <li>• Pilot person-centred planning and personalised budgets for and with mental health service users and carers to enhance choice, community engagement and opportunities for work, leisure and lifelong learning.</li> <li>• Commission work, education and leisure oriented services to ensure that people experiencing mental ill health can take steps and gain support to achieve meaningful roles.</li> <li>• Make stronger links between mental health service providers and accommodation/household support providers so that people have a wider range of suitable housing and support options.</li> </ul>	<p>Mental health service users will have access to personalised budgets by March 2011</p> <p>Commence at least 6 projects which engage people in non-clinical, early intervention, local projects to support education and employment (e.g. Look Good Feel Good Project) by March 2011.</p> <p>Best practice Accommodation Link Forum to be set up with providers around the county by October 2010</p>	<p>Carey Wallin – GCC Jacky Martel – Carer's Gloucestershire</p> <p>Karl Gluck – NHSG / GCC Sally Lewis – GCC Sue Cunningham – GL Communities Miranda Steele - PP</p> <p>Jude Parkin – Stonham Louise Clack – Supporting People</p>