

REPORT TO: Health Policy & Performance Board

DATE: 23 February, 2021

REPORTING OFFICER: Strategic Director, People

PORTFOLIO: Health and Wellbeing

SUBJECT: Population Mental Health including Suicide Prevention

WARD(S) Borough-wide

1.0 PURPOSE OF THE REPORT

1.1 Provide update regarding population mental health prevention work that has been taking place during Covid 19 pandemic including suicide prevention

2.0 RECOMMENDATION: That:

i) **Report be noted**

3.0 SUPPORTING INFORMATION

Mental Health population prevention involves an upstream approach targeting the majority of the population to keep people well. It uses a whole systems approach to improving mental health and wellbeing and involves working in partnership with both statutory and voluntary organisations. Kate Bazley, from the Health improvement Team, leads this area of work with a team of two staff. The majority of work falls into the following categories:

- Developing the workforce and communities
- Tackling stigma and increasing awareness of support available
- Supporting organisations to make positive changes in how they operate
- Suicide prevention
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3.1 Developing the workforce and communities

3.1a-Mental Health training offer by Health Improvement Team

To improve knowledge of front line staff and communities positively by influencing how they look after their own mental health and the mental health of those they work with the following training had taken place

3.1b-Numbers trained from April 2020- Dec 2020

Table 1-For Adults who work with Adults

Training	Numbers attending
Mental health Awareness	136

Mental Health Awareness training for Managers	157 *Majority of training delivered to HBC managers
Suicide Awareness training	125
Stress Awareness training	59* majority of training delivered to early years settings
Stress Awareness training for Managers	0 *this training is delivered to workplaces

Table 2-For Adults who work with Children and Young people

Training	Numbers attending
Mental health Awareness	139
Self-Harm Awareness	139
Resilience Workshop	34
Staff wellbeing workshop	25 *this workshop is aimed at schools

Prior to the pandemic all training was delivered face to face in a classroom setting. From April 2020 all sessions were available virtually online. As a result of delivering virtually, cohort numbers for each training session had to be reduced to ensure quality was maintained. Delivering training virtually has resulted in a reduction of approximately 50% in the numbers we have been able to train.

3.1c-Training outcomes

To ensure the training is having an impact and delegates who attend are utilising the information they have learnt, each cohort is contacted 3 months after attending the training to see what changes they have made

Comments below are take from 3 month post training evaluations

<p>'I have been able to provide young people and their parents with appropriate strategies'</p> <p>'The information on signposting to various places has assisted in sharing this information with children. My perception of risks to children's mental health has helped me identify children who might need support'</p> <p>'Neighbours son took his own life since training. I was more aware of implications and found the confidence to speak to his parents rather than just avoiding them. Still found the situation awkward but felt a lot more confident talking to his family'</p> <p>'I have been mindful of staff MH particularly during pandemic and ensure there are enough times to catch up with staff through ad hoc calls, calling into team meetings and a monthly get together for fun conversation and an activity'</p> <p>'After completing the training I spoke to a couple of Shielded Individuals, on the H.B.C. register, who had found the Covid 19 "lockdown" particularly difficult severely impacting upon their mental wellbeing. I gave them information & contact details for the Mental health crisis team and recorded their need for a wellbeing call back'</p> <p>'With the covid-19 pandemic it has felt even more important to be aware of the mental health of staff that I work with. I have been able to ask open ended questions and start conversations with people which I learnt from the training'</p>
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3.1d-Developments during the pandemic

A virtual practical application session for HBC staff who have attended any of the adult mental health training sessions has been piloted. The monthly sessions allow staff to discuss concerns they have with peers and are facilitated by the trainer who delivers the sessions. The sessions are solution focussed and support staff to implement what they have learnt. To help staff who support children and young people a resilience workshop was developed based on an evidence based resilience framework providing practical ideas to support children and young people's resilience

'The session was really useful. It helped us to recognise a lot of what we are already doing to build resilience without even realising and provide some ideas and identify areas we can focus on to build resilience further. I think the resources for signposting and finding out more about what is already out there will be very helpful' **Feedback from St Peters and Pauls on resilience workshop**

Virtual awareness sessions for parents and carers has also been piloted but take up has been low.

'I thought the presentation was very informative and look forward to going over this tonight with my son and I will definitely be looking up the hidden chimp book **Feedback from parents workshop on supporting their child's emotional health**'

3.1e-Public Health England Psychological First Aid e learning training

Early on in the pandemic Public Health England developed e learning training to skill the workforce and community up regarding psychological first aid. This training was promoted far and wide to partners and also to HBC staff.

3.1c-Champs Public Health Collaborative suicide awareness training review

A member of Kate Bazley's team has been supporting Champs to review suicide awareness training that is available across Cheshire and Merseyside and locally. The review is hoping to develop the training offer further so it meets the needs of specific cohorts such as ambulance staff and police. The review is part of a wider programme of work looking to reduce suicides across Cheshire and Merseyside and funded by NHSE.

3.1d-Samaritans training

Champs Public health Collaborative funded Samaritans to deliver training on how to have conversations with vulnerable people and managing suicidal conversations. Both training cohorts are fully booked and will be taking place in January. The training was commissioned due to the pandemic and lack of

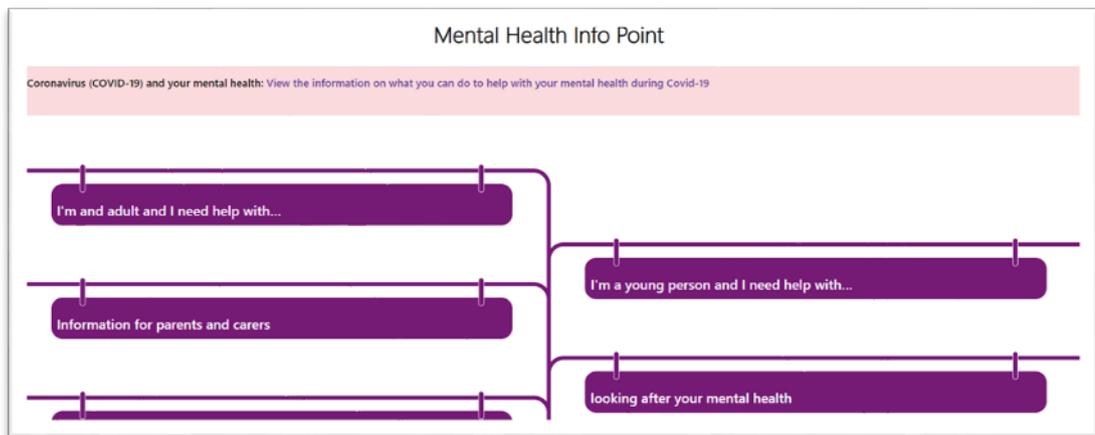
training available across Cheshire and Merseyside however in Halton we have made our training virtual. Specific teams were targeted who are supporting adults who are vulnerable. A Health Improvement staff member will attend both sessions to enable any learning to be incorporated into current training sessions.

3.2 Increasing awareness of support available and tackling stigma

3.2a-Mental health Signposting

The Mental Health info point was developed in response to both members of the public and staff not knowing what support was available to help with mental health concerns. It was originally meant to be a standalone website but unfortunately this couldn't be done and it was included in the HBC website but with its own URL.

www.halton.gov.uk/mhinfopoint



The need for the development of an online resource for both members of the public and professionals was included in both local Mental Health transformation plans for adults and Children and Young People. The Mental Health info point provides details of support available both nationally and locally for a variety of concerns which impact mental health such as bereavement, stress, anxiety, money worries and more.

The mental health info point was completed just before national lockdown in March. Information was quickly adapted to include mental health and Covid. The mental health info point is actively promoted on social media.

Table 3- Analytics of Mental Health info point from March till 5th of January 2021

Total page views	4642
Total number of users	2046
Number accessing info on mental health and covid	758
Number accessing info for young people	177

Number accessing info for parents	156
Number accessing information on needing help now (need support for MH crisis)	309

*Over 50% of the page views were a combination of the web link being accessed either directly or via face book promotion due to targeted marketing

During the pandemic a section for professionals and workplaces was created to provide information and resources for staff supporting children and young people and local workplaces. The mental health info point continues to be developed, marketed via social media and promoted during training.

3.2b-Marketing

Every new financial year a marketing plan is developed to help promote key information and services to help keep the population of Halton mentally well. This financial year the plan had to be adapted to meet the needs emerging due to the pandemic which were increases in isolation, loneliness, bereavement, alcohol intake and domestic abuse. Information is shared via HBC social media platforms and with partners.

Table 4-Statistics for Twitter from April 2020 to December 2020

Impressions	engagements
346503	4092

Table 5-Statistics for Facebook from April to date

Reach	Impressions	Engaged users
553916	623782	6631

3.2c-Mental health Awareness Week

For mental health awareness week in May 2020 Halton's Time to Change coordinator for Halton's Time to Change hub developed a social media mental health toolkit which the Health Improvement Team shared with over 150 local partners to promote what people can do to look after their mental health. Partners were encouraged to share on their social media to further increase reach.

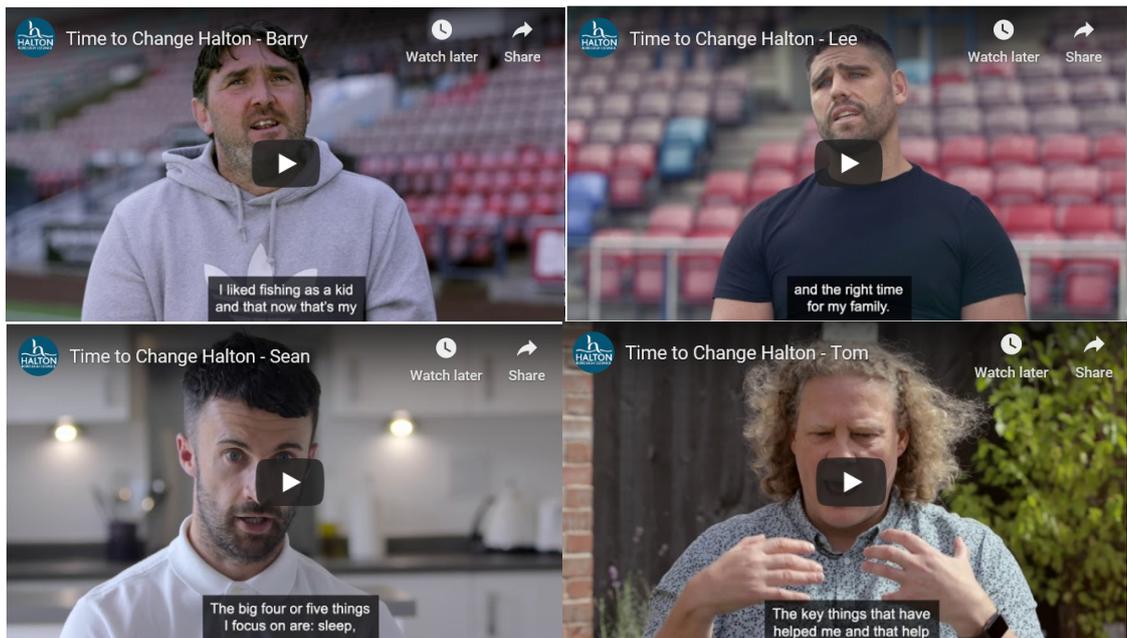
3.2d-Champs Public health Collaborative Stay Alive App awareness campaign

Champs developed and delivered a campaign to raise awareness of the free Stay Alive App across Cheshire and Merseyside from October to December 2020. The Stay Alive app is a pocket suicide prevention resource for the UK, packed full of useful information to help people stay safe. You can use it if you are having thoughts of suicide or if you are concerned about someone else who may be considering suicide. The aim of the campaign was to encourage people to download the App that signposts to local Crisis helplines. A full evaluation will be available at the beginning of February demonstrating how many downloaded the app in Halton. The initial figures very encouraging, with **2000** new users and

over **14,000** clicks to services in the first 3 weeks.

3.2e-Tackling Mental Health Stigma with Halton's Time to Change hub

Time to Change Halton is a local hub, set up in partnership by Halton Borough Council, Mind Halton, other local organisations and Time to Change champions. The aim is to change how those who live and work in Halton think and act about mental health problems reducing mental health stigma. The focus of the hubs work has been to reduce mental health stigma in middle-aged men due to this cohort making up 75% of suicides both locally and nationally. Local Time to Change champions, who are people with lived experience of mental health problems, drive the direction of local work campaigning to challenge mental health stigma. The local coordinator recruits and supports Time to Change champions there are now **50** champions locally. Evidence shows the best way to challenge mental health stigma is by sharing lived experience stories. Funds previously received from National Time to Change were used to pay for the development of lived experienced videos and a targeted radio campaign aimed at middle aged men. The targeted social media campaign began in September 2020 and finished in October 2020. The targeted Radio campaign began in September 2020 and ended in December 2020



All 4 videos can be found on the HBC YouTube channel:
<https://www.youtube.com/watch?v=CRVBjOl2yUI&list=PLeXIVsKOQx2ar4upCpH5-TJBaKnmvxTxU>

3.2f-Outcomes

Statistics for Facebook



People Reached
84868



Views
23,920



Engagements
8638

Statistics for Twitter



Impressions
9787



Views
2421



Engagement
573

Analysis of Radio Campaign

Impressions 50,000 to 6116 individuals	Listen Through Rate 96.6%

Laptop/PC 9%	Phone / Tablet 36.6%	Other Devices (e.g. gaming platforms) 54.7%

3.2g-Feedback

Social media comments

'All of this is so very true, Lee. The lessons you're able to share with others from your own personal experiences, are so important and empowering. You're a real beacon of hope, and you're helping dismantle that damaging stigma about toxic masculinity. It's not weak to speak'

'Such an important message from @timetochange champion Barry "that openly talking about it can make things better". Great to see signposting to'

'It's definitely #timetochange so that men feel more than ok to speak up and

get help. Thank you to all those guys who are speaking out'

'Such a great story Tom'

"I attended one of Sean's classes (circuit training) last night and so too see this and hear what he's been through and then see him last night is just amazing! I have changed my whole career to re- train in mental health care because it's so important to everyone and it shouldn't be stigmatised!"

Feedback from Champion involved

'I've had a really good response to the video. I can't believe how many people have come up to me and said that they've gone through something similar. It just shows that speaking out definitely works, cause people have actually come up to me and told me their own struggles. So by watching our videos men are starting to talk about their own struggles and know it's nothing to be ashamed about. So just in the short time the video has been out it's started to work, which is why I volunteered to tell my story. It makes me feel very proud in what I've achieved' **Barry Halton Time to Change Champion**

3.2h-Potential reduction in Suicides

Throughout 2020 we have seen a potential reduction in local suicides. We won't know if this reduction is accurate until all inquests have been completed and a verdict of suicide has been given therefore it could be a further 6-12 months before we are certain. There has also been delays in receiving some data from the coroner's office. For the period of 2020 we have been notified of **9** potential suicides with a **50% reduction** in male suicides. please see table below regarding how this compares to last year's data

Table 6-Potential suicides

	2019	2020
Males	10	5
Females	3	4
Totals	13	9

3.2i-Future anti stigma work

Halton's Time to Change hub has secured funding to develop 20 second videos utilising footage previously filmed by Time to Change Champions. The 20 second video clips will engage with middle aged men via a video display campaign. The messages will be aimed at sharing what helps keep people mentally well and also what other people can do to help someone who is struggling.

3.3 Supporting organisations to make positive changes

Prior to the pandemic support was provided to workplaces, educational settings and early years settings to help them make positive changes to how they work

subsequently improving the mental health and wellbeing of everyone. Due to the significant pressures workplaces have been under they haven't been in a position to engage however we have still provided them with information

3.3a-Supporting HBC staff

A significant amount of work has already taken place to improve the mental health and wellbeing of staff prior to the pandemic due to the Time to Change Employer pledge steering group which is chaired by Kate Bazley. At the beginning of the pandemic the Health improvement team developed a health and wellbeing portal providing a wealth of health information to help staff stay healthy and well. The health and wellbeing portal has been promoted regularly to HBC staff. Training available to HBC staff has been increased resulting with a significant number being able to access this offer including teams which may not have accessed this previously such as admin support. Public Health England's Psychological First Aid e learning training was promoted by David Parr to all staff. FREE tailored mental health support provided by Remploy was promoted throughout the pandemic to help support staff who were struggling with their mental health. HBC Employer pledge steering group continued to meet continuing to tackle mental health stigma and improve mental health of staff.

Table 7 HBC staff accessing interventions and training

Number accessing intervention/training	Intervention accessed
26	Remploy mental health support
157 managers	Mental Health awareness training for managers
89	Mental health awareness training
60	Suicide Awareness training

3.3b-Support to shielded individuals during lockdown 1

During the first lockdown Kate Bazley and her team of two spoke to **52** shielding individuals to discuss their mental health concerns and connect them to appropriate support and information. This was part of the wider piece of work taking place supporting individuals who were shielding. Although this isn't part of their normal role, as they improve mental health by working at a population level not an individual level, they identified the need and provided support. They also trained **25** staff who were making calls to shielded individuals so they had a better understanding of those shielded individuals mental health needs.

3.3c-Supporting Educational settings

The mental health offer for primary and secondary schools is part of the healthy schools work that has been imbedded in Halton for years. All schools receive a healthy schools visit to discuss their needs and decide what support they require from a multi-agency offer. Schools that want to focus on improving the mental health and wellbeing of the whole school are connected to Kate Bazley's staff member to discuss what support they can offer and the support of other partners

such as; Educational Psychology, Behaviour Improvement Team, CAMHS and Nurture. 5 schools have been supported during the pandemic

Table 8- Schools and staff accessing interventions and training

Number accessing intervention/training	Intervention accessed
7 schools	Completed Mental Health and Resilience in schools (MHARS) self-assessment
42 staff	Mental health awareness training
23 staff	Self-harm awareness training
15 staff	Resilience workshop

3.3d-Supporting Early years settings

The mental health offer for early year's settings is part of the Healthy Early Years (HEYS) work that has been imbedded in Halton for years. All early years settings are provided with a HEYS visit to discuss what they have in place to keep the whole setting healthy. As part of this visit settings are also provided with a mental health offer to help them improve the mental health of the whole setting. During the pandemic this offer has been made virtual with early year's settings having access to virtual training. Thirteen early years settings have had at least 1 staff member accessing mental health awareness training for early year's staff with the following settings accessing training for all their staff Little Dragons, Ditton Nursery School, Warrington Road Nursery School, Weston Point Pre School and Gorsewood Pre School. Other training that was planned had to be cancelled due to attendees needing to focus on responding to the pandemic and some preferring to wait until face-to-face training can go ahead. Brief advice and guidance has been provided to early years settings signposting to Remploy and the Mental Health info point.

Table 9- Early Years Settings accessing training

Number training	Training Accessed
39	Mental Health Awareness training for early years
2	Stress Awareness training

Post 3 month feedback for early years training

Some great information regarding various places to signpost parents and staff, lots of good ideas for strategies for children think it will come in very useful when we start back

In our setting we will be implementing some new calming down activities. We will ask the children to stop what they are doing and to take some deep breaths this will help the children to relax and keep the room a lot calmer.

Thinking more about how we can build 'down time' into routine for children

Thinking about how ACE's affect the mental health of children. Lots of ideas for support and signposting for staff and also parents

3.3e-Partnership working

Kate Bazley has supported with the following pieces of work

- Supporting Educational Psychology with Education for wellbeing return project funded by the DFE.
- Contributed to the return to school campaign along with Educational Psychology
- Supported Everton in the Community to engage with 2 primary schools to deliver tackling the blues project
- Continue to support ACES project led Behaviour Improvement team supporting pilot engagement with 2 schools to imbed trauma informed approach
- Continue to support Halton's Nurture strategy including evaluation and future development

3.4 Suicide prevention

3.4a-Suicide prevention partnership board

The Suicide Prevention Partnership Board is made up of a variety of partners and meets quarterly to drive the suicide prevention action plan. The March meeting was cancelled due to it falling in the first week of lock down and all other meetings have been carried out virtually. Evidence was established early on in the pandemic that suicides weren't increasing however, key risk factors were highlighted due to the pandemic from research carried out by NCISH. These risk factors included; increase in isolation and loneliness, increase in domestic abuse, increase in alcohol intake, bereavement and financial worries. To help mitigate against the increased risk factors and prevent suicides from rising a task and finish group was formed to focus on reducing the risk of suicide in those at greater risk. The task and finish group developed a recovery and resilience social media tool kit which was shared with over 150 partners locally focussing on key risk factors heightened during the pandemic.

<https://www3.halton.gov.uk/Pages/health/hit/pdf/recoverypr.pdf>

3.4b-24 hour crisis line

Early on in the pandemic NHSE tasked mental health providers to develop a 24 hour crisis line. NWBP with other mental health providers managed to develop the local crisis line by March 2020. Since its launch the crisis line has been continuously developed and by November had recruited 4 staff members who

will solely provide this service. Prior to November this additional service had been an extra duty for existing staff. Since its launch, the crisis line has supported over **6000** people across the NWBP footprint. Unfortunately, at the moment NWBP doesn't have the ability to break down callers by the area they live in so we are unable to understand how many people from Halton have accessed the service. Once NWBP are able to provide us with this data we will be looking to see which ages and gender aren't accessing so we can target other support available.

3.4c-Anti-stigma campaign

Time to Change anti-stigma campaign delivered in September 2020 aimed at middle-aged men potentially helped to reduce suicides. Outcomes discussed previously.

3.4d-Champs Public Health Collaborative

The Champs Public Health Collaborative coordinates the joint actions for Cheshire & Merseyside (CM) to prevent suicide through the NO MORE Suicide Strategy. In 2018, NHS England (NHSE) announced a 3-year suicide prevention funding programme worth £25 million that will reach the whole country by 2021. It forms part of the government's commitment to reduce suicides in England by 10% by 2021 and will support the zero suicide ambition for mental health inpatients announced by the Secretary of State in January 2018. Cheshire & Merseyside have secured £615,000 for 19/20 and an additional £295k specifically for middle-aged men's health.

Champs are leading on the following areas of work across Cheshire and Merseyside with support and input from local authority public health leads:

- Reducing Self Harm
- Reducing the risk of suicide in middle aged men-
- Supporting mental health trust to implement safer care standards
- Pilot supporting primary care in Sefton and St Helens
- Workforce development reviewing training
- Developing lived experience network

3.4e-Bid to reduce suicides in Veterans

Halton and Warrington CCG and Warrington public health were supported by Kate Bazley to submit a North West bid to secure funds to tackle suicide in veterans

3.4f-Raising awareness of debt and Mental Health

Kate Bazley is working in collaboration with Halton CAB, Warrington CAB and Warrington Public Health to develop and deliver a webinar on mental Health and debt to try and improve partners and the public's knowledge of the relationship between MH and debt including some of the reasons why people struggle to access support. Once debt starts to be collected the risk of suicide potentially

increases.

4.0 POLICY IMPLICATIONS

4.1 There are no new Policy implications as a result of this report.

5.0 OTHER/FINANCIAL IMPLICATIONS

5.1 Time to Change Halton is actively looking for further funds to continue its anti-stigma work with middle-aged men.

6.0 IMPLICATIONS FOR THE COUNCIL'S PRIORITIES

6.1 Children & Young People in Halton

The population mental health work driven by public health aims to improve the mental health and wellbeing of children and young people as well as reducing suicides

6.2 Employment, Learning & Skills in Halton

The population mental health work driven by public health improves knowledge and skill of those who live and work in Halton via a variety of training available

6.3 A Healthy Halton

Population mental health work driven by public health improves the mental health and wellbeing of those who work and live in Halton as well as reducing suicides.

6.4 A Safer Halton

Population mental health work driven by public health improves the mental health and wellbeing of those who work and live in Halton as well as reducing suicides.

6.5 Halton's Urban Renewal

No implication on Urban Renewal

7.0 RISK ANALYSIS

Covid has impacted population mental health negatively, the following cohorts have been specifically impacted; women, children and young people, adults who were shielding, adults living with children and lone mothers, BAME, adults with pre-existing mental health conditions, adults with low household income, and unemployed. Risk of suicide has increased during the pandemic in the following: those isolated and lonely, those bereaved, those who have increased alcohol intake and those being domestically abused. Population mental health work that has taken place throughout Covid has aimed to mitigate against these risks.

- 7.1 *The key risks/opportunities associated with the proposed action and an outline of the key control measures proposed in relation to these risks should be included.*

*A statement must be made as to whether proposals are so significant as to require a full risk assessment. If a full risk assessment is required, please describe high risk areas and control measures. (NB **all** key decisions automatically fall into this category of requiring a full risk assessment.)*

8.0 EQUALITY AND DIVERSITY ISSUES

Population mental health work driven by Public Health aims to support organisations who work with clients with protected characteristics

- 8.1 *Any Equality and Diversity implications arising as a result of the proposed action should be included*

9.0 LIST OF BACKGROUND PAPERS UNDER SECTION 100D OF THE LOCAL GOVERNMENT ACT 1972

- 9.1 There are no background papers under the meaning of the Act.