

Good Mental Health Throughout Lifetime Implementation Plan 2023-2025

This draft implementation plan has been developed through engagement with the Adult Better Mental Health Partnership, Health & wellbeing board partners, and the voluntary sector. In addition, the plan considers the Best Start in Life (BSiL) delivery plan, the Herefordshire children and young people's emotional health and wellbeing plan, and H&W mental health collaborative plans. The plan will continue to evolve and develop throughout its life course.

Cross-cutting, collaborative actions, required to underpin all transformational developments:

Actions	Target/review date	Responsible Service(s)	Indicators/measurements	Resource	Risk/Comment
A. Sign up to the National 'Prevention Concordat for Better Mental Health' initiative	Dec 2024	Herefordshire Council	Listed as signatory of the Concordat	Existing resource	
B. Deliver a Mental Health needs assessment	Q2/Q3 2024	Public health	Completed needs assessment	Existing resource	Monthly working group meetings
C. Create a collaborative 12 month localised comms plan to include Better Health-Every Mind Matters,	Dec 2024	Herefordshire Council	Completed comms plan/ No. of delivered comms	Existing resource	May need consolidation of comms plans

AMBITION 1: PEOPLE FEEL SATISFIED WITH LIFE AND HAVE A POSITIVE SENSE OF PERSONAL WELLBEING

Outcomes	Improve individual good mental health and resilience	Reduce the rates of self-harm amongst young people	Reduce the rates of suicide
-----------------	--	--	-----------------------------

Actions	Target / review date	Responsible service(s)	Indicators / measurement	Resource	Potential risks / Comments
1.1 Increase uptake of Mental Health First Aid training in the community	Dec 2024	Talk Community	No. completing MHFA training	BCF Talk community	May require comms
1.2 Increase uptake of Making Every Contact Count (MECC) training and Solihull offer	Dec2024	Talk Community / Public Health	No. completing MECC training/ taking up Solihull offer	Talk community Public Health	May require comms
1.3 Increase completion rate of Making Every Contact Count e-learning among MH services staff	Dec 2024	All	No. MH services staff completing MECC e-learning		Need to engage MH services leadership
1.4 Distribute Mental wellbeing PSHE resource toolkits to schools	Dec 2024	CLD	No. schools receiving/ accessing resource toolkits	Talk community PHRFG	
1.5 Deliver targeted physical activity interventions to improvement the mental wellbeing of children and young people	Dec 2025	Stride Active	No. interventions delivered/ No. CYP participating CYP physical activity levels Qualitative feedback and impact	PHRFG	Future sustainability of interventions
1.6 Ensure 5 ways to wellbeing is integrated primary care networks and associated care pathways	Dec 2024	Taurus	Comms to PCNs % residents in contact with family, friends, neighbours % patients signposted to community support % people volunteering	Existing resource	Hard to measure promotion by PCN staff to patients

Actions	Target / review date	Responsible service(s)	Indicators / measurement	Resource	Potential risks / Comments
1.7 Support the activity of the Physical activity strategy steering group to enhance wellbeing offer	Dec 2024	Public Health	Attendance at Physical activity strategy steering group meetings % physically active adults % physically active children	Existing resource	
1.8 Refresh the local suicide strategy	Dec 2024	Public Health	Completed strategy	Existing resource	New staff member in place
1.9 Implement and roll-out a local Real time suicide surveillance system	June 2024	Commissioning/Public Health	Completed dashboard	Existing resource	New staff member in place
1.10 Raise awareness of the issue of suicide, its causes and sources of help to those affected by either feeling suicidal or bereaved as a result of suicide.	Dec 2024	H&W suicide prevention team	No. distributed resources Rate of Suicides (PHOF)	PHRFG	New staff member in place
1.11 Increase uptake of bereaved by suicide support	Dec 2025	All partners	No. people bereaved by suicide accessing support	Existing resource	May require new data collection
1.12 Support employers to develop a workplace mental wellbeing support offer	Dec 2025	Public health	No. employers/ workplaces supported No. employees taking up support offers/engaging with resources	PHRFG / E&E?	May need to review support offer for employers
1.13 Implement and roll-out a local Real time suicide surveillance system	June 2024	Commissioning/Public Health	Completed dashboard	Existing resource	New staff member in place

AMBITION 2: INDIVIDUALS AND FAMILIES ARE ABLE TO ACCESS APPROPRIATE MENTAL HEALTH INFORMATION AND SERVICES

Outcomes	Improvement in access to Mental Health advice and information	Increase access to Mental Health services	Improve the physical health of individuals with mental illness
-----------------	---	---	--

Actions	Target / review date	Responsible service(s)	Indicators/measurement	Resource	Potential risks / Comments
2.1 Undertake a Children & Young People survey	Spring 2024	Herefordshire Council / Business Intelligence	Survey results	PHRFG	
2.2 Undertake a Community Wellbeing survey	Spring 2025	Public health	Survey results	PHRFG	Date of next survey TBD, 2023 results not yet published
2.3 Scope prevalence of Neurodivergent CYP in H&W to understand current and future needs	Dec 2024		Scoping results	Existing resource	May require new data collection
2.4 Increase provision and uptake of a countywide peer support offer in collaboration with partners	Dec 2025	All	No. of peer support offers No. of peer support pairs	TBC	Availability of resource, capacity
2.5 Complete the recommissioning of the Talk Community Directory and ensure inclusion of dedicated mental health advice and information	April 2024	All	Updated Talk Community Directory Dedicated mental health advice and information section	Talk Community	
2.6 Ensure all schools are aware of and consider applying for the MH lead training grant	Dec 2024	All	No. applications for the MH lead training grant No. people who have completed MH lead training	Education services/D of E	School capacity to submit an application/change in staff
2.7 Increase uptake of physical health checks among those living with serious mental	Dec 2026	Public Health/Health check provider	% adults with SMI with completed physical health checks	ICB	Resource required to reach target

Actions	Target / review date	Responsible service(s)	Indicators/measurement	Resource	Potential risks / Comments
illness (and reduce variation) ensuring appropriate signposting and provision of support to access services					groups to improve uptake
2.8 Decrease smoking among people with a mental health condition by working with providers of MH services and smoking cessation services to ensure effective support	Dec 2026	Public Health	% people with a MH condition who smoke/engage services/quit attempt and successfully quit	PHRFG	Resource required to reach target groups to decrease prevalence
2.9 Pilot physical activity interventions for people living with dementia to enable them to get physically active and socialise	Dec 2026	Public Health/Halo	No. pilot physical activity interventions No. people living with dementia participating in pilots	PHRFG	Long-term sustainability of interventions
2.10 Ensure effective signposting to perinatal MH services	June 2024	Public Health/Service provider	No. referrals to perinatal MH services	Existing resources	Need more/new service data collected
2.11 Implement relevant actions from C&YP emotional health and wellbeing transformation plan	Dec 2024	BSiL/Public Health link	Review implementation progress of transformation plan actions	ICB	
2.12 Review referral management between teams to reduce gap in eligibility and ensure smooth transitions	June 2025	Public Health/Service providers	Referral management review	TBC	Team(s) may require additional resource to expand eligibility to reduce/ eliminate gap
2.13 Raise awareness of interventions that address rural isolation and loneliness	Dec 2023	Talk Community	% residents (18+) who say they feel lonely often or always; % of residents in contact with family, friends or neighbours	Existing resources	

AMBITION 3: PEOPLE FEEL SAFE FROM HARM IN THEIR COMMUNITY

Outcome	Increase Community Mental Health Support	Improve Partnership Working	Improvements to surroundings
---------	--	-----------------------------	------------------------------

Actions	Target / review date	Responsible service(s)	Indicators / measurement	Resource	Potential risks / Comments
3.1 Produce and implement a comms plan aimed at reducing Mental Health stigma	Dec 2024	All comms	Completed comms plan No. of delivered comms	Existing resources / PHRFG	May need consolidation of comms plans
3.2 Undertake a review of Talk Community	April 2024	Herefordshire Council	Completed Talk Community review	Existing resources	
3.3 Deliver a range of initiatives through the Safer Communities Fund to support early help and tackle the root causes of crime	March 2023	Herefordshire Council Police and Crime Commissioner	Increase in level 2 early help support How safe or unsafe do people feel when outside in their local area after dark? (Community Wellbeing survey)	Herefordshire Council / PCC	
3.4 Support implementation of the 'most appropriate agency' policy across organisations to deal with problems or concerns	Dec 2025	BMHPB	Review and implementation of 'most appropriate agency' policy	PCC / H&W NHS Trust	Outcome of this may influence resource need
3.5 Pilot Mental Health support in different settings when out of hours	Dec 2025	Community organisations	Implement and review pilot of out of hours mental health support provision	TBC	Resource to support extended support
3.6 Create a tool which allows policymakers to examine	Dec 2025	Public Health / planning	Engagement with planning teams	Existing resources	

	impact of their proposals decision making on mental health			Creation of new tool		
	3.7 Implement relevant actions from C&YP emotional health and wellbeing transformation plan	Dec 2024	BSiL / Public Health link	Review implementation progress of transformation plan actions	Existing resources	
	3.8 Deliver the priorities of the community safety partnership to keep people safe from harm e.g. violence against women, domestic abuse	Jan 2025	Community Safety Partnership	Community Safety Strategic Assessments	Existing resources / PCC Grant	

DRAFT

AMBITION 4: PEOPLE FEEL CONNECTED IN THEIR COMMUNITY

Outcomes	Increase access and knowledge of community support	Reduce loneliness & social isolation	Increase community activity offer
----------	--	--------------------------------------	-----------------------------------

Actions	Target / review date	Responsible service(s)	Indicators / measurement	Resource	Potential risks / Comments
4.1 Invest £75,000 into a community solutions initiatives to create meaningful connections for people to improve their emotional wellbeing	January 2025	Better Mental Health Partnership Children and Young People Partnership	To be determined	PHRFG	
4.2 Support the youth officer pilot support within diabetes/epilepsy WVT service	June 2024	WVT	No. patients engaged	TBC	Long-term sustainability post-pilot
4.3 Continue to invest in the children and young people's community eating disorder team	June 2024	ICB	No. patients engaged Healthy eating and drinking data (CYP QoL survey)	TBC	Long-term sustainability of team
4.4 Improve signposting and awareness of local community groups (e.g. support groups, activity groups, clubs) via different channels (e.g. social prescribers, town notice boards)	December 2025	All	No. people participating in local community groups No. comms % residents who give unpaid help to any group(s), club(s) % CYP who took part in some form of volunteering outside school/college	Talk Community	Barriers to participation for the most deprived

Actions	Target / review date	Responsible service(s)	Indicators / measurement	Resource	Potential risks / Comments
4.5 Promote volunteering opportunities available via Herefordshire Wellbeing Ambassadors and Strong Young Minds Champions	December 2024	Community organisations	% residents who give unpaid help to any group(s), club(s) % CYP who took part in some form of volunteering outside school/college	TBC	Barriers to participation for the most deprived
4.6 Continue to support the health trainer model to develop community activity and link people into activities	December 2025	Healthy Lifestyle trainer service	No. health trainers No. people referred into activities Health trainer feedback	Existing resource	Barriers to participation for the most deprived
4.7 Support the Sustainable Food Places approach and the opportunities created by 'food'	December 2025	Public Health	Review implementation of plans	PHRFG	
4.8 Increase volunteering opportunities	December 2025	All	No. of volunteering opportunities	Existing resource	
4.9 Support the creation of activities and initiatives that enable people to connect with nature and greenspace to improve their wellbeing	December 2025	All	No. comms promoting local designated wildlife sites/ visits/foot traffic to wildlife sites CYP wellbeing scores on the Stirling Children's wellbeing scale (CYP QoL survey)	TBC	May require new data collection
4.10 Promote and develop existing activities around arts and culture as part of the national creative health initiative	December 2025	Public Health	Leisure and physical activity data (CYP QoL survey)	TBC	
4.11 Support local befriending schemes to reduce loneliness & social isolation	December 2025	Public Health/Community organisations	No. people participating Proportion of residents who say they feel lonely often or always; Percentage residents in contact	Existing resource	Availability of resource, capacity

Actions	Target / review date	Responsible service(s)	Indicators / measurement	Resource	Potential risks / Comments
			with family, friends or neighbours most days		

DRAFT