

## 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	Review date	Responsible Service(s)	Indicators/measurements	RAG	Progress
<b>A.</b> Sign up to the National 'Prevention Concordat for Better Mental Health' initiative	Dec 2024	Herefordshire Council	Listed as signatory of the Concordat Action plan development Collaborative actions delivered	Existing resource	Early discussions taken place with regional lead Agreement in principle amongst ABMHPB
<b>B.</b> Deliver a Mental Health needs assessment	September 2024	Public health	Completed needs assessment	Existing resource	On target - Epi profile complete end May 2024 Stakeholder/service mapping next stage Recommendations sept 2024
<b>C.</b> Create a collaborative 12 month localised comms plan to include Better Health-Every Mind Matters,	March 2024	Herefordshire Council	Completed comms plan/ No. of delivered comms	Existing resource	12 month plan developed in collaboration with internal HC comms and aligned with PA comms Next step to align with external partners (group just re-established)

**Ambition 1: People feel satisfied with life and have a positive sense of personal wellbeing**  
**Outcome 1.1: Improve individual good mental health and resilience**

Actions	Target/review date	Responsible Service(s) and reporting leads	Indicators/measurements	RAG	Progress
1.1.1 Increase uptake of Mental Health First Aid training in the community	July 2024	Talk Community (Nikki Stroud)	No. educational staff completing MHFA training Increase awareness of MH	Green	MHFA (2 day training) – 10 people MH champion (1 day) - 40 MH awareness ( ½ day) – 15
1.1.2 Increase uptake of Making Every Contact Count (MECC) training and Solihull offer	Dec 2024	Public Health (Lieke)	No. completing MECC training/ No.taking up Solihull offer Increase knowledge of healthy lifestyle information and signposting support Increase workforce and parental knowledge	Yellow	MECC e-learning open to all Solihull continued to deliver training, train the trainer and across educational settings
1.1.3 Increase completion rate of Making Every Contact Count e-learning (incl.focus on 55+, MH services staff)	Dec 2024	All	No. MH services staff completing MECC e-learning No. people completing MECC e-learning	Yellow	E-learning link share across ABMHPB partners to increase reach into MH services Link to frailty plan
1.1.4 Ensure 5 ways to wellbeing is integrated primary care networks and associated care pathways (incl. Frailty focus)	Dec 2024	General practice	Comms to PCNs % residents in contact with family, friends, neighbours % patients signposted to community support	Yellow	PC representation on BMHPB and discussions underway Link to frailty plan

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1.1.5 Support the activity of the Physical activity strategy steering group to enhance wellbeing offer	March 2024	Public Health (Isobel Newey)	Attendance at Physical activity strategy steering group meetings % physically active adults % physically active children	Green	PH representation at PA strategy group and PA action plan development includes MW Comms plans coordinated
1.1.6 Support employers to develop a workplace mental wellbeing support offer	Dec 2025	Public health Stride (school settings)	No. employers/workplaces supported  No. employees taking up support offers/engaging with resources	Yellow	Meeting with Worcs to discuss workplace offer Bid submitted – (Luke Bennett) CVD workplace NHS HC
1.1.7 Peer mentoring in secondary schools	July 2024	Talk Community (Nikki Stroud)	No. Schools engaged No. Training sessions delivered Podcast developed Staff CPD delivered	Green	Ongoing delivery 23/24 academic year

<b>Ambition 1: People feel satisfied with life and have a positive sense of personal wellbeing</b>					
<b>Outcome 1.2: Reduce the rates of self-harm amongst young people</b>					
<b>Actions</b>	<b>Target/review date</b>	<b>Responsible Service(s) and reporting leads</b>	<b>Indicators/measurements</b>	<b>RAG</b>	<b>Progress</b>
1.2.1 Distribute Mental wellbeing PSHE resource toolkits to schools	July 2024	CLD(Nikki Stroud)	No. schools receiving/ accessing resource toolkits		Toolkit developed Website launched Linked in to our Healthy tots & Healthy schools programme
1.2.2 Deliver targeted physical activity interventions to improve the mental wellbeing of children and young people e.g. Active Families, Climbing for confidence, school nursing support	Dec 2025	Stride Active, Wye Valley Trust	No. interventions delivered/ No. CYP participating CYP physical activity levels Qualitative feedback and impact		Stride delivering where funds allow, need to consider longer term sustainability

<b>Ambition 1: People feel satisfied with life and have a positive sense of personal wellbeing</b>					
<b>Outcome 1.3: Reduce the rates of suicide</b>					
<b>Actions</b>	<b>Target/review date</b>	<b>Responsible Service(s) and reporting leads</b>	<b>Indicators/measurements</b>	<b>RAG</b>	<b>Progress</b>
1.3.1 Refresh the local suicide strategy	April 2025	Public Health	Completed strategy Stakeholder engagement		Plan in place to refresh strategy Stakeholder engagement commenced
1.3.2 Implement and roll-out a local Real time suicide surveillance system	June 2024	Commissioning/Public Health	Completed dashboard		RTSS in place RTSS lead identified RTSS monitoring and ongoing development underway
1.3.3 Raise awareness of the issue of suicide, its	Dec 2024	H&W suicide prevention	No. distributed resources Signposting information		12 month comms plan in place Monitoring of local suicides

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<b>Actions</b>	<b>Target/review date</b>	<b>Responsible Service(s) and reporting leads</b>	<b>Indicators/measurements</b>	<b>RAG</b>	<b>Progress</b>
causes and sources of help to those affected by either feeling suicidal or bereaved as a result of suicide.		team (Clare Evans)	Rate of Suicides (PHOF)		Promotion of support Promote training opportunities
<b>1.3.4</b> Increase uptake of bereaved by suicide support	Dec 2025	All partners	No. people bereaved by suicide accessing support		Officer lead now in post Attendance at BBS meetings, Promotion of offer where relevant
<b>1.3.5</b> Implementation of a 'safety plan' tool		Suicide prevention officer and partners	No. of services using joint 'safety plan' tool		Initial discussions taken place with partners

<b>Ambition 2: Individuals and families are able to access appropriate Mental Health information and services</b>					
<b>Outcome 2.1: Improvement in access to Mental Health advice and information</b>					
<b>Actions</b>	<b>Target/review date</b>	<b>Responsible Service(s) and reporting leads</b>	<b>Indicators/measurements</b>	<b>RAG</b>	<b>Progress</b>
<b>2.1.1</b> Undertake a Children & Young People survey	Survey commence Spring 2024	Herefordshire Council / Business Intelligence	Survey results		C&YP survey finalised C&YP survey live May
<b>2.1.2</b> Undertake a Community Wellbeing survey	Survey commence Spring 2025	Public health	Survey results		On target
<b>2.1.3</b> Complete the recommissioning of the Talk Community Directory and ensure inclusion of	April 2024	Herefordshire council Dementia partnership	Updated Talk Community Directory Dementia RoadMap		Recommissioning complete, extension applied Dementia RoadMap resource

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dedicated mental health advice and information			Dedicated mental health advice and information section		
<b>2.1.4</b> Ensure all schools are aware of and consider applying for the MH lead training grant	July 2024	All	No. applications for the MH lead training grant  No. people who have completed MH lead training		78% schools taken up grant Comms shared through various channels
<b>2.1.5</b> Raise awareness of interventions that address rural isolation and loneliness	Dec 2025	Talk Community	% residents (18+) who say they feel lonely often or always;  % of residents in contact with family, friends or neighbours		Included in MW 12 month comms plan Information on Talk Community Herefordshire Together grants distributed
<b>2.1.6</b> Improve access to advice & information for those with LD	April 2025	Partnership	Uptake of MH services for those with LD		More work to be undertaken, initial discussions, exploring carried out

<b>Ambition 2: Individuals and families are able to access appropriate Mental Health information and services</b>					
<b>Outcome 2.2: Increase access to Mental Health services</b>					
<b>Actions</b>	<b>Target/review date</b>	<b>Responsible Service(s) and reporting leads</b>	<b>Indicators/measurements</b>	<b>RAG</b>	<b>Progress</b>
<b>2.2.1</b> Scope prevalence of Neurodivergent CYP in H&W to understand current and future needs	Dec 2024 Anna Swift contact	ICB	Scoping results		An understanding of the prevalence of Neurodivergent CYP in H&W
<b>2.2.2</b> Increase provision and uptake of a countywide	Dec 2025	All	No. of peer support offers		Discussions undertaken, more work required to map offer. There

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<b>Outcome 2.2: Increase access to Mental Health services</b>					
<b>Actions</b>	<b>Target/review date</b>	<b>Responsible Service(s) and reporting leads</b>	<b>Indicators/measurements</b>	<b>RAG</b>	<b>Progress</b>
peer support offer in collaboration with partners					has been some new peer support offers through partners e.g. Stride peer support
<b>2.2.3</b> Ensure effective signposting to perinatal MH services	June 2024	Public Health/Service provider	No. referrals to perinatal MH services		Discussion with perinatal team, part of MHNA PH part of perinatal H&WB group
<b>2.2.4</b> Implement relevant actions from C&YP emotional health and wellbeing transformation plan	Dec 2024	C&YP emotional health and wellbeing group	Review implementation progress of transformation plan actions		Concern, lacking engagement from C&YP EH&WB group
<b>2.2.5</b> Mental Health screening outreach for farming communities	June 2025	Talk Wellbeing	No. people referred to talking therapies No take up screening		Talk wellbeing approach PH Bid submitted incl workplace health (OHID funds) VCSE offer
<b>2.2.6</b> Improve access to advice, information and support for veterans	November 2024	Defence Medical Welfare Service  Royal British Legion Admiral Nurse Service	No. people supported by DMWS  No. of people supported RBL AN Service		Improved experiences of healthcare and to support recovery from illness  Help veterans and their families to access support in their local area  Royal British Legion Admiral Nurse service offers specialist support and advice to families caring for people living with dementia

**Ambition 2: Individuals and families are able to access appropriate Mental Health information and services**  
**Outcome 2.3: Improve the physical health of individuals with mental illness**

Actions	Target/review date	Responsible Service(s) and reporting leads	Indicators/measurements	RAG	Progress
2.3.1 Increase uptake of physical health checks among those living with serious mental illness (and reduce variation) ensuring appropriate signposting and provision of support to access services	TBC - Dec 2026	Public Health/Health check provider	% adults with SMI with completed physical health checks		** Health checks for those with SMI Health watch research HLTS support for Oakhouse & 27a
2.3.2 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		HLTS new service funding in place Dedicated service offer developed
2.3.3 Pilot physical activity interventions for people living with dementia to enable them to get physically active and socialise	Pilot start autumn 2023 Dec 2024	Public Health/Halo & Herefordshire Dementia Partnership	No. pilot physical activity interventions  No. people living with dementia participating in pilots		Pilot started and going very well 30 people attending Ambition to build on this across other PCN areas Collaboration currently being explored
2.3.4 Review referral management between teams to reduce gap in eligibility and ensure smooth transitions	June 2025 Supported in part by MHNA	Public Health/Service providers MEAM	Referral management review		Initial conversations taken place.



**AMBITION 3: People feel safe from harm in their community**  
**Outcome 3.1: Increase Community Mental Health Support**

Actions	Target/review date	Responsible Service(s) and reporting leads	Indicators/measurements	RAG	Progress
3.1.1 Produce and implement a Comms plan aimed at reducing Mental Health stigma	MH Coms plan developed March 2024	All Comms	Completed Comms plan No. of delivered Comms	Green	12 month comms plan developed, including focus on loneliness, stigma and wellbeing Next step to liaise with partnership group
3.1.2 Pilot Mental Health support in different settings when out of hours	Dec 2026	Community organisations	Implement and review pilot of out of hours mental health support provision	Yellow	Reviewing current activity will include through needs assessment
3.1.3 Implement relevant actions from BSiL implementation plan	Dec 2024	BSiL / Public Health link	Review implementation progress of transformation plan actions	Green	Continue to liaise with BSiL lead Julia and overlay plans

<b>Ambition 3: People feel safe from harm in their community</b>					
<b>Outcome 3.2: Improve partnership working</b>					
<b>Actions</b>	<b>Target/review date</b>	<b>Responsible Service(s) and reporting leads</b>	<b>Indicators/measurements</b>	<b>RAG</b>	<b>Progress</b>
<b>3.2.1</b> Undertake a review of Talk Community	April 2024	Herefordshire Council	Completed Talk Community review		Review complete Review available ***
<b>3.2.2</b> Deliver a range of initiatives through the Safer Communities Fund to support early help and tackle the root causes of crime	June 2024	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)		Safer community initiatives delivered Linked in to Police rep, next phase of delivery underway (Leominster)
<b>3.2.3</b> Continue to review approach of the 'most appropriate agency' policy across organisations to deal with problems or concerns	Policy development Dec 2026	ICB	Review and implementation of 'most appropriate agency' policy		Process agreed, ICB to feed back to BMHPB
<b>3.2.4</b> 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		Ongoing - Priorities delivered as held by CSP

**Ambition 3: Individuals and families are able to access appropriate Mental Health information and services**  
**Outcome 3.3 : Improvements to surroundings**

Actions	Target/review date	Responsible Service(s) and reporting leads	Indicators/measurements	Resource	Action targets
3.3.1 Create a tool which allows policymakers to examine impact of their proposals decision making on mental health	Dec 2026	Public Health / planning	Engagement with planning teams  Creation of new tool		Support MH with healthier place policies Secondment of Planning officer into PH team now taken place to progress this work

**Ambition 4: People feel connected in their communities**  
**Outcome 4.1: Increase access and knowledge of community support**

Actions	Target/review date	Responsible Service(s) and reporting leads	Indicators/measurements	RAG	Progress
4.1.1 Invest £75,000 into a community solutions initiatives to create meaningful connections for people to improve their emotional wellbeing	January 2024	Better Mental Health Partnership Children and Young People Partnership	Wellbeing Community networks		Herefordshire together, Grants live (Jan) Grants allocated (April)
4.1.2 Support the youth officer pilot support within diabetes/ epilepsy WVT service	June 2024	WVT (Mark Weston)	No. patients engaged		PH supported bid development
4.1.3 Improve signposting and awareness of local community groups (e.g. support groups, activity groups, clubs) via different	December 2025	All	No. people participating in local community groups  No. Comms		Ongoing – Talk community, campaigns/promotions

<b>Ambition 4: People feel connected in their communities</b>					
<b>Outcome 4.1: Increase access and knowledge of community support</b>					
<b>Actions</b>	<b>Target/review date</b>	<b>Responsible Service(s) and reporting leads</b>	<b>Indicators/measurements</b>	<b>RAG</b>	<b>Progress</b>
channels (e.g. social prescribers, town notice boards)			% residents who give unpaid help to any group(s), club(s)  % CYP who took part in some form of volunteering outside school/college		

<b>Ambition 4: People feel connected in their communities</b>					
<b>Outcome 4.2: Reduce loneliness &amp; social isolation</b>					
<b>Actions</b>	<b>Target/review date</b>	<b>Responsible Service(s) and reporting leads</b>	<b>Indicators/measurements</b>	<b>RAG</b>	<b>Progress</b>
<b>4.2.1</b> Promote volunteering opportunities available via Herefordshire Wellbeing Ambassadors and Strong Young Minds Champions	December 2024	Community organisations Sharon Amery	% residents who give unpaid help to any group(s), club(s)  % CYP who took part in some form of volunteering outside school/college		Exploring current offer
<b>4.2.2</b> Continue to support the health trainers, wellbeing teams and talk wellbeing to develop community activity and link people into activities	December 2025	Healthy Lifestyle trainer service, Talk wellbeing and PCN wellbeing teams	No. health trainers  No. people referred into activities Health trainer feedback		Services currently being delivered

<b>Ambition 4: People feel connected in their communities</b>					
<b>Outcome 4.2: Reduce loneliness &amp; social isolation</b>					
<b>Actions</b>	<b>Target/review date</b>	<b>Responsible Service(s) and reporting leads</b>	<b>Indicators/measurements</b>	<b>RAG</b>	<b>Progress</b>
<b>4.2.3</b> 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  No.activities available  CYP wellbeing scores on the Stirling Children's wellbeing scale (CYP QoL survey)		Herefordshire together grants delivered PA strategy and campaign plan support and collaboration with HWT activity underway
<b>4.2.4</b> 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 with family, friends or neighbours most days		Campaigns/promotion Herefordshire together grant awards Talk Community activity Engaging with primary care
<b>4.2.5</b> Implement Rambler wellbeing walks programme	Sept 2025	Public Health	No. Walks registered No. walk leaders		Toolkit purchased, training underway Programme implementation ongoing
<b>4.2.6</b> Support Rotherwas historic & nature walks	December 2024	<a href="mailto:Rotherwasthenandnow@outlook.com">Rotherwasthenandnow@outlook.com</a> historic walks Nature walks	Number of walks Number of participants		QR codes in place around Rotherwas to enable self-guided walks by Dec 2024; programme of walks undertaken between April and Dec 2024

<b>Ambition 4: People feel connected in their communities</b>					
<b>Outcome 4.3: Increase community activity offer</b>					
<b>Actions</b>	<b>Target/review date</b>	<b>Responsible Service(s) and reporting leads</b>	<b>Indicators/measurements</b>	<b>Resource</b>	<b>Action targets</b>
<b>4.3.1</b> 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)		Public Health rep at Eating disorder working group
<b>4.3.2</b> Support the Sustainable Food Places approach and the opportunities created by 'food'	December 2024	Public Health	Review implementation of plans		Bronze award achieved Action plan 2024/25 under development
<b>4.3.3</b> Increase volunteering opportunities	December 2025	All	No. of volunteering opportunities		Herefordshire together grants support this. Ongoing
<b>4.3.4</b> 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)		Herefordshire together grants awarded. Hereford art trail Public Health engagement with leisure
<b>4.3.5</b> Personalised Support for older people incl. those with complex needs	Dec 2024	Herefordshire Dementia partnership	No. activities for older people with complex needs		Continue to enhance community wellbeing resources to support older people with complex needs including people affected by dementia: 5 Meeting Centres across Herefordshire by June 2025 6 Memory Cafes by June 2025 Increase network of CRISP and Singing for the Brain across the county

<b>RAG Rating Key</b>					
	Not started	On track	Some issues / delay	Attention required / at risk	Complete