

**Appendix 1**

## Good Mental Wellbeing 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:**

<b>Actions</b>	<b>Review date</b>	<b>Responsible Service(s)</b>	<b>Indicators/measurements</b>	<b>RAG</b>	<b>Progress</b>
<b>A.</b> Sign up to the National 'Prevention Concordat for Better Mental Health' initiative	June 2025	ABMHPB	Approved as signatory of the Concordat Action plan developed Collaborative actions delivered		Regional review panel taking place 1 <sup>st</sup> May Approved as signatories May 2025
<b>B.</b> Deliver a Mental Health needs assessment	March 2025	Public health	Completed needs assessment		Awaiting publication
<b>C.</b> Create a collaborative 12 month localised comms plan	March 2025	Herefordshire Council	Completed comms plan/ No. of delivered comms		12 month plan developed in collaboration with internal HC comms and aligned with PA comms (WMH day & suicide prev) Comms messaging through Healthy schools

<b>Ambition 1: People feel satisfied with life and have a positive sense of personal wellbeing</b> <b>Outcome 1.1: Improve individual good mental health and resilience</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>1.1.1</b> Increase uptake of Mental Health First Aid training in the community	July 2024	Talk Community	No. educational staff completing MHFA training Increase awareness of MH		MHFA (2 day training) – 72 people MH champion (1 day) - 168 MH awareness ( ½ day) – 15 Last training offered July
<b>1.1.2</b> Increase uptake of Making Every Contact Count (MECC) training and Solihull offer	Dec 2024	Public Health	No. completing MECC training/ No.taking up Solihull offer Increase knowledge of healthy lifestyle information and signposting support Increase workforce and parental knowledge		MECC e-learning open to all Solihull continued to deliver training, train the trainer and across educational settings Roll out to library staff
<b>1.1.3</b> 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		E-learning link shared across ABMHPB partners to increase reach into MH services Link to frailty plan
<b>1.1.4</b> 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		PC representation on BMHPB and discussions underway with PCN areas Link to frailty plan
<b>1.1.5</b> Support the activity of the Physical activity	March 2025	Public Health	Attendance at Physical activity strategy steering group meetings		PH representation at PA strategy group and PA action plan has been refreshed (July

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strategy steering group to enhance wellbeing offer			% physically active adults % physically active children		2024) development includes MW Comms plans coordinated
<b>1.1.6</b> 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		Suicide prevention officer Worcs link CVD workplace NHS Health checks commenced, holistic support offer
<b>1.1.7</b> Peer mentoring in secondary schools	Dec 2024	Talk Community	No. Schools engaged No. Training sessions delivered Podcast developed Staff CPD delivered		Linked to Healthy schools roll out
<b>1.1.8</b> Cultural programming work		Culture and leisure lead	5 ways to wellbeing evaluated		Our place delivery

**Ambition 1: People feel satisfied with life and have a positive sense of personal wellbeing**  
**Outcome 1.2: Reduce the rates of self-harm amongst young people**

Actions	Target/review date	Responsible Service(s) and reporting leads	Indicators/measurements	RAG	Progress
1.2.1 Distribute Mental wellbeing PSHE resource toolkits to schools	ongoing	CLD	No. schools receiving/ accessing resource toolkits 40 schools represented at PSHE day		Toolkit developed Website launched Linked in to our Healthy tots & Healthy schools programme to continue delivery
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	July 2026	Stride Active, Wye Valley Trust Culture & Leisure lead	No. interventions delivered/ No. CYP participating CYP physical activity levels Qualitative feedback and impact		PH awarded contract for physical activity intervention Aug 2024-Aug 2026 Our place project delivery
1.2.3 MIND peer support pilot delivery for secondary age pupils	July 2025	MIND/Public Health	No.sessions delivered No. families engaged		1 year pilot complete PH funded further 12 months until July 2025, extend rural offer and school collaboration offer

**Ambition 1: People feel satisfied with life and have a positive sense of personal wellbeing**  
**Outcome 1.3: Reduce the rates of suicide**

Actions	Target/review date	Responsible Service(s) and reporting leads	Indicators/measurements	RAG	Progress
1.3.1 Refresh the local suicide strategy	April 2025	Public Health	Completed strategy Stakeholder engagement		Strategy finalised, currently finalising design

**Ambition 1: People feel satisfied with life and have a positive sense of personal wellbeing**  
**Outcome 1.3: Reduce the rates of suicide**

Actions	Target/review date	Responsible Service(s) and reporting leads	Indicators/measurements	RAG	Progress
<b>1.3.2</b> Implement and roll-out a local Real time suicide surveillance system	ongoing	Commissioning/Public Health	RTSSS in place, partnerships developing		RTSS in place Developing/increasing partnerships within system
<b>1.3.3</b> 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.	ongoing	H&W suicide prevention team	No. distributed resources Signposting information Rate of Suicides (PHOF)		The <u>Life Lines campaign</u> and a stand was set up at Plough Lane for World Suicide Prevention Day Successful in our application for the <u>Baton of Hope 2025</u> , which we will host on Thursday 2 <sup>nd</sup> October 2025 Regular HT article provided
<b>1.3.4</b> Increase uptake of bereaved by suicide support	ongoing	All partners	No. people bereaved by suicide accessing support PH input into new spec		Service at capacity, Attendance at BBS meetings, Development of materials for Healthy schools Close working with BBS and link created from RTSSS, New service commissioning 2025
<b>1.3.5</b> Implementation of a 'safety plan' tool	Jan 2026	Suicide prevention officer and partners	No. of services using joint 'safety plan' tool Quant & Qual user feedback		Tool created Sharing with safeguarding board early Nov Tool in place
<b>1.3.6</b> Create a Suicide Audit group	Sept 2024	Public Health	No.group meetings		TofR developed & partner engagement Suicide audit group meets every quarter to review data, 3 meetings so far

<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>					
Actions	Target/review date	Responsible Service(s) and reporting leads	Indicators/measurements	RAG	Progress
<b>2.1.1</b> Undertake a Children & Young People survey	Jan 2025	Herefordshire Council / Business Intelligence	Survey results		C&YP survey finalised C&YP survey live May, survey completed Sept,
<b>2.1.2</b> Undertake a Community Wellbeing survey	Survey commence Spring 2026	Public health	Survey results		Scoping underway for survey 2026
<b>2.1.3</b> Complete the recommissioning of the Talk Community Directory and ensure inclusion of dedicated mental health advice and information	April 2024	Herefordshire council Dementia partnership	Updated Talk Community Directory Dementia RoadMap  Dedicated mental health advice and information section		Recommissioning complete Dementia RoadMap resource created TC MH information pages to align with MHNA service mapping
<b>2.1.4</b> Ensure all schools are aware of and consider applying for the MH lead training grant	July 2025	All	No. applications for the MH lead training grant  No. people who have completed MH lead training		78% schools taken up grant Information continues to be 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 Hereford Now article focus Dec 2024
<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 Lumi-nova LD exploration

**Ambition 2: Individuals and families are able to access appropriate Mental Health information and services**  
**Outcome 2.2: Increase access to Mental Health services**

<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	ICB	Pathway agreed		Neurodivergent programme to increase capacity & support, new service funding for 0-25 start march 2026 Increased range of options for assessments
<b>2.2.2</b> Increase provision and uptake of a countywide peer support offer in collaboration with partners	Dec 2025	All	No. of peer support offers		Discussions undertaken, more work required to map offer. There 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 2025	ICB	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	April 2025	C&YP emotional health and wellbeing group	Review implementation progress of transformation plan actions Ongoing link		Meeting re-implemented Luma Nova implementation introduction of the 0-25 Early Intervention and Preventative Mental Health Service. Objectives 2,3,5 & 6 progressing as planned. Objectives 4 and 8 progressing but delayed. Progress on objectives 1 and 7 unclear – to form part of review of plan to ensure greater clarity going forward.
<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 Workplace health (OHID funds) project implemented VCSE offer We are farming minds offer

**Ambition 2: Individuals and families are able to access appropriate Mental Health information and services**  
**Outcome 2.2: Increase access to Mental Health services**

<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>2.2.6</b> Improve access to advice, information and support for veterans	November 2025	Defence Medical Welfare Service  Royal British Legion Admiral Nurse Service	No. people supported by DMWS  No. of people supported RBL AN Service  Help for heroes offer		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**

<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>2.3.1</b> 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	Dec 2026	HLTS Health check provider	% adults with SMI with completed physical health checks		HLTS support for Oakhouse & 27a Outreach pilot ongoing



**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**

<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>2.3.2</b> Widen the smoking cessation offer and ensure there are close links between providers of MH services and stop smoking services.	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 Wellbeing question asked upon assessment
<b>2.3.3</b> Pilot physical activity interventions for people living with dementia to enable them to get physically active and socialise	June 2025	Public Health/Halo & Herefordshire Dementia Partnership	No. pilot physical activity interventions  No. people living with dementia participating in pilots		Pilot completed in Hereford and oversubscribed Further funding of new programmes approved to extend out of city
<b>2.3.4</b> 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		Referral form for breaking the cycle created Partnership in place (TP & MHNT) Still work to be done around MHNT rejections TC connect referral platform roll-out

<b>Ambition 3: People feel safe from harm in their community</b> <b>Outcome 3.1: Increase Community Mental Health 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>
<b>3.1.1</b> 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		12 month comms plan developed, including focus on loneliness, stigma and wellbeing
<b>3.1.2</b> Pilot Mental Health support in different settings when out of hours	Dec 2026	Community organisations	4 ladies night sessions Monthly well space session		Ladies night ongoing Well space merging with ladies night
<b>3.1.3</b> Implement relevant actions from BSiL implementation plan	Dec 2024	BSiL / Public Health link	Review implementation progress of transformation plan actions		Continue to liaise with BSiL lead 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
<b>3.2.2</b> Deliver a range of initiatives through the Safer Communities Fund to support early help and	June 2024	Herefordshire Council Police and Crime	Increase in level 2 early help support How safe or unsafe do people feel when outside in		Safer community initiatives delivered

**Ambition 3: People feel safe from harm in their community****Outcome 3.2: Improve partnership working**

<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>
tackle the root causes of crime		Commissioner	their local area after dark? (Community Wellbeing survey)		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		Complete
<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**

<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>3.3.1</b> Create a tool which allows policymakers to examine impact of their proposals decision making on mental health	Dec 2026	Public Health / planning	HIA of Local plan HIA framework in place		Updated national planning policy produced. Local approach now approved

<b>Ambition 4: People feel connected in their communities</b> <b>Outcome 4.1: Increase access and knowledge of community support</b>					
Actions	Target/review date	Responsible Service(s) and reporting leads	Indicators/measurements	RAG	Progress
<b>4.1.1</b> 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)
<b>4.1.2</b> Support the youth officer pilot support within diabetes/ epilepsy WVT service	June 2024	WVT (Mark Weston)	No. patients engaged		Recruited to posts, pilot delivery underway, 33 referrals, 1:1 and group sessions underway
<b>4.1.3</b> 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		Ongoing – Talk community, campaigns/promotions

<b>Ambition 4: People feel connected in their communities</b> <b>Outcome 4.2: Reduce loneliness &amp; social isolation</b>					
Actions	Target/review date	Responsible Service(s) and reporting leads	Indicators/measurements	RAG	Progress
<b>4.2.1</b> 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		Review 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>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 Continue to promote activity
<b>4.2.4</b> Support local befriending schemes to reduce loneliness & social isolation	December 2025	Talk community	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 grants Engaging with primary care

Ambition 4: People feel connected in their communities Outcome 4.2: Reduce loneliness & social isolation					
Actions	Target/review date	Responsible Service(s) and reporting leads	Indicators/measurements	RAG	Progress
4.2.5 Implement Rambler wellbeing walks programme	Sept 2025	Public Health	No. Walks registered No. walk leaders		Toolkit purchased, training underway Programme implementation ongoing and website building
4.2.6 Support Rotherwas historic & nature walks	December 2024	<u>Rotherwasth enandnow</u> 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

Ambition 4: People feel connected in their communities Outcome 4.3: Increase community activity offer					
Actions	Target/review date	Responsible Service(s) and reporting leads	Indicators/measurements	Resource	Action targets
4.3.1 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)		Investment has continued within CYP ED community services.
4.3.2 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 for silver award ongoing
4.3.3 Increase volunteering opportunities	December 2025	All	No. of volunteering opportunities		Herefordshire together grants support this. Ongoing

**Ambition 4: People feel connected in their communities****Outcome 4.3: Increase community activity offer**

Actions	Target/review date	Responsible Service(s) and reporting leads	Indicators/measurements	Resource	Action targets
<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

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