



Office for Health  
Improvement  
& Disparities

# **Better Mental Health Funding – shared learning**

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18<sup>th</sup> January 2023

# Better Mental Health Funding – Background and Context

- **ONS4 Wellbeing Measures** (to Q3 2022/23) / UCL Covid-19 Social Study (to Feb 2022) – still not recovered to 2019 baselines.
- **Increased loneliness** – again still not recovered to 2019 baseline.
- **Financial Stress** – effects of long term furlough (esp. sector specific – hospitality, arts, retail)
- .. disrupted education, higher incidence of abuse, higher D&A consumption, higher complex bereavement.
- **Inequalities:** Ethnicity, Sex, Age, those with pre-existing MH conditions .. Esp socially isolated communities (e.g. LGBT+, those living with disabilities/shielding with LTCs, new parents etc.)
- **Govt £500m MH Recovery Plan** announced March 2021
  - Of which £15m (3%) allocated (for 2021/22) to the 40 most deprived UTLAs to support schemes targeting those most affected by the pandemic, weighted by population, plus £20k to support local evaluation and monitoring.
  - Late May 2021 – 40 most deprived UTLAs invited to submit bids.
  - Mid June 2021 – bids submitted to national assurance process (targeted an universal need, use of available evidence base and projected beneficiaries)
  - Mid-July 2021 – agreement on monitoring and grant usage with successful UTLAs in place and mobilisation of funding agreed.
  - Quarterly beneficiary monitoring and encouraged use of validated wellbeing monitoring (e.g. WEMWBS)

# Better Mental Health Funding in the Midlands

Place	Schemes	Beneficiaries	Scheme typologies
■ Birmingham	11	26,137	BME peer support; bereavement support; support for those with existing CMHDs; LGBTQ+ peer support; CYP Schools; BCYPF parenting support; Victims of DV; CYP complex needs ( <u>e.g.</u> SUDs/homeless); BCYPF post-natal support; debt management support; support for unemployed; employer workplace MH; Men befriending support; Neurodiverse support; Carers respite support; Gamblers peer support; suicide prevention .. <u>Plus</u> several universal digital / campaigns ...
■ Nottingham	8	59,000	
■ Leicester	9	TBC	
■ Sandwell	9	4,202	
■ Wolverhampton	5	1,010 (+)	
■ Walsall	9	54,820	
■ Stoke-on-Trent	8	87,040	
■ <b>Midlands Total</b>	<b>59</b>	<b>202,209+</b>	
■ <b>England</b>	<b>271</b>	<b>TBC</b>	

# Better Mental Health Funding – National Evaluation

- **Centre for MH won the contract for national evaluation** (*link below or email me to share evaluation report document*).
  - Even small amounts of money can make a difference by building social / community capital.
  - It's possible to foster innovation in a short timescale by adapting evidence-based or universal interventions for specific populations / communities of interest.
  - Successes of schemes build on the goodwill and strong relationship between Local Govt and providers.
  - Local Govt Covid response was a good foundation for engagement and adapting programmes to deliver MH interventions.
  - Many schemes boosted local capacity in non-specialised wider PH workforce, but legacy capacity will wane without sustained development.
  - Potential to mitigate for lack of statutory service culturally appropriate delivery in collaboration and co-production with communities of interest.
  - Short term funding is an issue affecting engagement, mobilisation and longevity in meeting ongoing demand.
  - Penetration reported by some schemes was low for those with most socio-economic need – especially those relying on digital engagement or for non-English speaking communities.
  - Schemes were most successful when complementing a wider local strategic focus on inequalities.
  - Political and SRO leadership important to ensure PMH is considered core and sustained PH Activity.
- **Local Evaluations are trickling in and you can contact OHID Regional MH Lead ([paul.sanderson@dhsc.gov.uk](mailto:paul.sanderson@dhsc.gov.uk)) to put you in touch with any of the 270+ funded schemes (grouped by typology) to help share local learning.**

# Better Mental Health Fund Birmingham

Stacey Gunther

Birmingham Public Health 2023



**BE BOLD BE BIRMINGHAM**



# BMHF Birmingham

£800,000

15 projects

Dedicated project manager

More than 20,000 project beneficiaries

# About the beneficiaries

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52% female (Birmingham 50% female)

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90% live in most deprived 30% LSOAs in England (Birmingham 69%)

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78% live in most deprived 10% of LSOAs in England (43% Birmingham)

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85% not White British and Irish

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53% Pakistani (15% Birmingham)

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15% White British and Irish (48% Birmingham)

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# The projects

## Birmingham Education Partnership – NewStart East

Children, Teachers, Parents in East Birmingham (Alum Rock and Washwood Heath)

NewStart has been developed in partnership with school leaders and partners across BEP to provide training for teaching and pastoral staff

## Birmingham Mind

Mental Health helpline volunteer support

Volunteer coordinator to train cohorts of volunteers

## Anawim

Mental Wellbeing Support for Women with Multiple Complex Needs. 35-50 age group - those within the criminal justice system, victims of domestic abuse, rape, sexual exploitation, and substance misuse.

Training and digital content on Regulating Emotions and Dealing with Distress (REDD), and Seeking Safety. Events e.g. coffee mornings and walking groups.

## Cruse Bereavement Support

Most deprived quintile, LGBT, Black African, Black Caribbean, Pakistani, Indian, Bangladeshi and Central and Eastern European populations.

Targeted support to increase reach and uptake of bereavement support  
Educational workshops and outreach work to all schools within the most deprived quintile.

## Birmingham Women and Children's Hospital Charity

Youth Mental Health Peer Support  
Young People who are former mental health service users and experts by experience

Recruitment and training of youth mental health Peer Support workers to reduce stigma around mental health and associated barriers to existing care.

## The Delicate Mind

The Mindful Muslims Programme - peer to peer bereavement support and a series of seminars to increase awareness and confidence building on issues surrounding mental health

## Common Unity

The Wise Step Community Connector Programme  
Train the trainer suicide prevention training

## Birmingham Mind - Being Well Programme

Adult population at risk of developing mental health issues.

Structured training course including anxiety management, relaxation, mindfulness, coping with isolation; workshop on returning to the 'new normal'; arts-based interventions; development of universal on-line resources.

## Birmingham LGBT

Young People, Adults, Older Adults (LGBT community experiencing domestic abuse, and isolation)

Mental Health Awareness training

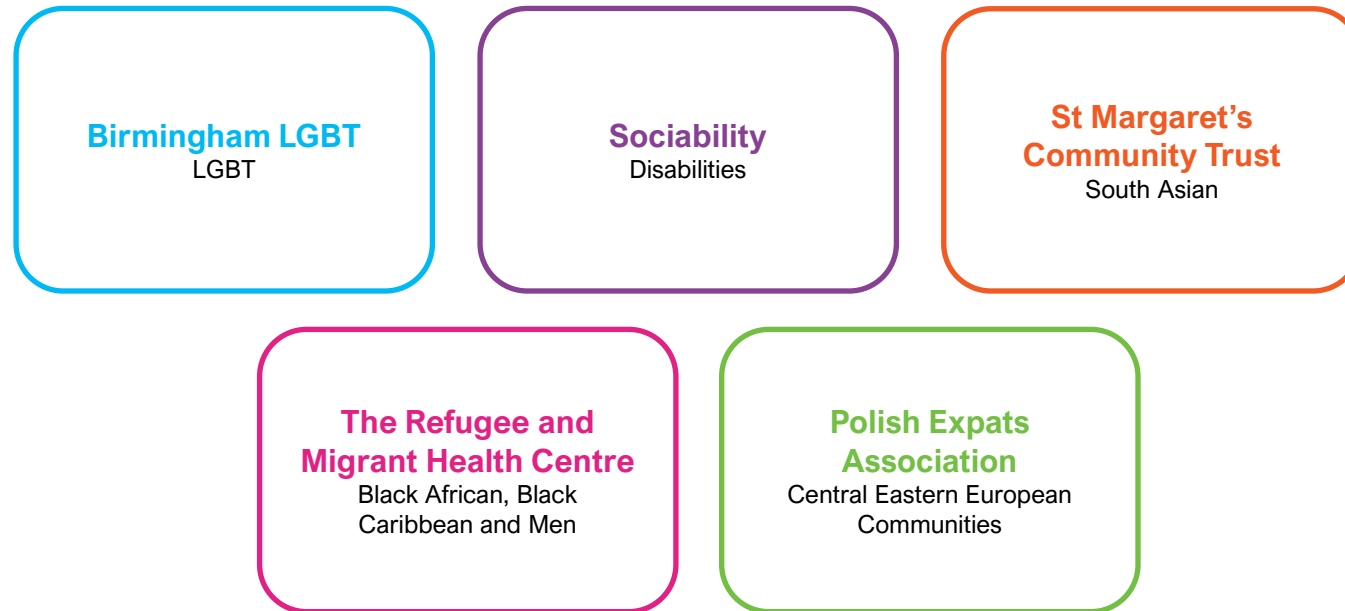
## Forward Thinking Birmingham – Psychologically Informed Environments Peer Support Programme

Young People with complex needs (homeless/substance misuse)

Training to Peer Support workers who will support young people with complex needs



# Mental Health First Aid and train the trainer training



Community organisations within the most deprived quintile (IMD, LSOA), faith organisations and community groups supporting Black African, Black Caribbean, LGBT, Disabilities Groups, Asian, Central Eastern European and male populations

# External evaluation

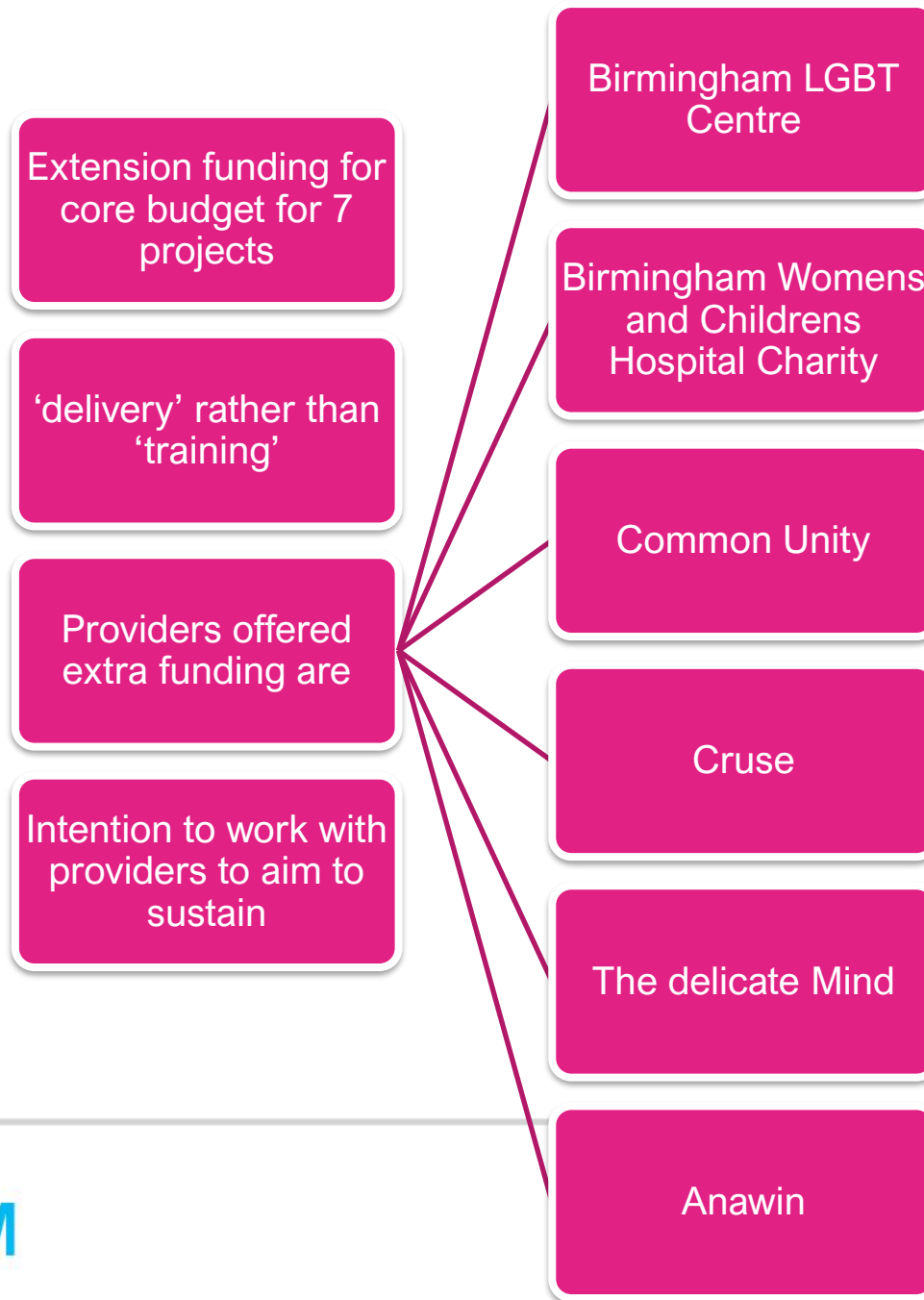
Start Feb 2023

4 month project

Qualitative component

Understand the approaches that have worked well for each population to inform future projects/commissioning

# Project legacy





@BhamCityCouncil



@birminghamcitycouncil



@birminghamcitycouncil



[birmingham.gov.uk](http://birmingham.gov.uk)



**BE BOLD BE BIRMINGHAM**



# Mental Wellbeing Walsall Programme (BMHF)

**Angela Aitken**

Senior Public Health Manager

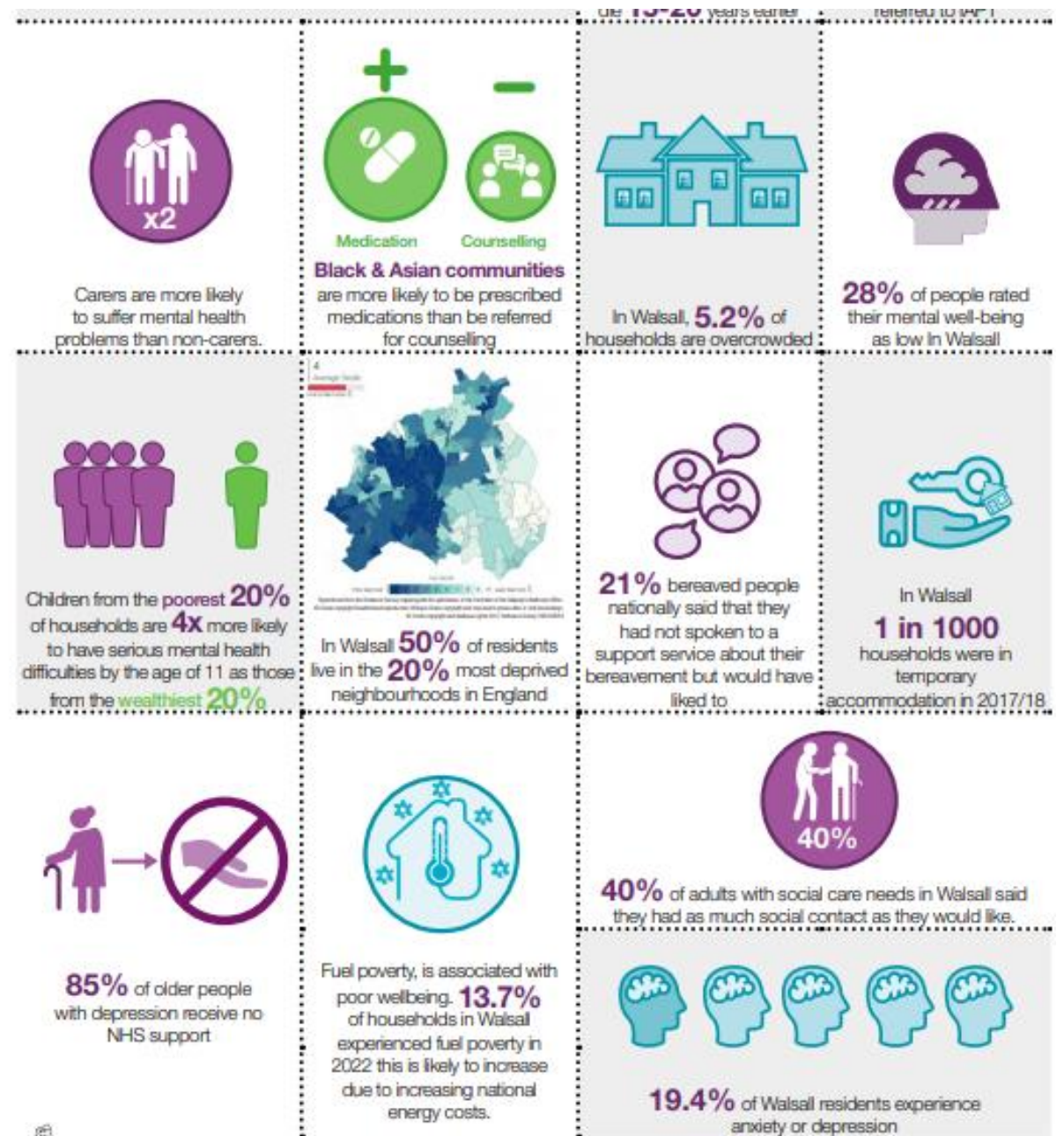
[angela.aitken@walsall.gov.uk](mailto:angela.aitken@walsall.gov.uk)



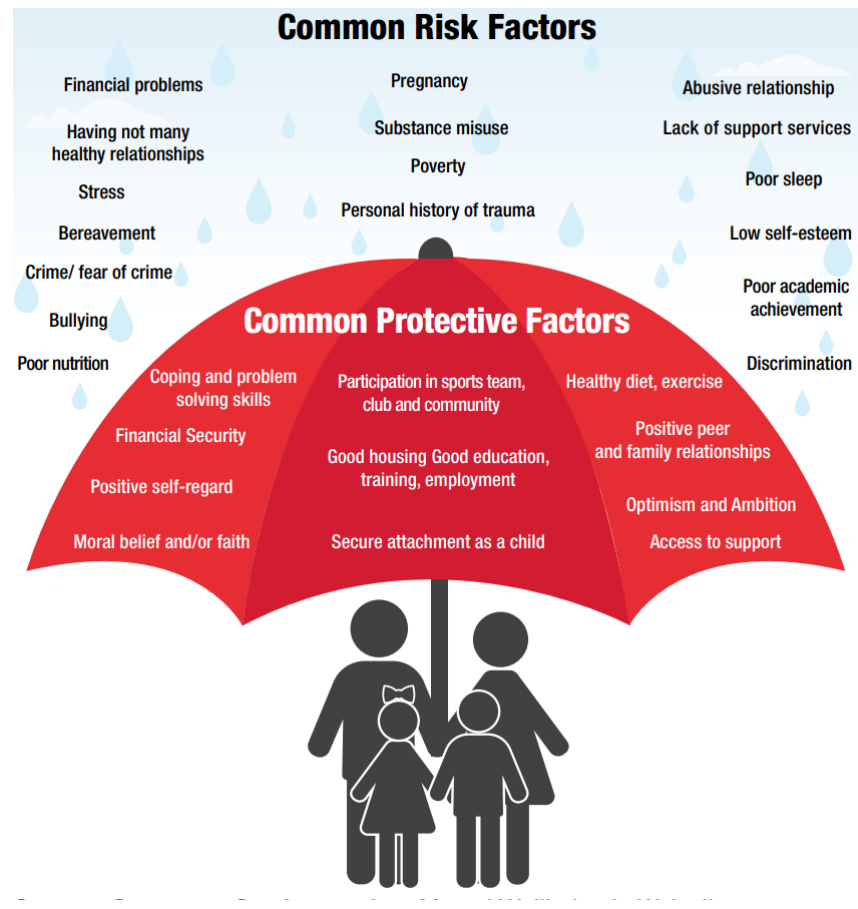
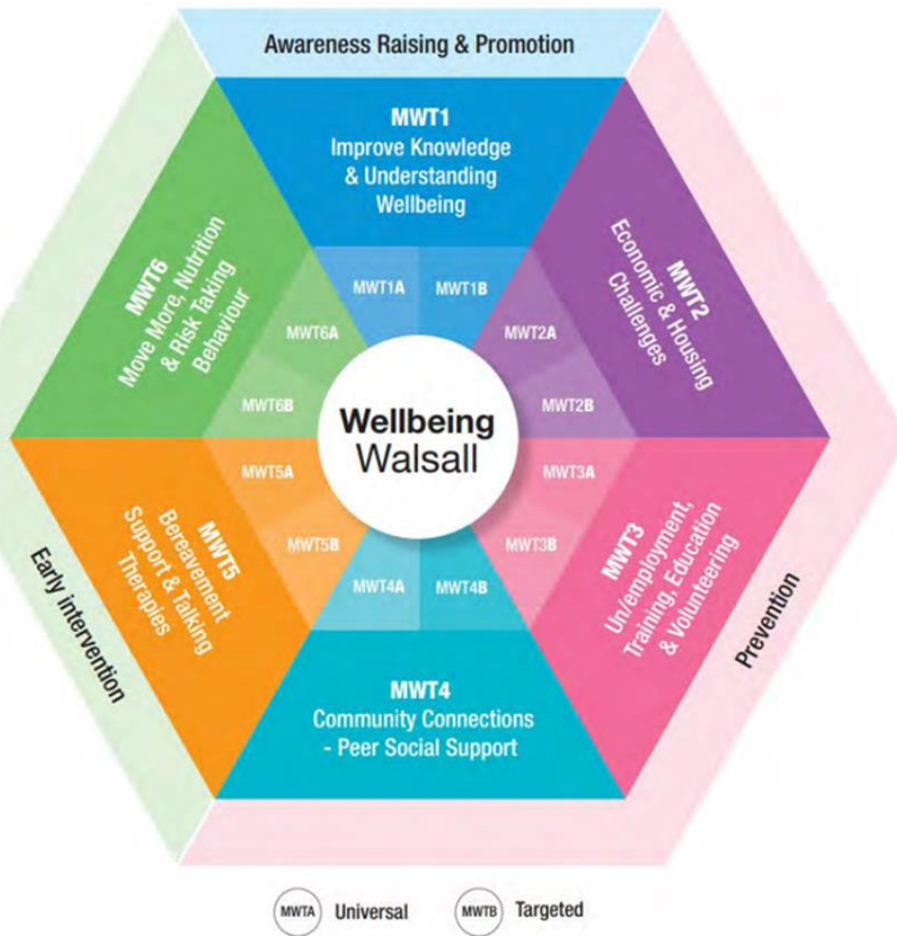
**Walsall Council**

**PROUD OF OUR PAST OUR PRESENT AND FOR OUR FUTURE**

# Walsall Mental Wellbeing Need



# Walsall Multi-Agency Mental Wellbeing Strategy



# BMHF Walsall Programme Development

**AIM:** to enhance cohesive working as a system, improve community mental wellbeing resilience and enhance networks ability to improve population mental wellbeing.

## Stakeholders Engagement / Coproduction

- Health and Wellbeing Board Partnership
- Community Mental Wellbeing Strategic Partnership
- Walsall for All & Resilient Communities Partnership
- Walsall Multi-Agency Mental Wellbeing Group
- Walsall Multi-Agency Suicide Prevention Partnership
- Ethnic Minority Communities Steering Group
- Community members
- Pharmacy and general practice
- Adult Social Care, Public Health and Hub Black & Asian Employee Network

## Commissioning Process

- Invitation To Tender & Invitation to Quote
- Grant – via specification and proposal
- Contract management and monitoring

Total Budget

£368,000





# System Projects

# Grass Root Projects

- No Wrong Door
- Walsall Community Bereavement Support
- Community Counselling
  - Mustard Seed
  - Atrium
  - Murray Hall
- Mental Health and Wellbeing Training for Leaders and Supervisors
- 'Thrive' Wellbeing Mobile Unit

- Invention - Friends Together
- Mindkind Community Garden, Young Peoples Project, Men's Project
- Mental Wellbeing Walsall Women's Project
- Walsall Carers (Young Carers, Women's Empowering, Male Carers )
- Women Outreach - Let's Get Moving
- Walsall Creative Factory Peer Buddying Wellbeing



Walsall Bereavement Support Service  
Reg. Charity No. 1152724




Sandwell & Walsall



Women's Outreach Workers



# 8 Steps to Wellbeing Plans




## My Wellbeing Plan

This Wellbeing Plan will help you and others understand what is important to keep you healthy, well and independent.

Name:

Date:



**Walsall Council**



# 'Thrive' Wellbeing Mobile Unit



This pilot project delivered by a partnership of four established voluntary sector organisations

Delivery 80% Decile 1 to Decile 3

26% Black, Asian and other underrepresented ethnic groups

Deliver intervention to improve mental wellbeing and address wider issues which impact on mental health



## Key Activities

Person-centred, meeting a range of need including:

- Mental health and wellbeing
- Domestic abuse
- Financial advice
- Homelessness

## Personalising support

Retain independence and fulfil their personal needs



Rethink Mental Illness  
Walsall.

**No Wrong Door**

No Wrong Door is a network of organisations working together to help and support people in Walsall with Mental Health & Wellbeing support needs. The Network is managed by Rethink Mental Illness.

rethink.org

Rethink Mental Illness.

The poster features a central illustration of an open blue door leading to a bright, sunny outdoor scene with a tree, a path, and birds in the sky. The text 'No Wrong Door' is prominently displayed in white on a blue circular background to the right of the door. The overall design is clean and professional, with a blue and white color scheme.

31 partner organisations to work to an agreed set of standards

Single referral form -clients tell their story once

Simultaneous access to multiple support service(s)

Within a 6 week 107 referrals into the No Wrong Door service - resulting in 168 referrals

No Wrong Door is now integrated into Walsall's



# Community Bereavement Therapy Support

Post pandemic, the amount and level of complexity of referrals increased

The delivery of the service in community locations across the borough

The funding has significantly raised the profile of both the bereavement service, and of issues surrounding bereavement and mental health

Increased capacity – reduced waiting times from 8-10 weeks to between 4-6 weeks

Low engagement of people from Black, Asian and minority ethnic communities

Plans in place to explore the wider need of diverse groups as a result



# Mindkind

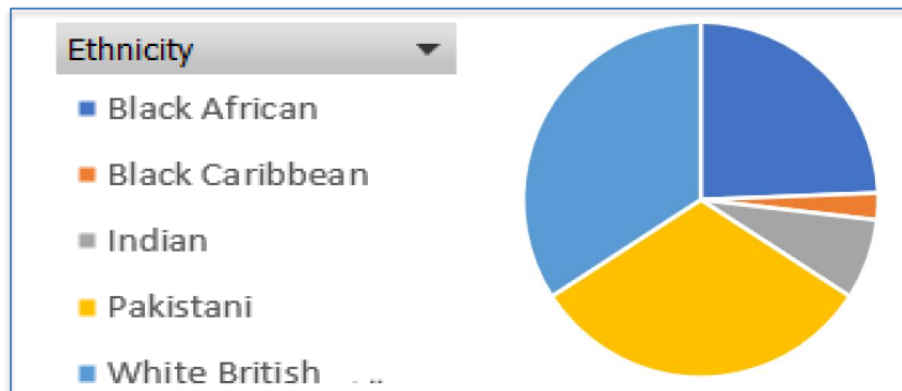
327 residents engaged to co-design wellbeing solutions to meet local needs.

100% stated that gardening, nature & green spaces helped their wellbeing during Covid-19

Majority interested in growing plants they could share - co-developed community garden

Developed nature-based activities and communicating about mental health

(105 participants) 21 to 26↑ overall 24% wellbeing score



*I have more purpose now and I am more confident*

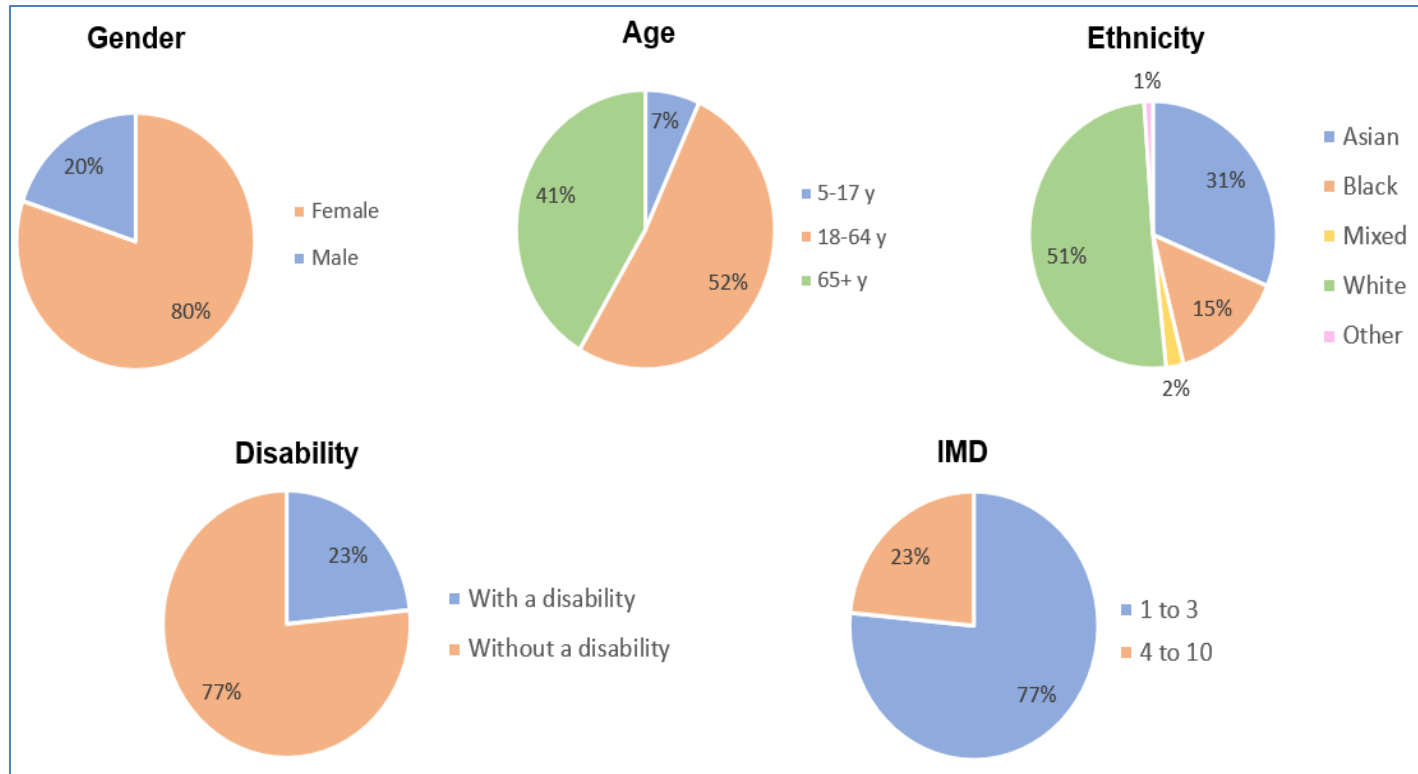
*"I have made good friends in the class and [the worker] is helping me to start volunteering"*

10 sixth form students trained as Level 3 Mental Health First Aid Peer Mentors each supporting 10 younger students = 100 younger students per term



# Snapshot Findings

Demographic breakdown of beneficiaries (n = 1910)



Providers used a range of measures:  
**ONS4 - WEMWBS - GAD7 - PHQ9 & Case Studies**

All projects achieved overall positive outcomes for residents

ONS Personal Wellbeing Score	N	%
Positive change	171	93%
No change	10	5%
Negative change	3	2%

Commissioned a provider to conduct the local evaluation, a partnership - ICRD & BVSC

# Snapshot Findings

Together No Wrong Door and Thrive Wellbeing Mobile Unit partnership delivered

- At an average cost of £50pp
- 1,300 individuals benefited in 5 months
- £502k of debt reductions/income maximisations for 300 residents

Social isolation highlighted as a need

Stronger collaborative, partnership working

No Wrong Door approach highlighted as central to improved cohesiveness

Taking services to citizens, identified as critical to success

Awareness raising embedded in all projects

Programme highlighted the degree of previously unmet (and emerging) need

Participants reported increase confidence in accessing statutory services

Projects successfully reached the most deprived communities and a diverse range of ethnic groups

Potential disparities in accessing mental health support remain for under-represented communities:

- Black Asian and minoritised
- People with disabilities
- LGBTQ



# Recommendations

## For Walsall

Retain 'mixed economy' of larger work streams and the smaller localised grants

Identify specific grant opportunities to meet needs of least engaged groups e.g. men

Continue targeting interventions towards least engaged neighbourhoods and communities

Develop programme of evaluation training for providers

Embed No Wrong Door across the mental health and care system

## For OHID

Provide sufficient lead-in time into any programme development

Provide clarity of resource and actual timescales when requesting EOIs

Make available longer term funding

Clearer directive of measures from the outset

## For Delivery Partners

Make more use of developed systems i.e. NWD

Some requirement for more focus to reach more diverse populations

Any Questions?



# Sandwell Better Mental Health Programme

ADPH WM Conference

18 January 2023

Lina Martino, Consultant in Public Health



23/01/2023

**Sandwell**  
Metropolitan Borough Council

**HEALTHY**  
**SANDWELL**

We find the support you need

# Background

- £391,272 funding from PHE's (now OHID) Prevention and Promotion Fund for Better Mental Health 2021/22
- Identified 10 projects that would complement and bolster existing support across the life course – informed by stakeholders and resident engagement
- Drew on established strong links with our voluntary & sector, in line with Stronger Sandwell principles

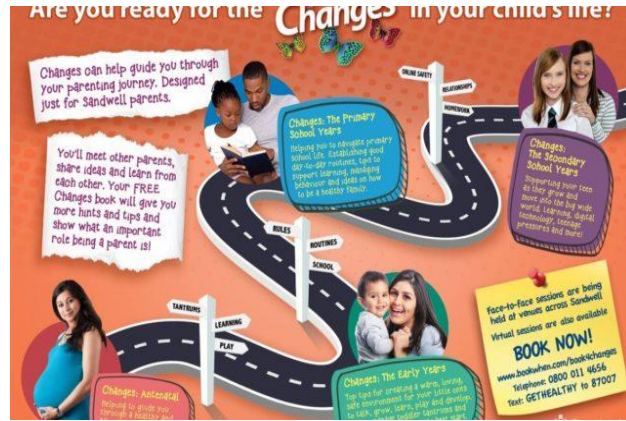


# BMH Programme aims

- Deliver interventions to **improve mental wellbeing among Sandwell residents of all ages**, with a particular focus on groups at increased risk of poor mental health
- **Improve understanding of mental health and wellbeing among Sandwell's communities**, including available support
- **Increase capacity among voluntary and community sector organisations** supporting mental wellbeing.

# BMH Projects

Project A – Changes



Project B – Activities for New & Expectant parents



Project C – Anti-Bullying (SHAPE)



Project D – VCS Well-being Charter (CYP)



Project E – Team Talk – Albion (men 18+)



Project F – Tough Enough To Care (men 18+)

**INSPIRING • POSITIVE • MINDS**  
Promoting Ways to Wellbeing



Would you like to.....  
Improve your wellbeing but don't know where to start?

Project G – Ideal for All



Project J – Communications & staff wellbeing

# Evaluation

- Quantitative data on numbers of people engaged and changes in self-rated wellbeing
  - Measured pre- and post- intervention using the Warwick-Edinburgh Mental Wellbeing Scale (WEMWBS)
- Qualitative analysis of interviews with project leads, and testimonials and case studies from service users/participants describing their experiences
  - Thematic analysis of semi-structured interviews with project leads to understand perspectives of project impacts on communities, challenges faced, positives and learning points, and plans for the future

# Outcomes: Beneficiaries and wellbeing scores

- Overall a total of 1,402 unique beneficiaries were reached by the end of 2021/22 Q4, with most projects continuing into Q5
  - Between April and December 2022, approximately 260 people benefitted from the second tranche of small grants (Project I).
- The self-rated wellbeing of individuals participating in the Better Mental Health Programme was significantly improved at the end of the intervention period, with a 17.8% change in mean WEMWBS scores



# Outcomes: Thematic analysis

- Thematic analysis of interviews with project leads demonstrated that the projects have been very well received in our communities.
- The themes identified around impacts were consistent with testimonials and feedback received from participants and service users, with social connection, improved confidence and wider wellbeing emphasised throughout.
- There has been an emphasis on partnership working throughout, ensuring that projects are as accessible as possible and a constant strive for change and improvement.
- COVID-19 and its impact on services, safety and planning was identified as a key challenge, as well as barriers to access including attendance, marketing and high demand for services.
- All projects demonstrated a plan to continue and expand their offer, with a focus on project sustainability and role of the voluntary and community sector.

## Feedback from parents, Changes Antenatal and Library Project

**“These sessions have helped me also after lockdown I was isolated with my child and very wary to go out but I am now comfortable within this group and made many friends and have been signposted to other useful agencies”**

“ I was reluctant to come along with a young baby to a group but this caters for all and I am surprised how the baby engages with the stories and rhymes it has taught me they are never too early to learn”

“We want the children to start to interact with other children & we think this is a great environment to do so. We think this will really help get the children ready for nursery too. The children really look forward to coming every week.”

“Meet other parents and have a safe environment in which my child can interact with other children. It's my first time and I will be coming back. Have enjoyed ourselves.”

***‘Just try your best. Not everyone is perfect; it's made me have a positive look on life’.***

23/01/2023

*‘I am getting my confidence back as a mother because I am able to stay calm and talk to my kids instead of shouting at them and telling them off. We now discuss problems instead’.*

*‘I loved learning new things. I've had the confidence to attend other courses and the library.’*

*‘it's given me a clear understanding of what to do and what not to do with your child. This course has helped me so much and I'm so grateful’*



## Participant testimonial, *Tough Enough to Care*

“For too long I kept my worries and issues to myself which had a hugely negative effect on my work productivity and also in my personal life, including my relationship. I had masked my issues with excess alcohol which got to the point of becoming a serious problem. Following one of the mental health awareness sessions run by Stu from TETC, I opened to my wife about how I was feeling and after talking, I decided to give one of their support groups a whirl. I had heard so many horror stories of talking groups being too clinical and like a counselling session so I was naturally hesitant ...how wrong I was!!! I was greeted with a smile, a handshake, a hot coffee and offer of biscuits (what more could a man want?!)

The group starts by simply asking how your week has been, giving all the lads a chance to speak. After this, I was invited to share my story as it was my first time and I don't think I stopped talking for nearly an hour. Every single man there could relate to some part of my story and there was no judgement whatsoever, by anyone at all, including the facilitator. I was given space to talk, I listened to the support of other blokes and it was like a weight had been lifted off my chest. The group finishes with a positive to look forward to for the week and mine was going home and telling my wife all about it. I couldn't wait for the next meeting and I haven't missed a group since my first session. To anyone wondering if it might be for them, I implore you to give it a go. You can leave if it's not for you but I doubt very much that you will.

**In short, I attended a group when I was at my rock bottom. I now have my drinking well under control, much better productivity at work and best of all, my family life is better than ever.”**

***“It has made a real change to my life. I’m starting to understand and get help. It’s a lifeline”.***

*– Participant, Ideal for All*



# Benson Community Project

## SCVO – Community Mental Health Grant Programme

“Cycling has given me a boost to self-esteem, confidence”

“Found a new love for who I am and what I can do also what I have achieved”

“Made a few friends been out shopping together”

“I am proud of myself feel happy also fit to its once a week I can be myself”



“If it wasn't for this, I'd be at home sat on a chair depressed on me own”

“I've started going out more now feel less frightened to do so”

# Holy Trinity Church, Old Hill

## SCVO – Community Mental Health Grant Programme

### Soup & Soul

“Staying behind to eat the soup has helped me to make new friends.”

“I still feel able to wear a mask if that’s what I want to do. I feel it is a safe place to come.”



### Trinity Treasures

“...helped bring me out of myself and helped my son bond with others.”

“...enabled me to talk and share with other mothers about being a mom and help with life issues.”



# Ileys Community Association

## SCVO – Community Mental Health Grant Programme

- Supporting Somali community with daily living skills and signposting to relevant services
- Emotional support: helping people to develop emotional resilience
- Social support: reducing social isolation, forming friendships and increasing social, kinship and community networks
- Awareness Session & Training and skills development, increasing employment potential
- Talk to in same language



*'Ileys' in Somalian means 'Light of Hope',  
'a place of refuge',  
'help and companionship'*



# Key learning

- Selecting projects and interventions based on community engagement and feedback meant that we were able to deliver a programme that met the needs of participants and what was important to them – this is reflected in the positive feedback and testimonials received.
- Similarly, placing ownership of projects with the voluntary & community sector and embedding flexibility within grant conditions meant that organisations were free to respond and adapt to emerging challenges.
- Strengthening links between local authorities and regional teams would help to ensure that implementation timescales are realistic and can be aligned with internal governance and finance processes.



# Programme legacy and next steps

- Success to date gives us strong foundations to build on in continuing this work and sustaining its legacy
- Elements that focus on increasing VCS capacity will ensure that the benefits continue beyond the funding period
- A number of projects are continuing into next year through current and additional funding identified
- The Programme will be expanded over the next 3 years to focus on additional target groups, using allocated Mental Health budget from Public Health reserve. This will be informed by stakeholder and resident engagement being undertaken to inform the development of the Sandwell Better Mental Health Strategy
- Working towards becoming a signatory to the Prevention Concordat for Better Mental Health will be a key legacy from this programme and the cornerstone of our Better Mental Health Strategy for Sandwell

# Over to you...

- What are some of the barriers to accessing community wellbeing support in your own areas?
- How can we work with our communities and partners to improve our engagement and reach?