

DERBYSHIRE COUNTY COUNCIL

MEETING WITH CABINET MEMBER, HEALTH AND COMMUNITIES

22 November 2016

Report of the Director or Public Health

NEW ANTI-STIGMA WEBSITE DOMAIN NAME REGISTRATION

1. Purpose of the Report:

To seek approval to purchase and register a new website domain name as part of a countywide, anti-stigma, mental health campaign aimed at young people.

2. Information and Analysis:

Background to anti-stigma campaign

Good mental health plays a vital role in a happy, healthy life. But sadly one in ten children now suffers from a clinically diagnosed mental health disorder.

The estimated number of young people aged five to 16 in Derbyshire with a mental health disorder is **10,100**.

Here are some key facts:*

- 1 in 10 children and young people aged 5 - 16 suffer from a diagnosable mental health disorder - that is around three children in every class
- Between 1 in every 12 and 1 in 15 children and young people deliberately self-harm
- There has been a big increase in the number of young people being admitted to hospital because of self-harm. Over the last ten years this figure has increased by 68%
- More than half of all adults with mental health problems were diagnosed in childhood. Less than half were treated appropriately at the time
- Nearly 80,000 children and young people suffer from severe depression
- Over 8,000 children aged under 10 years old suffer from severe depression
- 72% of children in care have behavioural or emotional problems - these are some of the most vulnerable people in our society
- 95% of imprisoned young offenders have a mental health disorder. Many of them are struggling with more than one disorder
- The number of young people aged 15-16 with depression nearly doubled between the 1980s and the 2000s

- The proportion of young people aged 15-16 with a conduct disorder more than doubled between 1974 and 1999
**Stats from Young Minds (The voice for young people's mental health and wellbeing)*

That's why we will be carrying out an integrated marketing campaign to tackle the twin issues of destigmatising mental health amongst young people and also offering help in getting them the services they need.

We are aiming to launch this campaign in March 2017 and a dedicated web presence is a vital component of the campaign in order to provide in-depth help, advice and signposting.

The anti-stigma campaign is a partnership between Derbyshire County Council, Derby City Council and the county's four CCGs.

It sits within the national Future in Mind strategy and is part of an integrated Derbyshire wide approach to tackling mental health issues amongst young people.

3. Financial Considerations:

The initial registration of a new website domain name is £4.99. We also require an annual security certificate at a cost of £230 per year for the next two years.

Funding for the anti-stigma campaign forms part of monies from the county's CCGs as part of the Derbyshire-wide Future in Mind anti-stigma strategy.

4. Other Considerations:

In preparing this report the relevance of the following factors has been considered: legal, prevention of crime and disorder, equality and diversity, human resources, environmental, health, property, social value and transport considerations.

5. Background Papers:

None

6. Key Decision:

No

7. Call-in:

Is it required that call-in be waived for any decision on this report? No

8. Officer's Recommendations:

- a. That approval is given for the purchase and registration of a domain name (name to be confirmed) as part of a countywide campaign to tackle mental health stigma amongst young people. This is at a one off cost of £4.99.
- b. That approval is given to the recurrent, annual security certificate charge of £230 for the next two years.

Dean Wallace
Director of Public Health