

DERBYSHIRE COUNTY COUNCIL

CABINET MEMBER FOR STRATEGIC POLICY AND BUDGET

2 December 2013

Report of the Chief Executive

Commitment to Time to Change programme

1. Purpose of Report

To seek approval for the Council to pledge its support for the national Time to Change campaign and to approve a corporate action plan for tackling the stigma around mental illness.

2. Information and Analysis

Around 1 in 4 adults experiences mental health difficulties at some point each year. Often this can be caused by major life events such as bereavement, by personal or family trauma, or the impact of crime or abuse. There is increasing evidence to show that the downturn in the economy and the impact of austerity measures are resulting in hardship for many families. Increased personal debt, or the withdrawal of disability benefits have led to many more people suffering lower level mental health conditions.

There is also evidence of increased rates of self-harm and attempted suicide amongst young people who are struggling with growing up, early relationships, bullying and pressures at school or college. Around 1 in 10 young people will experience a mental health problem. Once a young person receives a formal diagnosis of mental illness there is evidence that shows life chances and learning or employment opportunities can be severely curtailed. Mental health difficulties are also known to affect a number of specific communities disproportionately, such as young Black Caribbean men, people who are Lesbian, Gay or Bisexual or Trans women following childbirth and a huge and growing number of older people with dementia.

Despite the increasing incidence of mental health difficulties amongst the population, there is still a marked lack of awareness around mental health. Around 90% of people with mental health problems or a history of mental illness experience discrimination. This can include discrimination at work, and harassment in the community in which they reside. Each year many people in Derbyshire seek the help of their GP and other services because of a decline in their mental health, placing significant pressures on local health services.

The Council's work on mental health has focused on the provision of social care services for people with complex and enduring mental health problems. However, in line with the Government Strategy "No Health Without Mental Health" Adult Care is also looking at primary and preventative strategies. In April 2013 responsibility for ensuring effective mental health services transferred to the Council as part of the Public Health function.

The Council has the capacity to make a significant positive impact on awareness in relation mental ill-health. Improving awareness of mental health issues could significantly improve life for many people across Derbyshire, by improving opportunities in relation to employment, through employment support for existing employees of the Council, by ensuring personal and community safety and by improving individual health and well-being.

Time to Change campaign

The Time to Change campaign is a national programme that started in October 2007. It aims to reduce discrimination and raise awareness of mental health. The campaign provides wide-ranging information and resources to enable organisations and groups to raise awareness about the impact of, and the resulting stigma felt by people who experience mental ill-health. Since Time to Change launched there has been a significant increase in the number of people who say they know someone with a mental health problem.

Results of a survey carried out by the campaign of 1,000 people who are being treated for a defined mental illness and who are living in the community shows that there has been a:

- 3% increase in the numbers of people reporting no discrimination in their lives.
- 11.5% reduction in the average levels of discrimination reported in 2011 compared to 2008.
- 2.4% improvement in public attitudes towards people with mental health problems since the launch of Time to Change.

Many hundreds of organisations, including local authorities and NHS Trusts have already signed up to the campaign, and are using Time to Change to help them improve the action they are taking and to reduce discrimination locally. The Time to Change pledge is a public statement of aspiration that the Council wants to tackle mental health stigma and discrimination. A key requisite of organisations signing up to the campaign is they are required to have a co-ordinated programme of action which will help tackle discrimination and which improves awareness with their employees, the public and partner organisations. All organisations who want to pledge must have an action plan setting out what they are going to do. A draft corporate action plan is attached at Appendix 1.

Next Steps

Time to Change consider that pledging should be a public commitment to supporting the campaign and to get maximum impact they advise signing the pledge at an event. Once the action plan has been agreed by Time to Change it is intended to hold a launch event for the Council to formally declare its commitment and to raise awareness of its action plan with Elected Members, colleagues, partners and local mental health organisations and groups.

The action plan seeks to harness existing work carried out in the Council in relation to mental health, and raise the profile of the issues through a set of focused publicity campaigns. Progress against the corporate action plan will be monitored by the Council's Diversity and Inclusion Board which is chaired by the Chief Executive and includes senior officers from all departments and human resources.

3. Financial Considerations

There is no charge for signing up and publicly expressing our commitment to the Time to Change campaign on their website. However, there will be costs associated with taking action to implement this commitment via the corporate action plan. These costs can be accommodated within a number of existing departmental budgets. Small sums could also be found from the corporate equalities budget for low-cost actions which cannot be covered elsewhere.

Time to Change has some funding to support organisations locally, and the Authority could seek to make bids against this pot of national funding for new and innovative projects or actions it develops as part of its corporate action plan.

4. Equality and Diversity and Human Resources Considerations

Tackling discrimination and harassment on grounds of mental health is one of the Council's is a one of the authority's main objectives. It also constitutes an important aspect of "Working and living in a non-discriminatory environment" one of the six building blocks within the Council's new draft strategy for equality, diversity and inclusion. It will help the Council to meet its legal and public sector equality duties as these relate to disability.

5. Other Considerations

In preparing this report the relevance of the following factors have been considered: legal, prevention of crime and disorder, environmental, property and transport considerations.

6. Key Decision

No.

Public

7. Call-In

Is it required that call-in be waived in respect of the decision in the report?
No.

8. Background Papers

No Health Without Mental Health, 2 November 2011,
<https://www.gov.uk/government/publications/the-mental-health-strategy-for-england>

Time to Change website, <http://www.time-to-change.org.uk/>

9. Officers' Recommendations

It is recommended that:

1. Derbyshire County Council signs up to the Time to Change campaign to demonstrate its commitment to tackling stigma and discrimination on grounds of mental health.
2. The attached draft action plan attached at Appendix 1 is approved

Ian Stephenson
Chief Executive

Appendix 1

Time to Change – Derbyshire County Council Action Plan 2013 – 15

Action	Timeframe	Resources	Desired outcomes
Objective 1. Improving mental health awareness and reducing discrimination			
Run a range of campaigns to raise awareness of mental health in different settings, including within the Council, across Derbyshire communities and with partners	2013 - 17	Policy & Research with Adult Care, Public Health and Public Relations Libraries	Improved awareness, understanding and reduced discrimination towards people who experience poor mental health
Develop the participation of mental health organisations and groups in our work to reduce discrimination and raise awareness	2013 - 15	Adult Care, CAYA, Policy & Research, and PR (Derbyshire Directory focus) HR, Unions and Disabled Workers Group for DCC employees	Work to counter mental health stigma is informed by the opinions of local people and organisations The Council is providing on-going support to local organisations working to improve awareness of mental health
Mark Mental Health Awareness Week through a range of activities which raise awareness and publicise available services and support for people and their carers or families	12 – 18 May 2014 & annually	Policy & Research Libraries Health & Well-being Zones Archives Service Adult Care & CAYA settings Countryside Services Occupational health	Heightened awareness and links into wider national work and campaigns People in Derbyshire can participate in a range of activities and improved access to available services
World Mental Health Day – Event to pledge commitment to Time to Change on	November 2013 &	Public Health	

3 December 2013.	annually	Public Relations	and support
Objective 2. Helping people to gain and retain employment			
Review how the Disability Employment Project works with people with a history of mental ill-health to assist more people into work/ back into work/ to study for skills and qualifications	2013 - 15	HR and Adult Care	Improve the range of advice, support and help to people with mental health difficulties seeking work or seeking to return to work
Review the Council's own recruitment practice to ensure that discrimination is not taking place towards people with a history of mental illness	2013/14	HR (Part on review of Recruitment and Selection policy and practice)	Remove any unjustifiable barriers for people with mental health seeking to gain employment with the Council
Improve manager awareness of the range of support provided by the Council for its employees including reasonable adjustments and the counselling.	2013 - 15	HR Disabled Workers Group	Ensure that there is consistent access to support for employees and managers across the Council and its departments Good practice in employment is being shared across DCC
Objective 3. Reducing harassment			
Improve mental health awareness amongst community safety teams and partners, and council front line staff including in relation to hate crime incidents and reporting	2013 - 15	Community Safety	Improved awareness amongst professionals dealing with and supporting victims of hate crime
Monitor the number of hate crime incidents associated with mental illness	2014 - 17	Hate Crime Strategy Group	Improved picture of the incidence and nature of

with partners to the Derbyshire Hate Crime Strategy			mental health based hate crime in Derbyshire
Raise awareness with Elected Members and engage Local Area Committees in promoting awareness within local communities	2014	Policy, Public Health and Democratic Services	
Objective 5. Preventing people becoming mentally ill			
Support and actively promote initiatives which promote financial inclusion and tackle poverty including the provision of CAB services at GP surgeries	2013 - 17	Welfare Rights, Adult Care Anti-Poverty Strategy Group? Public Health Multi-Agency Teams, CAYA	Helping people to cope with financial hardship and preventing mental ill-health
Ensure that health prevention work includes action to prevent people entering mental health services by commissioning evidence based mental wellbeing activities within the council and with partners	2013 - 17	Public Health Adult Care CAYA HR	Reduce the need for medication and use of mental health services and social care based mental health intervention
Objective 6. Improving support and services			
Improve the range of services and advice in relation to low level mental illness	2013 - 17	Public Health Adult Care CAYA	Prevent people needing higher level or intensive support from health and social care services
Ensure that work to support carers and families of disabled people, young people and families, and older people includes actions to support those living with and coping with mental illness	2013 - 17	Public Health Adult Care CAYA	Improve the support for individuals and families living with mental illness/ help prevent decline in mental health

Public

			Help reduce demand for intensive health and social care services
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