

Lancashire Health and Wellbeing Board

Meeting to be held on 29 October 2015

A Blueprint for Lancashire

Contact for further information:

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Executive Summary

A Blueprint for Lancashire aims to challenge perceptions, alter opinions and revolutionise the provision of mental health and wellbeing services across Lancashire. At the heart of the strategy is a belief that Lancashire can be the U.K.'s beacon county for mental wellbeing.

To ensure that there is full external input and ongoing influence of the strategy, an independent steering group will be formed consisting of key stakeholders from across the county.

The purpose of the steering group will be to develop delivery against the 16 outputs identified in the Blueprint. These are:

Focus area 1 – mental wellbeing

1. Building social connections/capital
2. Interactive online resource for mental wellbeing and resilience
3. Developing mental wellbeing and resilience skills
4. Resilience from an early age
5. Targeted wellbeing in the workplace
6. Awareness campaigns promoting mental wellbeing
7. Promotion of mental wellbeing across the county

Focus area 2 - Equality for everyone living with a mental health condition

1. Transitional personal support
2. Pre and post crisis support
3. Peer and group support
4. County wide remote access self-assessment
5. Targeted training to normalise attitudes to mental health conditions
6. Awareness campaigns to normalise societal
7. Promotion of normalised societal attitudes to mental health across the county
8. Reactive and responsive provision of information and advice
9. Altering Lancashire's key decision makers, influencers and policy setters opinion of and approaches to mental health conditions.

Recommendation/s

The Health and Wellbeing Board is recommended to:

1. Endorse the strategy 'A Blueprint for Lancashire' and provide support and challenge to Lancashire Mind through implementation of the Blueprint
2. To identify the appropriate links to existing programmes and workstreams that will support its delivery

3. Agree that a member of the Health and Wellbeing Board will sit on the Independent Blueprint for Lancashire Steering Group.

Background

1.1 A Blueprint for Lancashire is a visionary, aspirational and ambitious new strategy that aims to shift current thinking around mental health and wellbeing.

1.2 It is a call to action and it seeks to link, unify and galvanise all the organisations (statutory and voluntary, public and private, formal and informal) that impact and interact with people who currently experience a mental health condition and whose activities impact upon someone's mental wellbeing. Put simply, no one agency or establishment can alter attitudes and increase mental wellbeing alone. However, by uniting all those in Lancashire who believe that this proud county can be the *Country's* central point for mental health and wellbeing we can show the nation that it *IS* possible for everyone living with mental health conditions to be treated as a full and equal member of society, and that it *IS* possible to improve the mental wellbeing of a county despite the challenges that this may bring. Together, we can truly make a difference.

1.3 'A Blueprint for Lancashire' has two distinct priority areas: ***Mental Wellbeing*** and ***Mental Health Conditions***. The two are connected and more of the former will result in less of the latter. It has been identified that the most effective way to reduce the prevalence of mental health conditions is to take a whole population approach to limiting the chance of people, who may be susceptible, developing them. In order to effectively change attitudes and approaches to each we need to approach them separately and be acutely aware of the distinctions between the two. The strategy highlights sixteen outputs across the two priority areas which we believe need to be undertaken.

1.4 Whilst Lancashire Mind were the catalyst for the strategy they do not view themselves as the owner, sole deliverer or responsible agent. Therefore it is felt that there needs to be an independent Steering Group created that will lead the Strategy.

Use the following link to access [A Blueprint for Lancashire](#)