

Lancashire Health and Wellbeing Board

Meeting to be held on Tuesday, 18 September 2018

Mental Health and Wellbeing - Time to Change Hub

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Executive Summary

[Time to Change](#) is a growing movement of people changing how we all think and act about mental health. Since 2007, Time to Change have been working to create major changes in national attitudes and behaviours, raising awareness and reducing the stigma associated with mental health. Its aim is to empower communities to lead and embed local change, and to do this it has established 'Time to Change Hubs'. Mental health and wellbeing is identified in the Lancashire Health and Wellbeing Board Strategy as a priority for addressing health inequalities in Lancashire, especially for children and young people. This paper, and presentation by Darren Bee, Time to Change regional co-ordinator, explains the proposed approach for developing a Time to Change Hub in Lancashire

Recommendation/s

The Health and Wellbeing Board is recommended to:

- i. Endorse an application and acknowledge the external funding stream associated with this, to become the Host for the Lancashire Time to Change Hub and support the Time to Change social movement to end the stigma and discrimination experienced by people with mental health problems
- ii. Oversee the local Hub Partnership and uphold the responsibilities of the Host as described
- iii. Nominate and endorse the organisation proposed to fulfil the role of the Hub Co-ordinator
- iv. Delegate the responsibility for submitting the application to the Chair of Lancashire Health and Wellbeing Board, in consultation with the Director of Public Health and Wellbeing.

Background

Time to Change Hub

A Time to Change Hub is a partnership of local organisations and people who are committed to ending mental health stigma and discrimination. Collectively and independently they initiate and run regular local activities to challenge mental health prejudice, coming together to align and maximise the impact of their combined activity.

They provide encouragement, support and tools to those that are already campaigning locally and to those that aspire to join the campaign, as well as seeking to encourage anti-

stigma and discrimination policies and best practice within both their own organisations and relevant local strategies. Hubs are partnerships of local organisations and communities; they are not a physical resource based in one location.

Each Hub will receive 18 months direct support from Time to Change from the date of their appointment. Following this period there is an expectation that Hubs commit to continuing to work around mental-health anti-stigma and discrimination independently for a reasonable period, approximately two years, to ensure local changes in attitude and behaviour are robust and sustainable.

Each Hub consists of five main elements;

- **Hub Host** (usually the Local Authority or Health and Wellbeing Board)
- **Hub Coordinator** (usually a local mental health community organisation)
- **Local Authority** (if not nominated as the Hub Host)
- **Local Champions**
- **Wider Hub members**

The 'Host' and 'Coordinator' organisations make up the 'core members' of local Hub partnerships, together with the relevant Local Authority.

The Application Process and Timeline of Events

The table below sets out the key stages and timings of the application process to host a local Time to Change Hub;

Stage / Timing	Outline
Application window <i>July – 16th November</i>	Applications are expected to be jointly developed between the core Hub members; Hub Host, Coordinator and the Local Authority. Applications should be endorsed by an appropriate executive of each core member organisation to signal their commitment to the Hubs proposal at a senior level. The deadline for applications is 5.00pm, Friday 16th November.
Shortlisting <i>November</i>	A shortlisting panel will review all applications and shortlist proposals for interviews with the Decision Panel. Applications will be scored against the criteria set out in the application form and accompanying guidance. Applicants will be notified if they have been successfully shortlisted or not by Friday 7th December.
Interviews North West Region <i>22nd January 2019</i>	The Decision Panel will decide which area are to be appointed as the funded Time to Change Local Hub in their region. The panel will score applicants based on; <ul style="list-style-type: none"> ▫ The original application ▫ A one hour interview, conducted either face-to-face or by video conference

	Applicants will be told the outcome of interviews and offered feedback in the week ending 1st February 2019
Regional inductions North West Region 28th March	<p>Areas successfully appointed through the interview process will be invited to host a regional Local Hubs induction day for all interested areas, delivered by Time to Change.</p> <p>The Date for the North West Region is 28th March.</p> <p>The purpose of the regional induction is to;</p> <ul style="list-style-type: none"> ▫ Set out expectations of Hub areas and Time to Change ▫ Introduce Hubs to the work of the individual Time to Change teams, key contacts and the training Time to Change can provide ▫ Enable introductions and networking between partners from all regional Hubs ▫ Provide some key starting points and next steps

Time to Change Funding

If successful, the organisation acting as Hub Coordinator will receive;

- £15,000 contribution from Time to Change towards the staff time required to coordinate and support the Hub partnership, including the administration of a Champions Fund to support local activity.
- £10,000 Champions Fund pot

The Health and Wellbeing Boards' Role as Hub Host

The role of the Hub Host is that it must be able to bring together the organisations likely to be engaged in local partnerships and own, or be able to influence, long-term local strategies relevant to mental health and wellbeing. For this reason, either Local Authorities or Health and Wellbeing Boards are best placed to fulfil the role, although any other organisation also able to meet these requirements may be nominated.

The Hub Host holds the overall partnership agreement with Time to Change. Supported by the other core members and Time to Change, the Host is responsible for setting up and establishing the Hub partnership, including engaging relevant local partners and establishing the partnerships terms of reference.

It is ultimately the Host's responsibility to oversee the local Hub partnership, holding other partners to account and ensuring that they fulfil their roles in the Hub. If high level issues arise it is the Hub Host who will be primarily responsible for ensuring they are effectively resolved, working alongside Time to Change if required.

Together with the two other core members, the Hub Host is expected to;

- Oversee and endorse the Time to Change Hub application
- Ensure the collective production and ownership of the Local Hub action plan
- Ensure mental health anti-stigma and discrimination work and policies are embedded within their own organisation, including signing the Time to Change employer's pledge, by the end of the 18 month period of support.

- Commit to ensuring sufficient staff-time, including the necessary level of senior management buy-in, is available to effectively facilitate delivery of the Hubs objectives
- Enact the core principle of Lived Experience Leadership at the heart of Hub governance and programme planning and delivery

Other responsibilities of Hub hosts include;

- Using their position and influence to ensure both public-facing and local strategic prioritisation of mental health anti-stigma and discrimination work remains a longer-term objective for the local area.
- Nominate and endorse the organisation proposed to fulfil the role of Hub coordinator.
- Identify appropriate local organisations to form the wider Hub partnership, working alongside the other core members.
- Ensuring the Hub partnership reflects all of the local community, including the engagement of minority and marginalised groups.
- Ensuring people with experience of mental health are at the heart of Hub activity, including through the active representation of local Champions on the local partnership group.
- Attend and contribute to all Hub partnership meetings
- Support, promote and attend local Time to Change events

Time to Change Hub for Lancashire – Proposed Approach.

The Health and Wellbeing Board's ability to bring together leaders from the health and care system across Lancashire and its ambition within its strategy to work better together to deliver improvements in health and wellbeing for the people in Lancashire means it is ideally placed to fulfil the role of 'Host'. Around one in four people will experience a mental health problem this year yet the shame and silence can be as bad as the mental health problem itself. With mental health and wellbeing being one of the top ten inequality gaps in health and wellbeing outcomes in Lancashire, its impact cuts across all three programmes of the Health and Wellbeing Board's strategy work across the life course.

The Hub's high-level objectives will aim to mirror those of the national Time to Change campaign to change behaviour and attitudes towards people with mental health problems, reduce levels of reported stigma and discrimination and, to empower people with experience of mental health problems to be at the heart of activity whilst also being rooted in local agendas and priorities.

To do this our proposed approach is to look at the following areas of work and work to our local strengths in these areas:

1. To align with and support the Total Neighbourhood approach:
 - Working with the pilot areas this strategy will enable change and identify community champions to work alongside the host and hub co-ordinator to deliver local anti-stigma events, activities and campaigns.
 - Community champions will be appointed from these communities to support this campaign. They will be connected and integrated into local pilot work to embed and sustain the approach, and included in the development of social prescribing.
2. To support Lancashire employers with their workplace wellbeing approaches:
 - Building on the endorsement of the recent Well@Work Healthier Lancashire and South Cumbria event, the public sector health economy organisations

which make up the newly formed workplace wellbeing network will be encouraged to take the Time to Change pledge and maximise the impact of its combined efforts to reduce stigma and improve workplace mental health. This will include sharing of information and activities and combined campaigns across the workforce at key dates such as World Mental Health Day and Time to Change Day.

- Ensure mental health anti-stigma and discrimination work and policies are embedded within their own organisation, including signing the Time to Change employer's pledge, by the end of the 18 month period of support

3. Children and Young People's Emotional Health and Wellbeing in Schools

- Unique support for educational establishments to build resilience and skills to cope with developing mental health issues in young people and take preventative action in the establishment is currently commissioned from Lancaster University. This plan will maximise the impact of this unique service and extend provision to cover the transition between primary and secondary education, enhance the skills of in school practitioners and develop peer to peer support to key stage 3 and 4. Time to Change will be promoted with schools as part of this contract and the additional materials which are available on the website, reducing stigma and changing conversations around mental health.

4. Suicide and Self Harm:

- The Time to Change campaign can attribute to the cultural shift of more people talking about their own mental health and seeking help.
- Training is currently commissioned by LCC across the Lancashire twelve districts including Youth Mental Health First Aid, Safe Talk and Assist. Time to Change can be promoted while delivering these courses providing a further outreach into communities.
- The suicide prevention logic model (Outcome 5) includes improved mental health and wellness which can be supported by the Time to Change campaign, encouraging people to talk about mental health and reducing stigma.
- Digital Technology can be used to promote the campaign via the Digital Thrive platform which is being designed to be utilised across the Integrated Care System footprint.

List of background papers

None