



Going beyond the tip of the iceberg

Improving the mental health of communities



Jim White



‘Mental disorders are the core health challenge of the 21st century’

- 38% of the EU pop suffers from a mental disorder (12 m prevalence)
- anxiety, insomnia, depression
- ‘low treatment rates and grossly inadequate treatment’

Wittchen et al (2011)

European Neuropsychopharmacology, 21, 655-679

Primary Care Mental Health Teams

- 'mild to moderate' common mental health problems (anxiety and depression)
- Short interventions (6-8 sessions)
- Most focus almost exclusively on one-to-one



Some of the problems



Some of the problems (1)

**The Usual Suspects
Vs
The Hard to Reach**

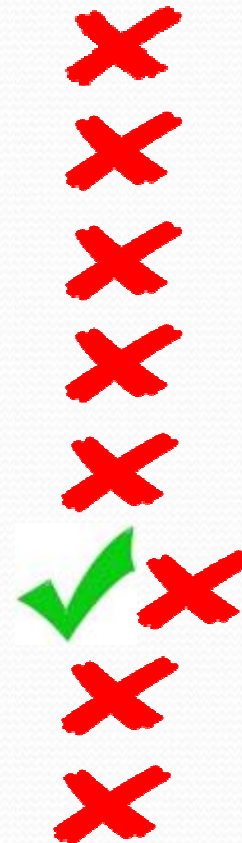
Usual Suspects

- Realise they have a problem
- Cope with stigma
- Motivated
- Go to GP and explain in psychological terms
- Assertive
- Can attend day-time sessions
- Identify with therapy model
- More likely women, middle class

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Hard to Reach





Some of the problems (2)

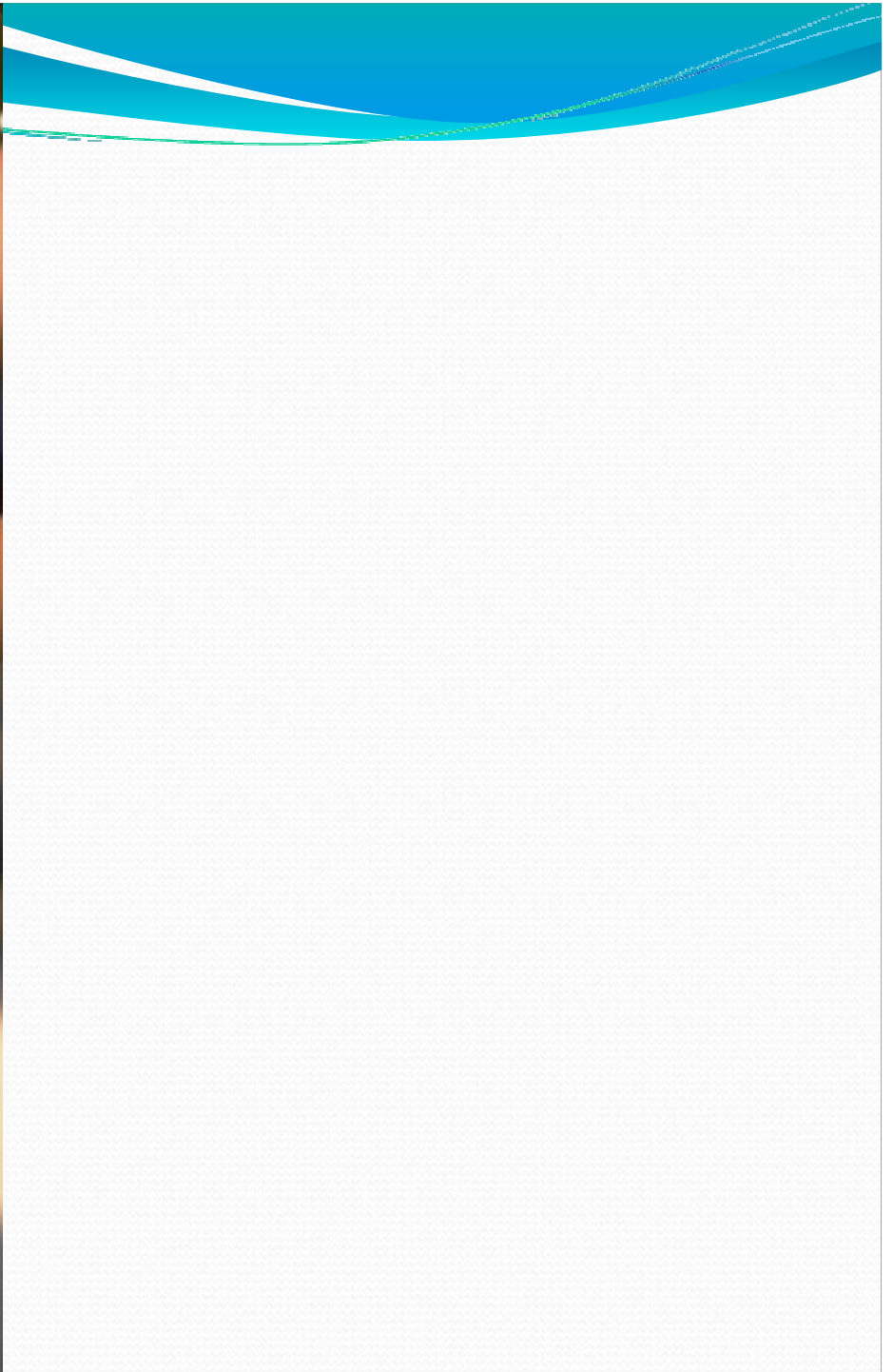
Therapy services

- 
- **'Bouncers' not 'Greeters'**
 - **Waiting lists**
 - **Risk-averse**
 - **Focus on one-to-one, little choice**
 - **Hurdles**
 - **'Cure' or 'head above water'?**
 - **Do we confuse 'clinical depression' with 'unhappiness'?**
 - **High DNA, drop-out, mediocre outcomes, high relapse**
 - **So not simply more therapists**



Designed in California Delivered in the Gorbals?

biopsychosocial







But what about the *bio*?

Male life expectancy, WHO (2008)

Lenzie	82
Japan	79
North Korea	71
Iraq	67
Washington DC (Black)	63
Delhi, India	62

Male life expectancy, WHO (2008)

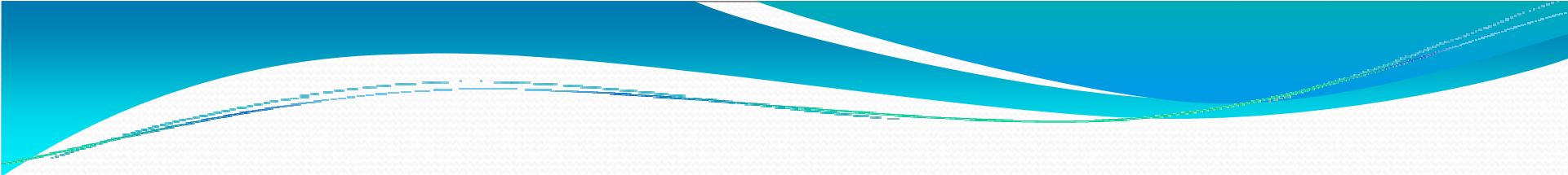
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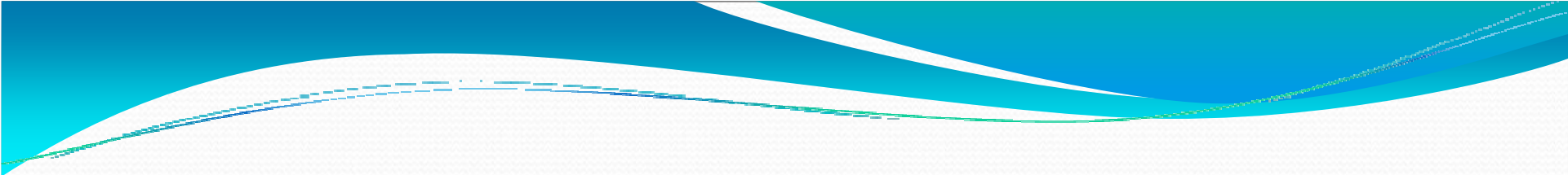


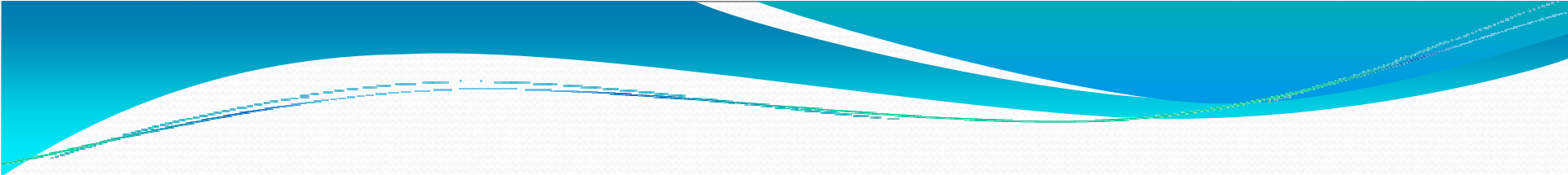
The questions we asked
in 2004

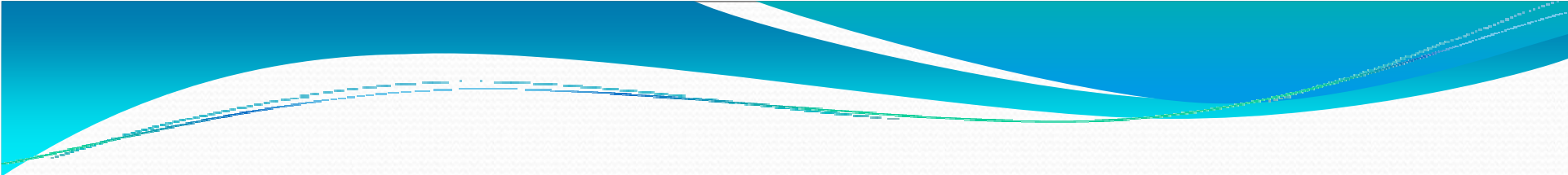
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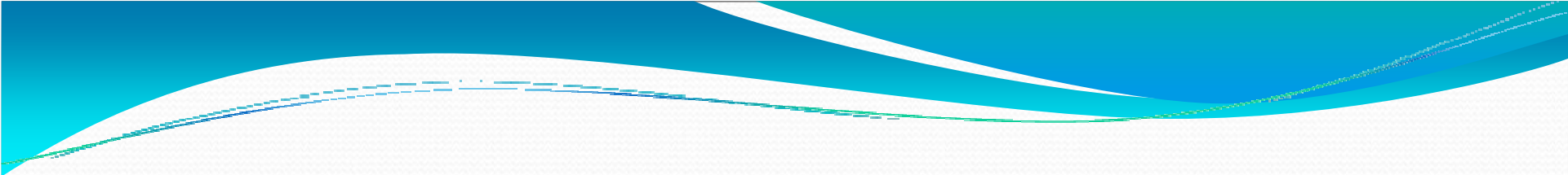
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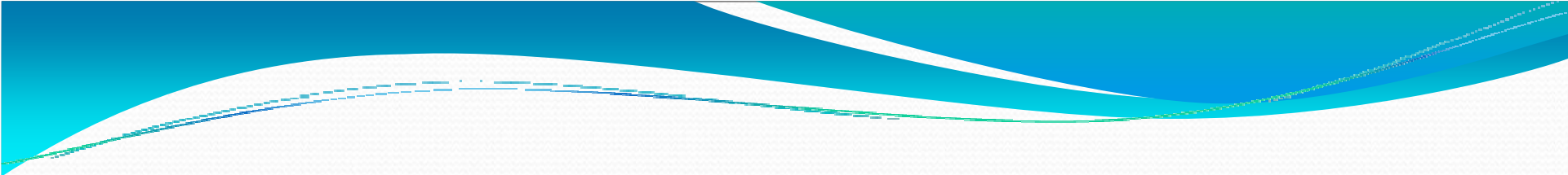
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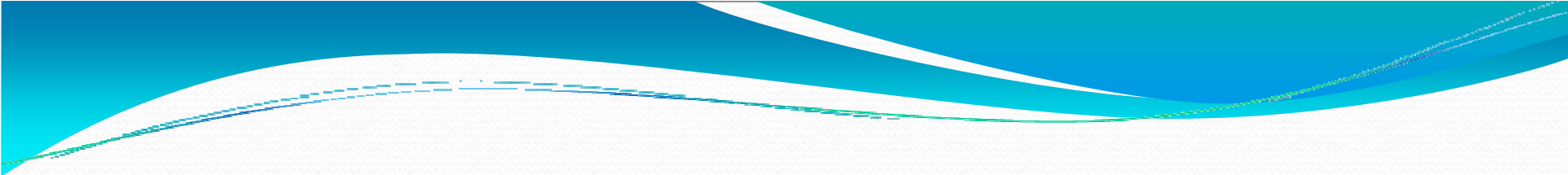
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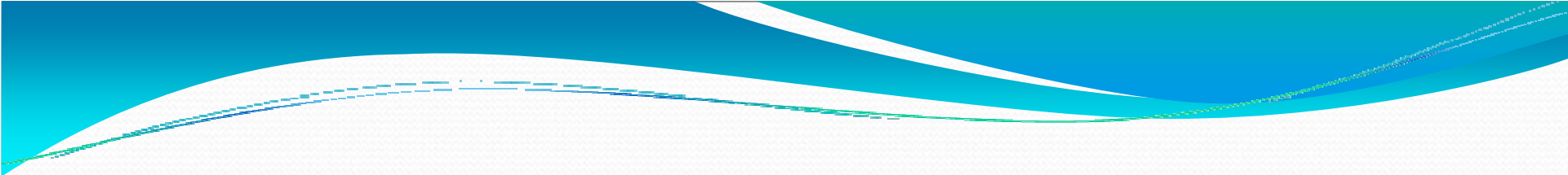
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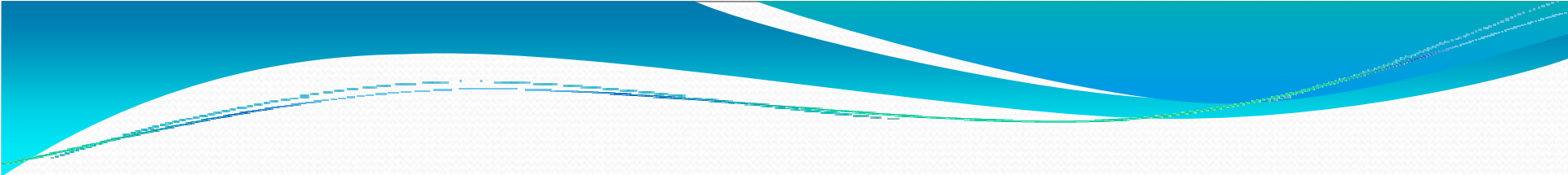
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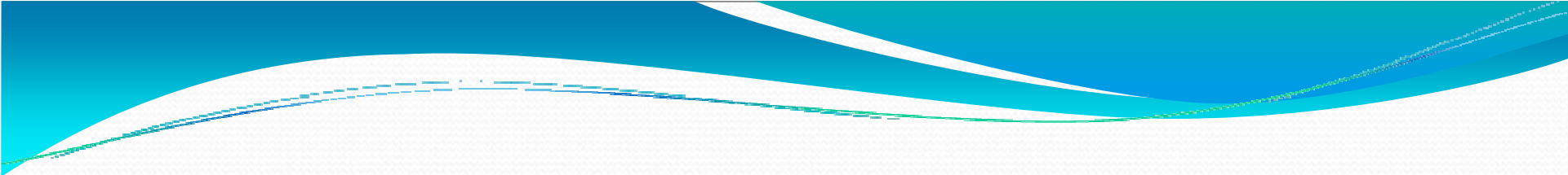
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 - how do we reach the 'hard to reach'?

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 - do we confuse 'clinical depression' with 'unhappiness'? **OFTEN**
 - how do we reach the 'hard to reach'? **???????**



The implications

- 
- **Extend beyond 'cure' models**

- 
- **Extend beyond 'cure' models**

.....because of

- **Common *and Enduring* problems**

- 
- **Extend beyond 'cure' models**

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.....SO

- **GP model of care**

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.....SO

- **Be better than nothing / head above water**

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- **Extend beyond 'cure' models**

.....because of

- **Common *and Enduring* problems**

.....SO

- **GP model of care**

.....SO

- **Be better than nothing / head above water**

.....SO

- **Recovery / Well-being / Strengths**



steps

STEPS PCMHHT

South East Glasgow:

130,000, mainly deprived

11% Pakistani



steps

2 clinical psychologists

0.8 CBT therapist

0.5 MH practitioner (counsellor)

1 assistant psychologist


1.5 admin

Peer supporter

Exercise trainer



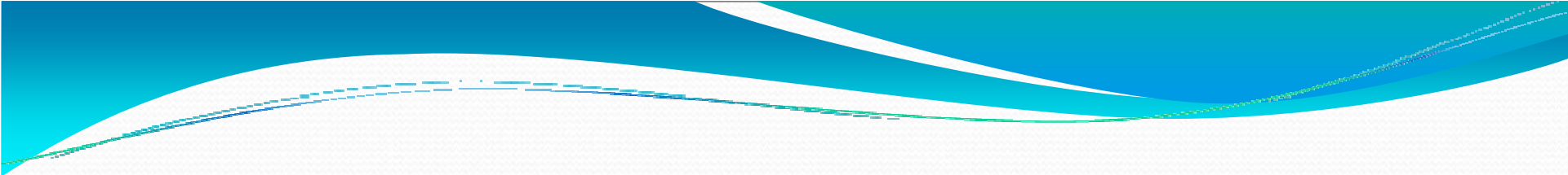
STEPS principles

- 
- Self-referral (with safety nets)
 - No waiting lists
 - *Very* high volume (>3000)
 - Matched - *not stepped* - care
 - Easy to return to the service
 - Horses for courses so...
 - ...Genuine (informed) choice:

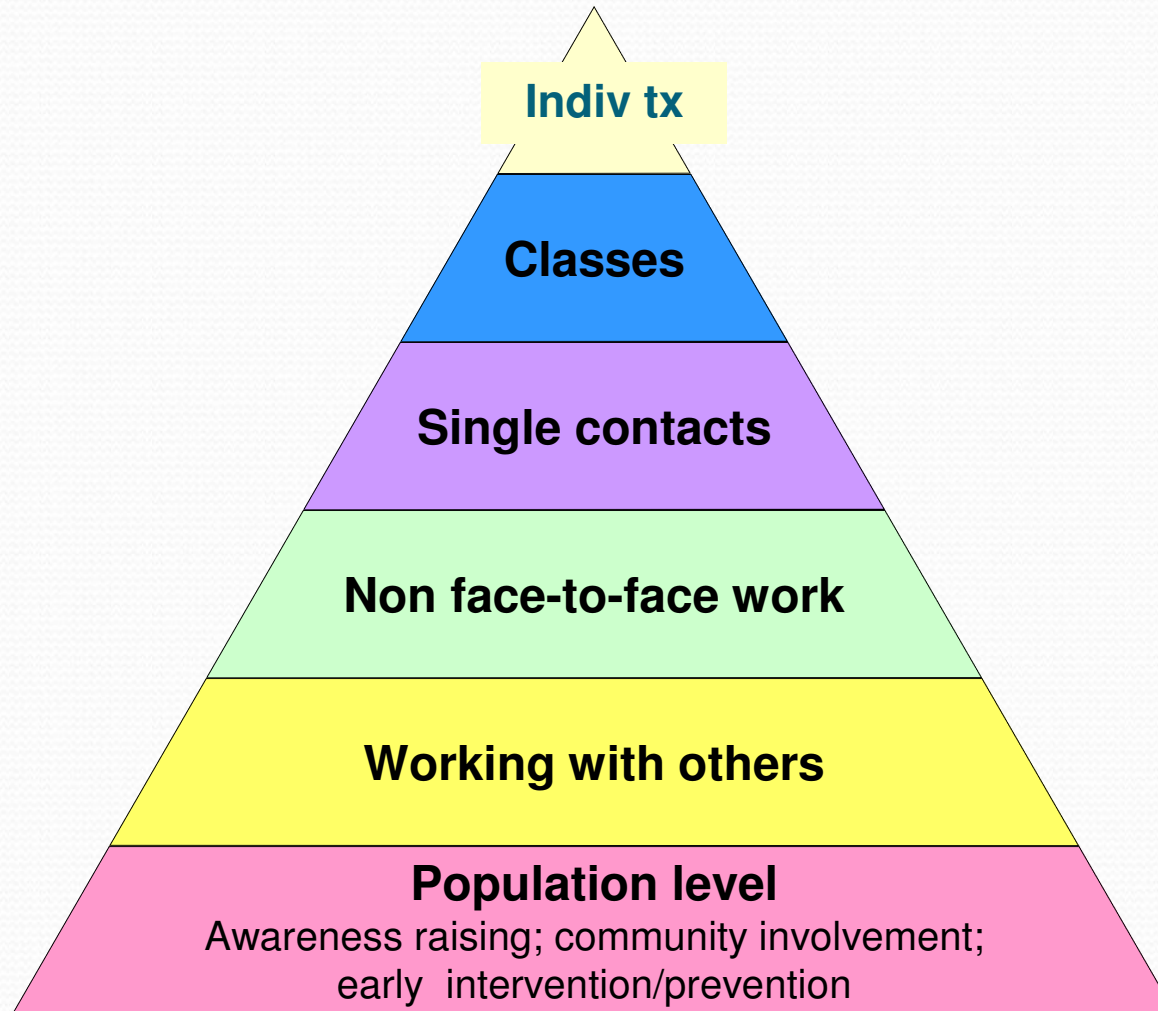
Assessment and non-assessment options

The image features a blue gradient background with a wavy, abstract design at the top. The text is centered and written in a clean, white, sans-serif font. The overall aesthetic is professional and modern.

**To complement therapy
services, we need to....**

- 
- leave the clinic and go hunting **and...**
raise awareness, counter stigma **so...**
prevent, promote and intervene early
 - reach the 'hard to reach' **so**
 - work with others
 - 'be more than just therapists'
 - deprivation-relevant model

The STEPS model





Steps Services



South East Glasgow
Community Health & Care Partnership



NHS
Greater Glasgow and Clyde

avoid 'mental'



Steps Services

A large blue background featuring a large, faint 'steps' logo with footprints. At the bottom, there are three logos: South East Glasgow Community Health & Care Partnership, a circular NHS logo, and the NHS Greater Glasgow and Clyde logo.

South East Glasgow
Community Health & Care Partnership

NHS
Greater Glasgow and Clyde

Therapist contact

- Advice Clinic
- 'Call Back'

Classes

- Stress Control
- Mood Matters
- Connect
- First Steps
- Step into Shape
- LifeGym
- Day workshops

Non-therapist contact

- Healthy Reading
- Steps out of Stress booklets
- www.glasgowsteps.com
- www.glasgowhelp.com
- '100 people' DVD
- 'Everything you always..' DVD
- STEPS sounds / podcasts

Other

- Mental health info and advice
- اردو بولنے والوں کے لئے مدد
- Partner organisations
- Stay in touch with STEPS

Accident and
Emergency

CMHTs

Gardening club

Social Work

Housing Associations

Job Centres

Elderly lunch clubs

Ante-natal clinics

Police

Residents
Associations

Community Halls

Betting shops

Employment support



Libraries

Youth Clubs

Bowling clubs

Domestic abuse

Pubs

CABs

Vol Orgs

Victim Support

Chemists

Cafes

Carers

Churches /
Mosques

Colleges

Workplaces

GPs

Mother & toddlers

Pubs

Beer mats

Posters

Service brochures

STRESS

steps

Can't switch off
Drinking too much
Dragging yourself through the day
Feeling on edge
Poor concentration
Irritable
Poor sleep

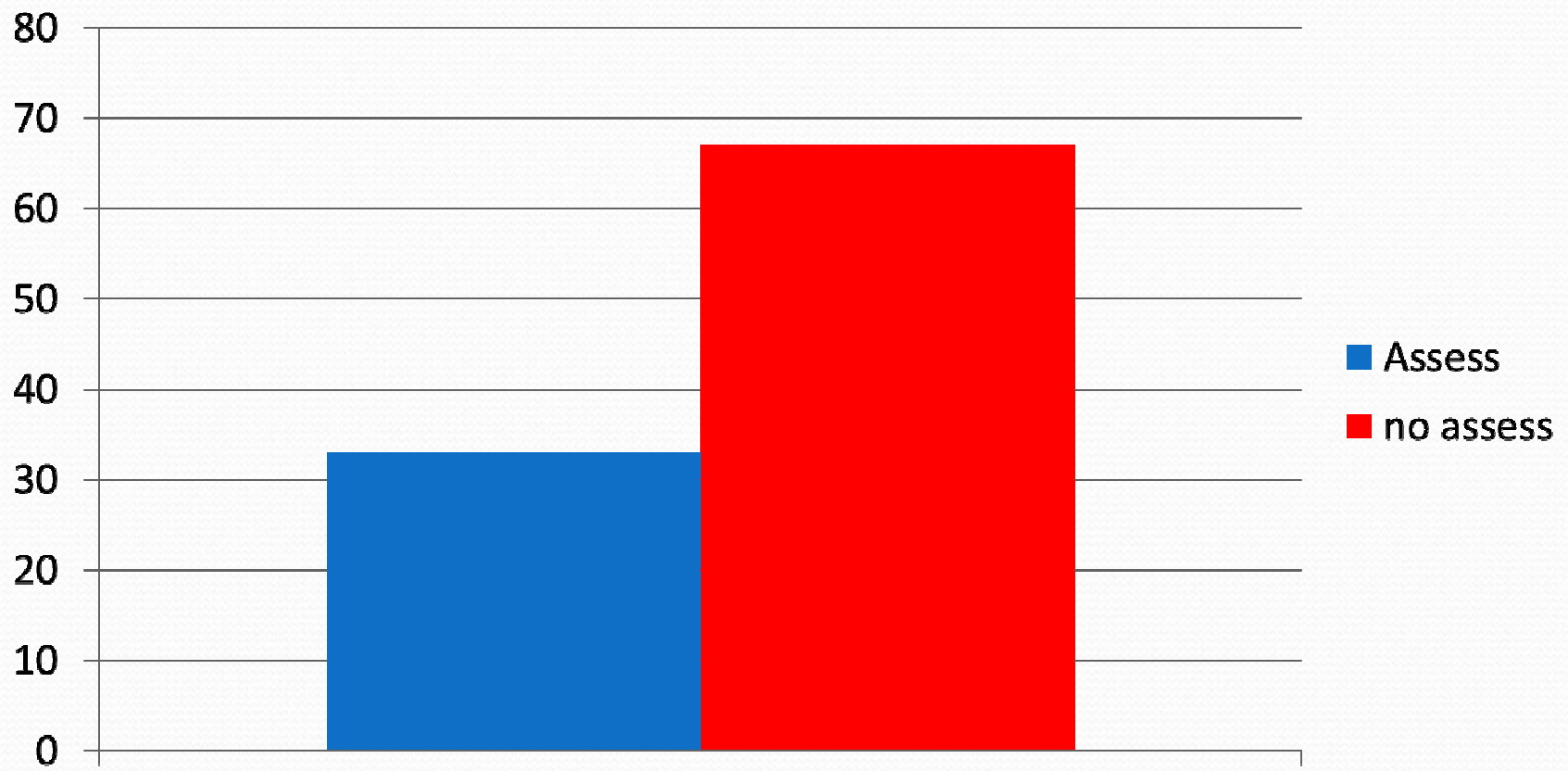
See yourself here?
If so, flip this over

NHS
Greater Glasgow
and Clyde



What do people choose?

First contact





information

assessment

self-help

Course Online Booking

Course On-line Booking

Use this form to let us know you are interested in booking a place on one of our courses. One of our team will contact you to confirm your place on the course.

Course

Name

Date Of Birth

Please use the format yyyy-mm-dd.

Email

Phone

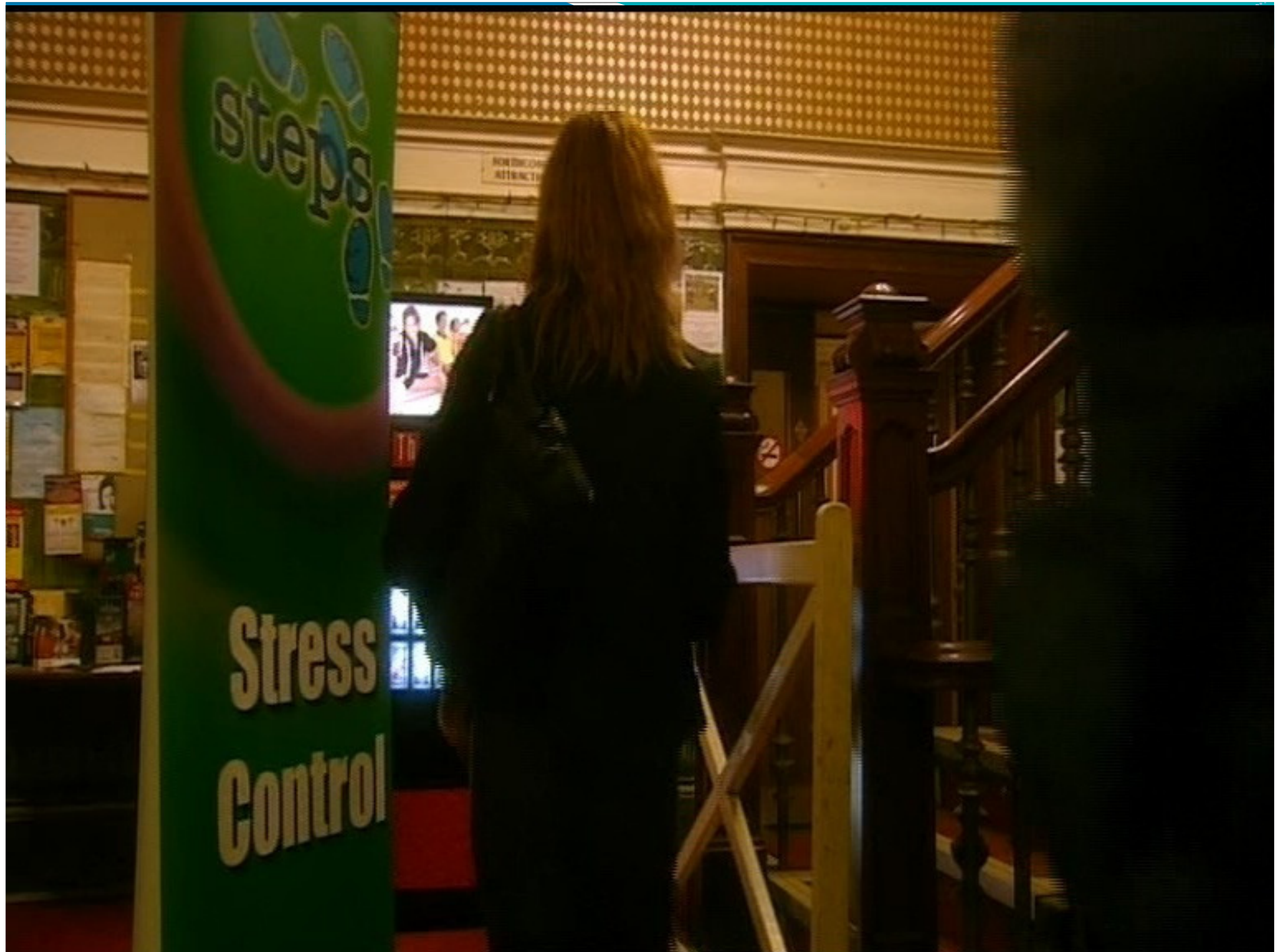
View

View

View



Service brochures Booklets DVDs Sign up for services





Assessment services



advicedclinic

A problem shared



call-back

Step Forward with Call-Back

Where do people go?

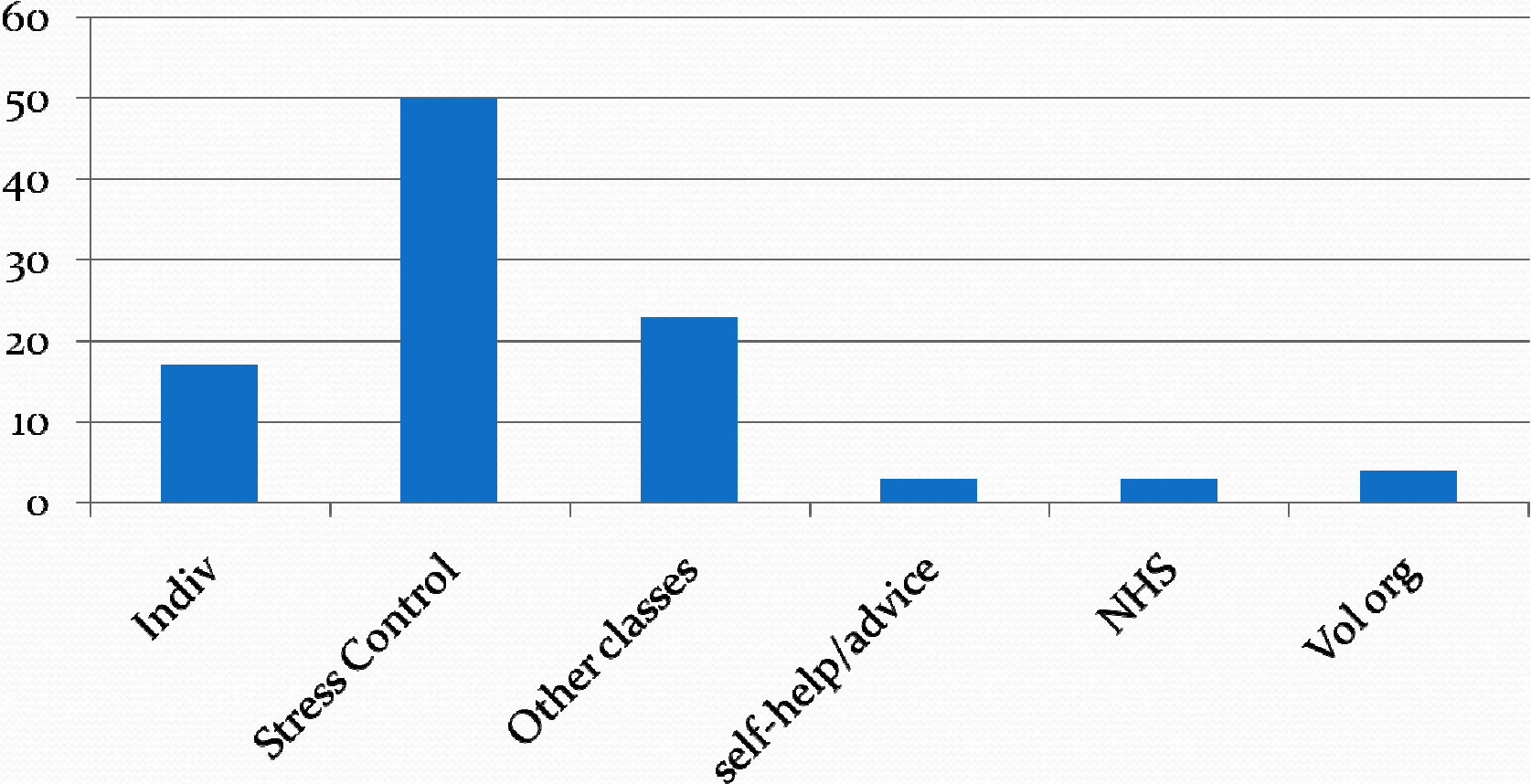


advicedclinic
A problem shared



call-back
Step Forward with Call-Back

Where do people go (%)





adviceclinic

A problem shared



call-back

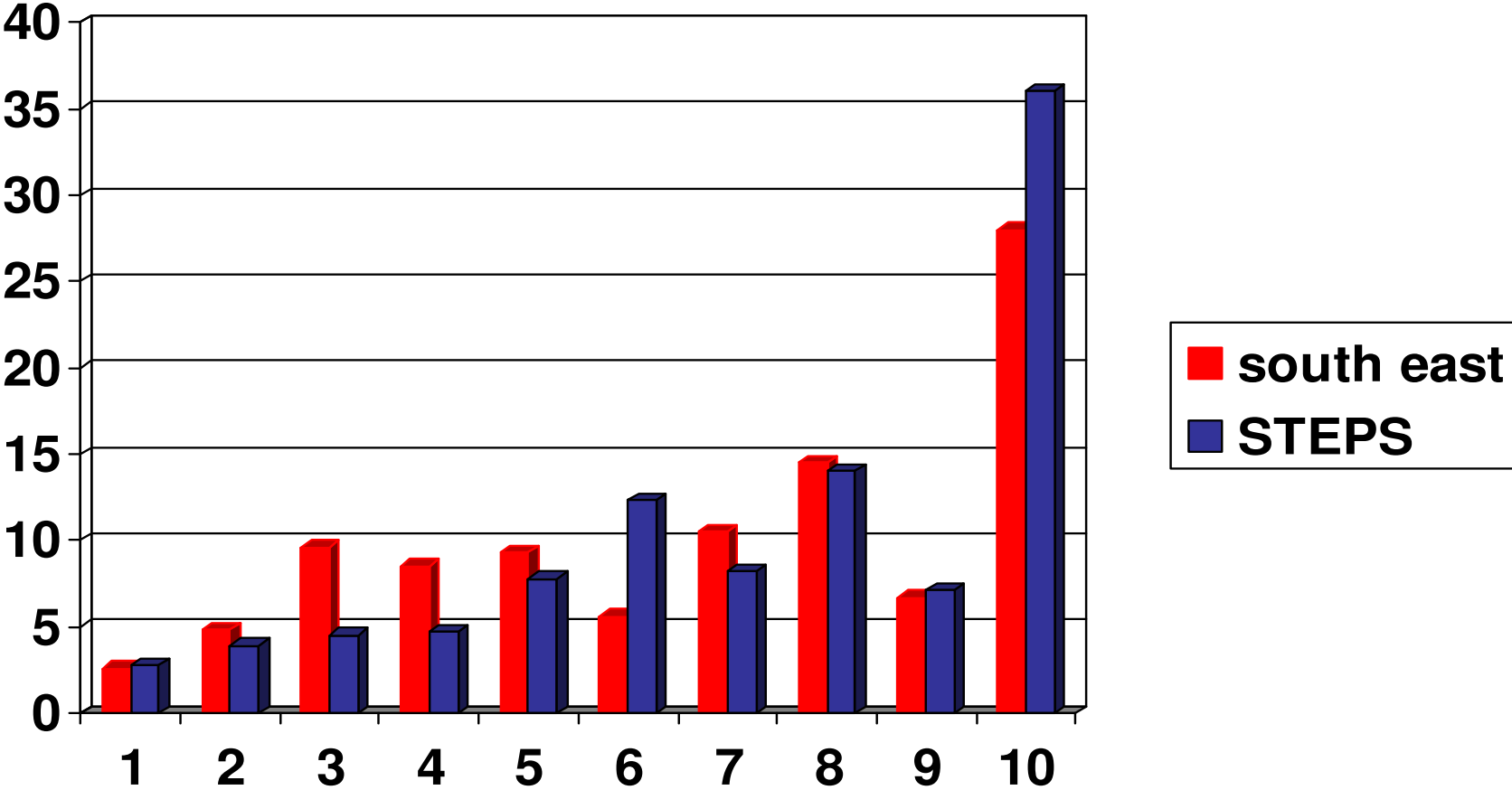
Step Forward with Call-Back

- 10 days to therapy
- 87% attend first appointment
- 79% complete

- 4% of all STEPS service users

- CORE-10:
 - Pre (22.6) = 'moderate/severe'
 - Post (6.9) = 'low level'

South East SIMD Vs STEPS service users





stresscontrol

Face your fears; be more active; watch what you drink

mixed anxiety/depression



moodmatters

Accentuate the positive, eliminate the negative

depression



firststeps

Step by step, day by day

peer-support



stepintoshape

...and step out of stress

exercise



connect

Get yourself connected

social anxiety



lifeGym

A work-out for life

recovery/well-being



firststeps

Step by step, day by day

- run by peer supporters
- 'common and enduring'
- long-term support
- recovery model



moodmatters

Accentuate the positive, eliminate the negative

BDI	Effect Size (Cohen's D)
8 CBT	0.32 (medium)
6 BA	0.37 (medium)
6 CBT	0.96 (large)

Controlling your anger

A one-day workshop run by the Glasgow STEPS Team

**Do you often lose your temper?
Are you wound up by the least wee thing?
Is your anger a problem at home or work?**



**If this sounds like you, our free
one-day workshop could help.**

**Learn more about why you get angry ...
and what you can do to take control of it.**

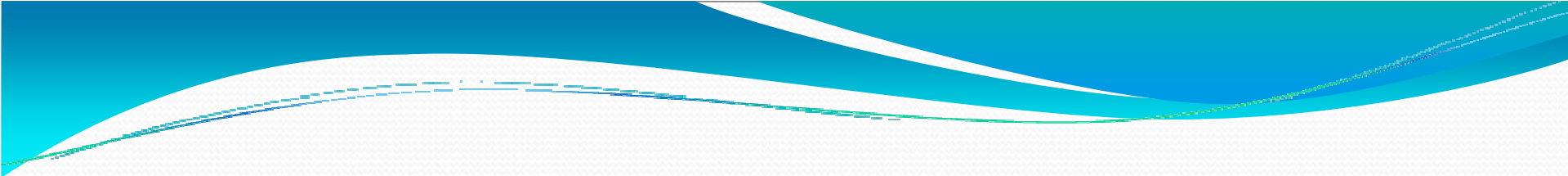
The workshop will be run by Carol Richards, Cognitive Behavioural Therapist, and Simon Stuart, Assistant Psychologist.



stresscontrol

Face your fears; be more active; watch what you drink



- 
- 6 session CBT 'evening/afternoon class'
 - Community venue, 13 per year
 - No discussion of problems
 - Partners/friends encouraged to attend
 - 80-140 (30-40)
 - 75-80% completion rates
 - No attendance sheet or assessment
 - Used widely in GB and Europe

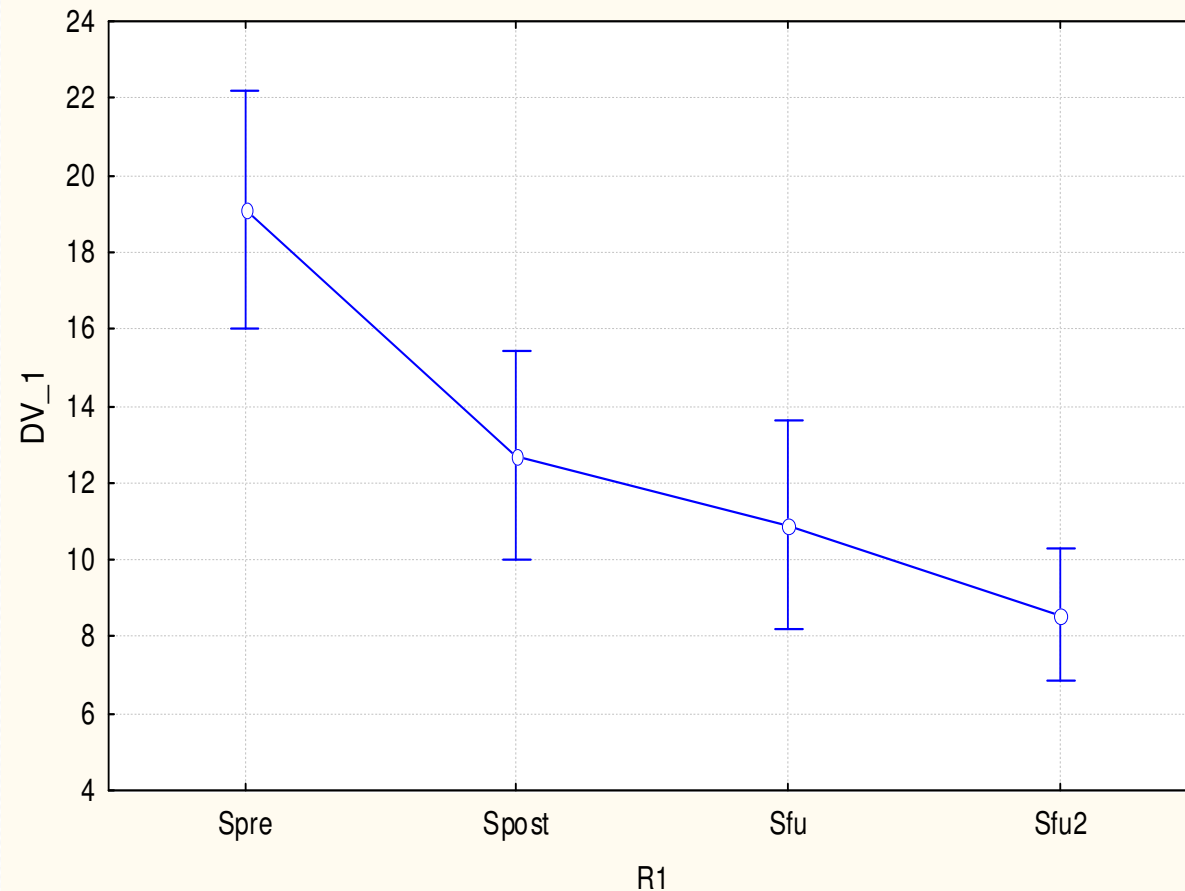
Depression Anxiety Stress Scale: 2 year follow-up

R1; LS Means

Current effect: $F(3, 117)=23,874, p=,00000$

Effective hypothesis decomposition

Vertical bars denote 0,95 confidence intervals



Barnsley Stress Control

- **Compared**
 - individual psychotherapy
 - individual CBT
 - Stress Control
- All three equally effective
- Stress Control *much* more efficient


Kellett et al. (2007). British Journal of Clinical Psychology

Reasonable services for
the 'usual suspects'

But how do we reach the
'hard to reach'?



We get rid of barriers



Getting beneath the tip of the iceberg

Raising awareness

Literacy

Multi-media

Reaching the 'hard to reach'



HEALTHY reading

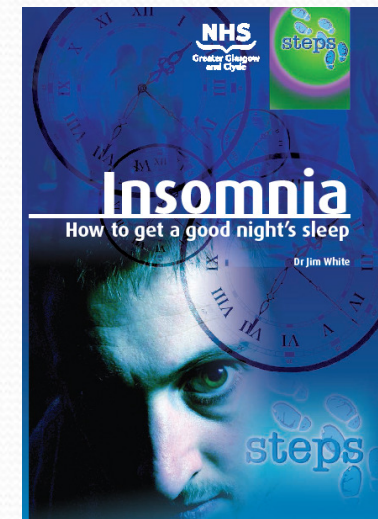
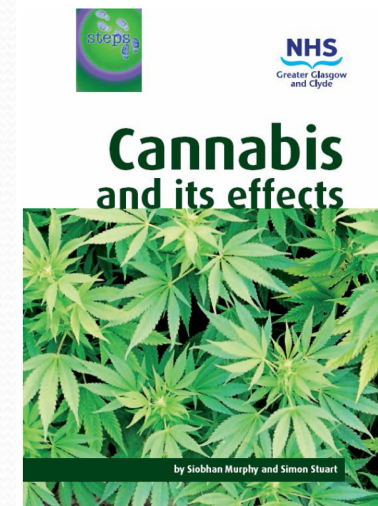


- all Glasgow libraries
- Extended to physical health
- Over 1800 books borrowed each month
- But help or hinder?...reading ease



'Steps out of Stress' series

- Stress (mixed anx/dep) * #
- Stress (teenagers)
- Panic *
- Insomnia *
- Self-esteem
- Relaxation
- Fatigue
- Getting more active
- Psychosis
- So you've had a baby?
- Whole Life book
- Work stress
- Cannabis
- The Baby Booklet
- Anger
- Alcohol
- Anti-depressants *
- Bereavement
- Trauma
- Flying phobia
- Height phobia
- Health anxiety
- Phobias (general)
- Agoraphobia
- Getting motivated
- Assertiveness
- Social anxiety
- OCD



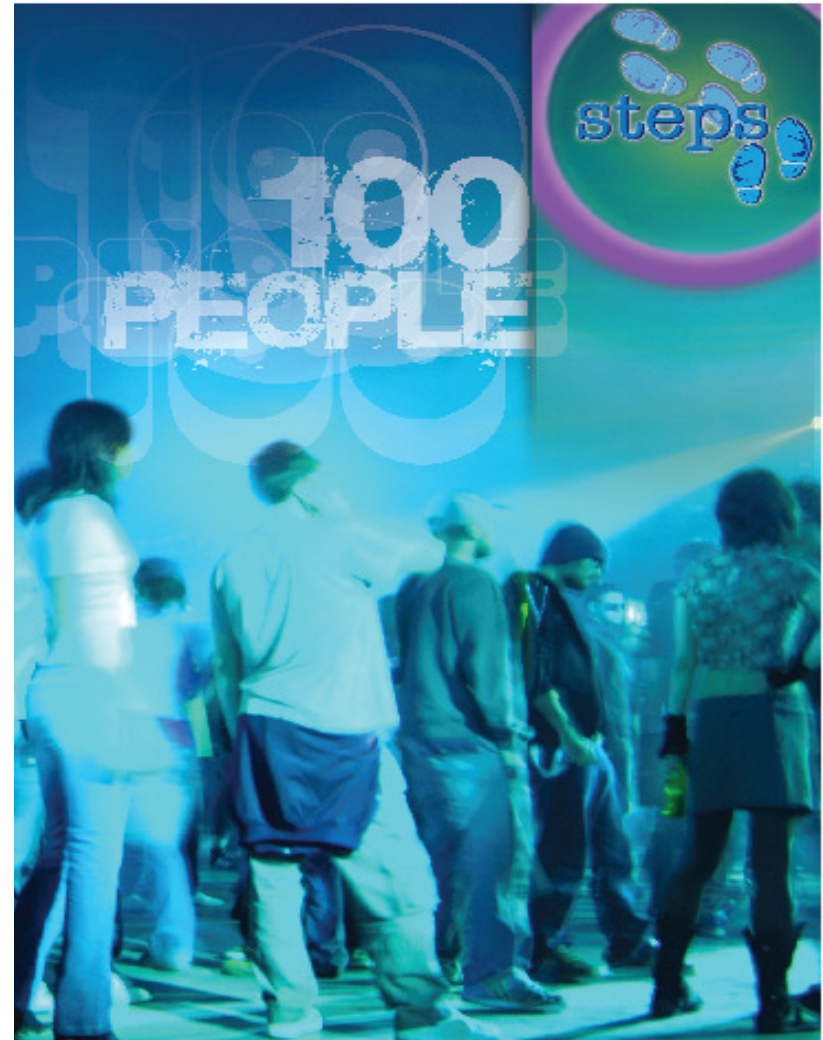
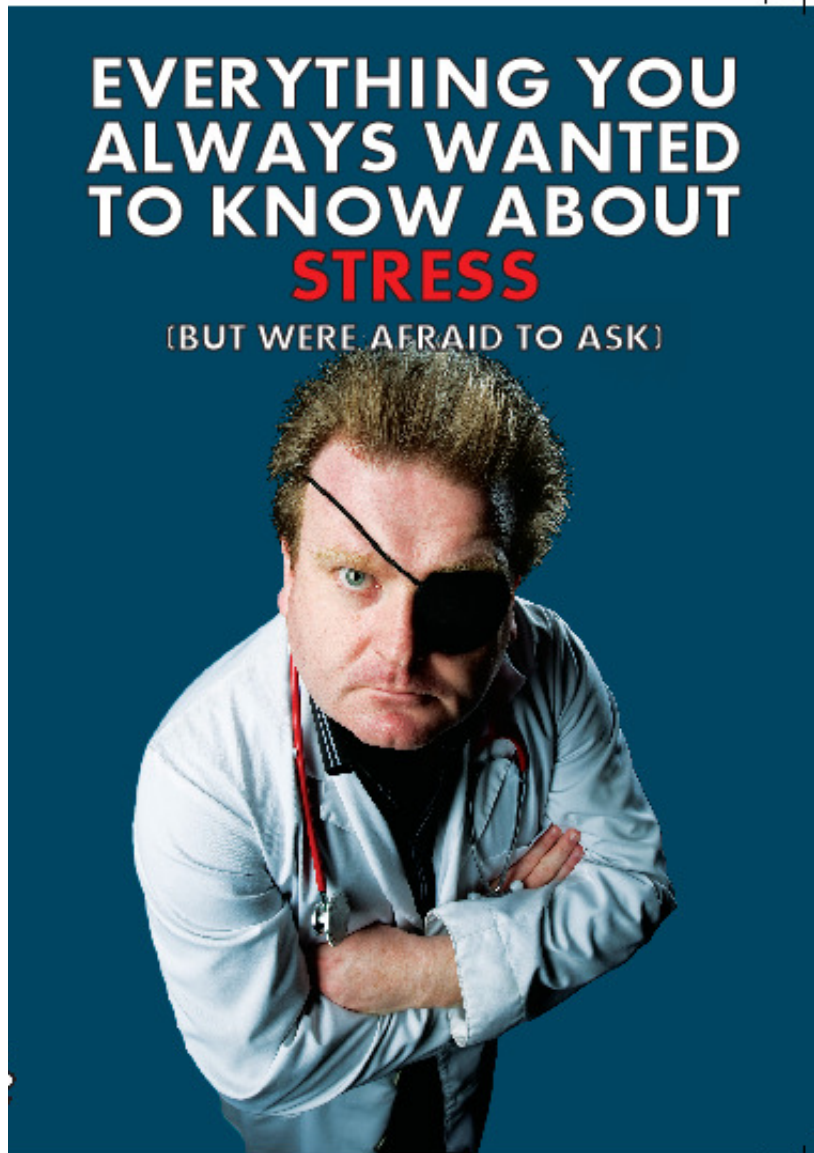
<9 years

20-40 pages

website

*Urdu

Polish, Slovak



YouTube and www.glasgowsteps.com



EVERYTHING YOU ALWAYS WANTED TO KNOW ABOUT STRESS (BUT WERE AFRAID TO ASK)

(BUT WERE AFRAID TO ASK)



EVERYTHING YOU ALWAYS WANTED TO KNOW ABOUT STRESS (BUT WERE AFRAID TO ASK)

0208
G1





FACE YOUR FEARS

BE MORE ACTIVE

WATCH WHAT YOU DRINK

The screenshot shows a website titled "anti-depressants" with a navigation menu containing "information", "assessment", and "self-help". The main content area includes a "Welcome" message, a list of topics covered by the site, and three circular icons labeled "information", "assessment", and "self-help" with corresponding descriptions. On the right side, there are three colored buttons: "in information ...", "in assessment ...", and "in self-help ...", each with a "Visit the ... Zone" link. Below these are "other links ..." including "Visit the main STEPS website" and "Watch: Neil Lennon describing his experience of depression". The footer contains logos for NHS Greater Glasgow and Clyde, South East Glasgow Community Health & Care Partnership, and Glasgow City Council, along with a copyright notice: "All materials ©2010 Glasgow STEPS | disclaimer | site by quiet science".

www.glasgowsteps.com

www.glasgowhelp.com

www.antidepressantsteps.com

www.connectsoutheast.co.uk

www.glasgowsteps.com

Information

Self-assessment

Interactive self-help

about steps | feedback | downloads

information assessment self-help

Information -> Panic ->

How common is panic?

About one in three people in Scotland has at least one panic each year. So they are common. It may be that some of us are more prone to panic due to our basic nature. But those whose lives are most affected by panic often have:

- Anxiety
- Depression
- Phobias
- Sleep problems
- Alcohol / drug problems

These may go hand in hand. If you get tense at the thought of meeting others, you might drink too much as a way to cope. This may make you more stressed and more prone to panic. This may lead to depression and poor sleep... and so on, as a vicious circle builds up.

Panics can be over in a few minutes or they can last a long time. You will feel washed out after one and will then fear having the next one. Learning to stop panics will give you a greater sense of control and will help you control other problems.

Enter ways people describe panic attacks ->

in assessment
Does panic play a part in your stress?

in self-help...
How to control your panic

other info...
Download a booklet on panic

NHS All materials ©2007 Glasgow STEPS | site by GUMK science
All the materials on this web site have been written by the STEPS team | Disclaimer

Downloads: **videos, audio, books, podcasts**

BBC programmes

On-line booking / service info


Spirituality section

Art gallery / personal stories

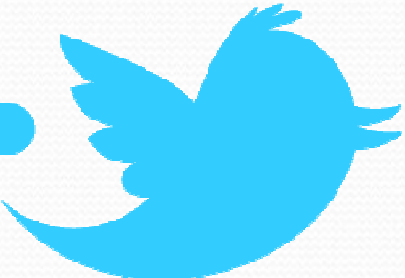
Black Dog

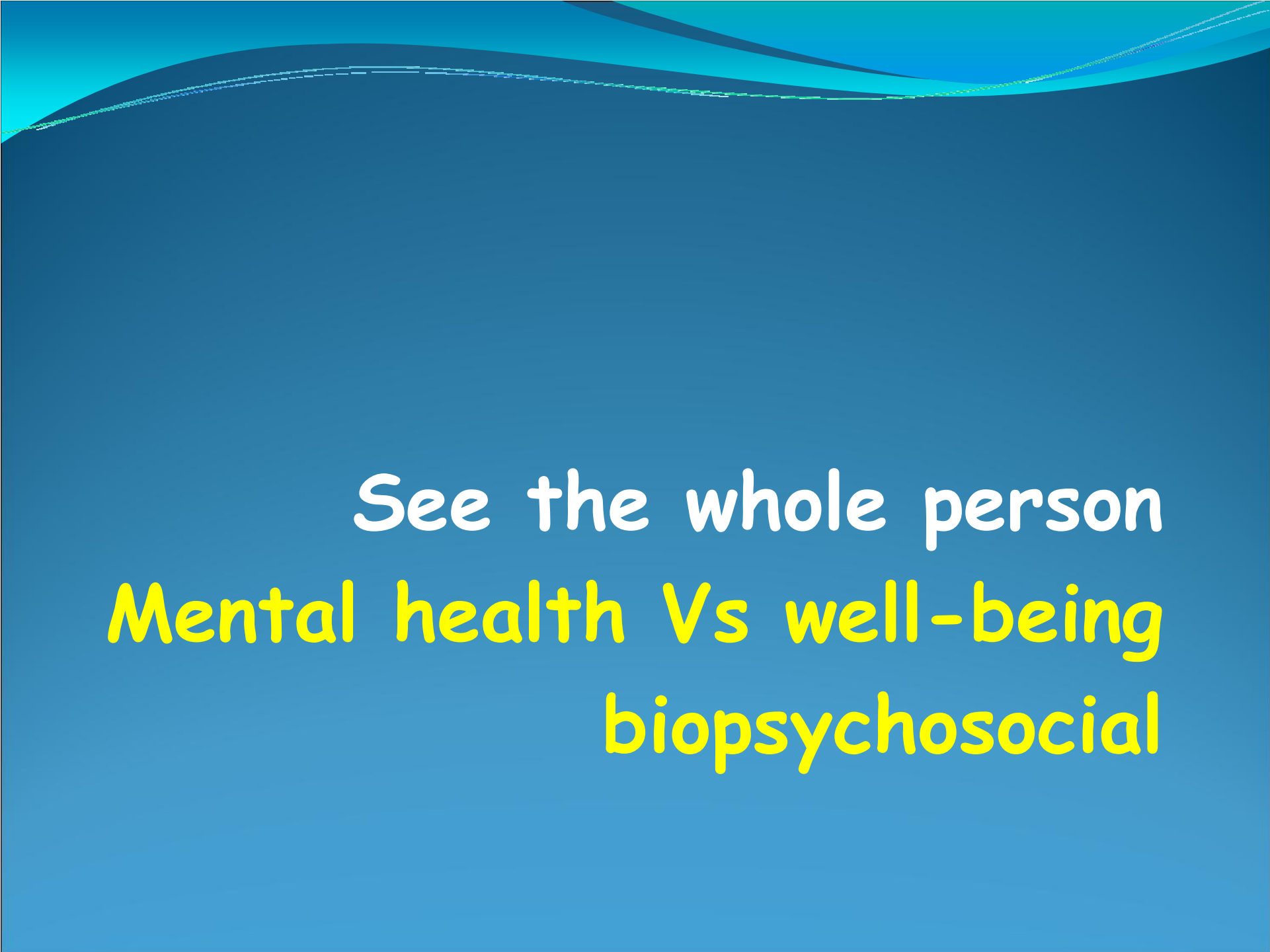


Over 3 million hits per year



facebook

twitter 



See the whole person
Mental health Vs well-being
biopsychosocial

A Model of Mental Health

**Optimal mental wellbeing
(flourishing)**

e.g. a person who experiences a high level of mental wellbeing despite being diagnosed with a mental illness

e.g. a person who has a high level of mental wellbeing and who has no mental illness

**Maximal mental
illness**

e.g. a person experiencing mental illness who has a low level of mental wellbeing

**Minimal mental
illness**

e.g. a person who has no diagnosable mental illness who has a low level of mental wellbeing

**Minimal mental wellbeing
(languishing)**



Connect



Be active



Take notice



Keep learning



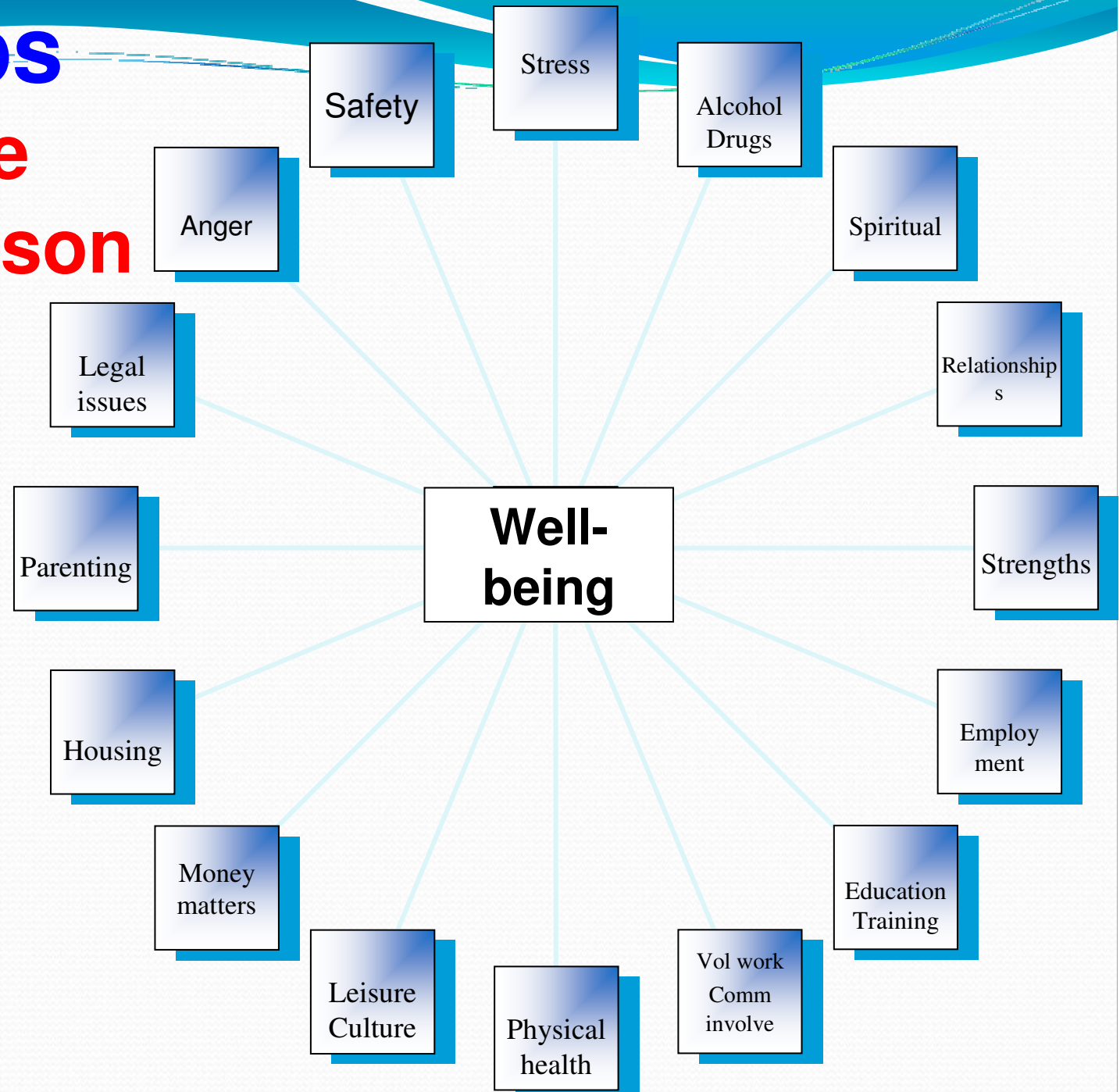
Give

FIVE A DAY
to keep you feeling well



LifeSteps

Seeing the whole person





Working with others



ONE IN FIVE OF US HAS A PROBLEM WITH STRESS AT ANY ONE TIME.

THESE ARE THE MOST COMMON SIGNS:

WORRY
FEELING WORTHLESS
PANIC ATTACKS
ANGER
POOR SLEEP
WAITING FOR THE WORST TO HAPPEN
TEARFUL
FEELING ON EDGE

LACK OF ENERGY
CAN'T SWITCH OFF
POOR CONCENTRATION
FEELING IRRITABLE
FEELING HOPELESS
AVOIDING DOING THINGS
DRINKING TOO MUCH
LACK OF CONFIDENCE OR SELF-ESTEEM



If you see yourself here then STEPS - a free NHS service - can help you. All our services are self-referral and open to anyone aged 16 or above.

To find out about the range of services we offer, pick up the STEPS brochure at any GP practice in south east Glasgow.

If you would like STEPS to post a brochure to you:
phone 0141 433 4934 text 07795 315301
email steps@ggc.scot.nhs.uk

You can see the brochure (and a lot more) on our website
www.glasgowsteps.com



ہم میں پانچ افراد میں سے ایک فرد کبھی نہ کبھی سٹریس (تناؤ) کے مسئلہ سے دوچار ہوتا ہے



تناؤ کی علامتوں میں سے کچھ یہ ہیں:

- غم
- غم اور افسوس محسوس کرنا
- کم توانی
- توانی نہ ہونے کی وجہ سے کام نہ کرنا
- غم اور افسوس محسوس کرنا
- دل کی سہولت نہ ہونے کی وجہ سے کام نہ کرنا
- سہولت نہ ہونے کی وجہ سے کام نہ کرنا
- سہولت نہ ہونے کی وجہ سے کام نہ کرنا
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- سہولت نہ ہونے کی وجہ سے کام نہ کرنا



اگر آپ نے اپنے آپ کو ان علامتوں سے متعلقہ محسوس کیا ہے تو آپ کو سٹریس کے مسئلہ سے دوچار ہونے کی وجہ سے کام نہ کرنا پڑ سکتا ہے۔ سٹریس کے مسئلہ سے دوچار ہونے کی وجہ سے کام نہ کرنا پڑ سکتا ہے۔ سٹریس کے مسئلہ سے دوچار ہونے کی وجہ سے کام نہ کرنا پڑ سکتا ہے۔

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Wellbeing

A guide for
young people

Arlene Watts



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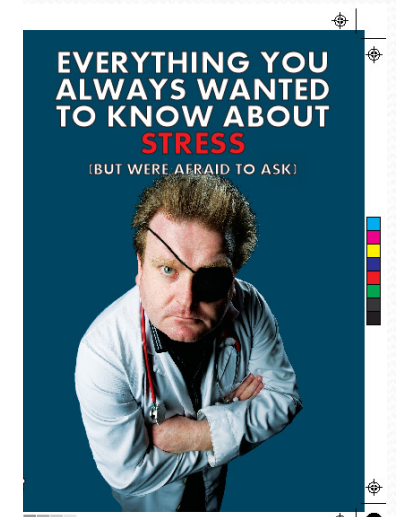
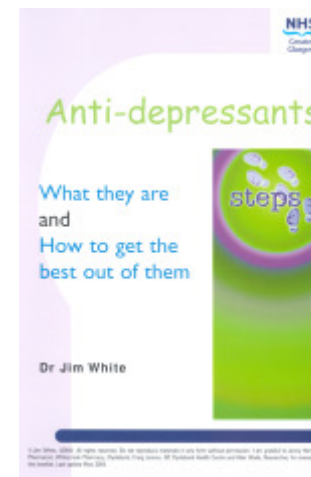
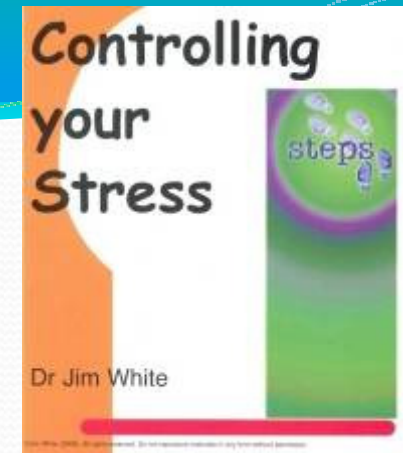


‘100 people’ DVD (YouTube: ‘100 people, stress’)

Working with GPs

Crib sheets

Training GPs to identify and triage







stresscontrol

Face your fears; be more active; watch what you drink

More than enough work to go around....


- GPs
- Vol Orgs
- Podiatrists



1.
STRESSPAC

StressPac is for people who want to learn some great ways to get on top of stress.

See over

STRESSPAC 1 

The 'Head above Water' Roadshow

- Making your money stretch ([Castlemilk Budgeting Service](#))
- Borrowing money ([Castlemilk Credit Union](#))
- Getting back to work/training ([Job Centre Plus](#))
- Coping with Debt ([Castlemilk Law and Money Advice Centre](#))
- Getting involved in your community ([Volunteer Project](#))
- Coping with the stress of it all ([STEPS](#))
- Learning new skills ([Learning Direct, ILA](#))
- Are you getting the right benefits? ([Welfare Rights](#))



Getting to know you

A chance to meet other organisations in your area and make lasting connections



This is a **free event** to improve communication and collaboration between statutory, voluntary and faith organisations in South-East Glasgow. It is being hosted by the **STEPS Primary Care Mental Health Team, South-East CHCP.**

● **Information** ● **Interaction** ● **Tea, coffee and lunch**

Monday 1 November, 2010, 10am-2pm
Premier Inn, Ballater Street, Glasgow

For further information call 0141 232 2555 and ask for Siobhan or Simon or email info@glasgowsteps.com



Connect South East East



SCOTTISH
MENTAL
HEALTH
FESTIVAL

"Laff yer heid aff"

Raymond Mearns

Reverend Obadiah Steppenwolf III

Gary Little David Kay

Sandra Johnston

Wednesday

10th October 9pm

THE LOFT

Tickets £1 box office 0141 339 8444



Featuring the launch of
the new DVD by STEPS!

Organised by: Mental Health Foundation

see me
LET'S STOP THE STIGMA OF MENTAL ILL HEALTH

NHS
Greater Glasgow
and Clyde

and lots of others.



Community Psychology: The Toryglen project

- Kick off with stand-up comedy
- Two session Stress Control
- Two session Mood Matters
- Taster workshops
- Advice Clinics in GP practice
- 'Head above water' (psychosocial) roadshow



The image shows the STV logo in a large, blue, serif font with a white outline, positioned on the left. To its right, the title 'Make Me Happier' is written in a bold, black, serif font with decorative flourishes. The background features a blue and white abstract design with curved lines.

STV *Make Me Happier*

- Scottish Government funded
- Part of 'Steps for Stress'
- CBT / lifestyle advice
- 6 programmes Tuesday 7.30
- Lorraine Kelly

'Strategy Factory'

- Targeted in deprived areas
- 'Life skills'
- Strengths / Recovery-based (WRAP)



lifeGym

A work-out for life



DVDs, match programmes, video screen



What doesn't work?

- Not enough from deprived areas
- Not good enough biopsychosocial
- Not enough over 65s, under 25s
- Not enough on well-being

But enough does work so...

Continue to :

- the move away from traditional therapy and 'cures'
- set up new services, teach others and move on
- Find the 'hard to reach' not the 'usual suspects'
- move further into the population – **community**

psychology, social prescribing, mental/social capital and wellbeing



jim.white@ggc.scot.nhs.uk